



**EQUESTRIAN  
AUSTRALIA**

**International Competition  
&  
Development Fund  
[ICDF]**

**1 July 2017- 30 June 2018**

**Funding Application Form**

**For Events, Project Organisers and Individuals**

**Application Closes: Wednesday 31 May 2017**

**Event:** \_\_\_\_\_

**Submitted by:** \_\_\_\_\_

**Date:** \_\_\_\_\_

# Policy & Procedure for Application for Funding

## History and Philosophy of the International Competition and Development Fund [ICDF]

The International Competition and Development Fund was originally established to recover funds expended in connection with the 1990 Stockholm World Equestrian Games, and to accumulate funds for Australian participation in future international competitions. Funds are collected by way of a levy imposed on all EA members throughout Australia. A portion of receipts is set aside for use by non-Olympic Disciplines.

*The Fund supports projects and events that either clearly fall into the “international competition” category or can be demonstrated to further the “development” of the sport in general or of a particular discipline. “Development” predominantly denotes workshops and seminars for the training of judges and officials, and other activities carried out for the development of competencies, including opportunities for skill practice (through competitions and events).*

## Basic Requirements:

1. To be considered, funding must be linked to an event and be directed towards either:
  - a) **International Competition**
    - Travel and/or accommodation cost for foreign technical officials (such as judges, technical delegates, course designers and stewards) at Australian FEI events, especially if they run clinics for the education of officials.
  - b) **Development of the Sport**
    - Workshops and seminars with FEI-level course directors, for the training of judges and other officials and other activities carried out for the development of competencies, including opportunities for skill practice (through competitions and events).
    - Limited start-up funding for new FEI-level events (no continued event funding on a yearly basis).
2. Applications require **endorsement of the Chair of the respective National Discipline Committee and your State CEO** before they are considered by the ICDF Committee. Such endorsement must be included with the submitted application. Contact email addresses for National Discipline Committee Chairs and State CEOs are tabled at the end of this application form.
3. Applications and supporting material **should be sent to: [kirsty.pasto@equestrian.org.au](mailto:kirsty.pasto@equestrian.org.au) in electronic format** enabling efficient processing and response. NB: Postal applications will not be accepted.

## Funding Commitments:

1. To receive an ICDF Grant, the following commitments must be made;
  - a) **Media**
    - The Organising Committee (OC) must prepare a media and communication plan and implementation strategy three (3) months prior to the event and submit to EA. If the event is to run prior to October 2017, this documentation must be submitted by **1 July 2017**.
    - The OC should liaise with EA media team to ensure all press needs are catered for in the lead up to and at the event.

- EA will be recognised as a partner of the event for our support including the provision of:-
  - i. Press releases (if applicable)
  - ii. Acknowledgment on event online platforms
  - iii. Media guides (if applicable)
  - iv. Media accreditation (provided to EA staff if requested)

**b) Marketing and Branding**

- EA's logo is to be used and recognised as an event sponsor as part of all marketing collateral and should adhere to EA's brand guidelines.
- All marketing collateral should be sent through to EA for approval (allowing for a minimum 3 day approval process).
- EA branding should form part of the event promotion including:-
  - i. PA/MC recognition
  - ii. Logo recognition across all marketing collateral including event program, website, big screen, posters and other
  - iii. Program advertising (where applicable)
  - iv. Display of advertisement on big screen (if applicable)

**c) Corporate Event Hospitality**

- The OC will, as a minimum, invite the EA Chair and EA CEO to all special functions held as part of the event and, should they so wish, allows the EA representative to present an Award.

**Application Procedure:**

1. All events and activities are to take place during the next "Financial Year" (01 July 2017 – 30 June 2018) and applications must be submitted by **Wednesday 31 May 2017**
2. Late and incomplete applications will not be accepted.
3. To be considered, all relevant sections of the application must be completely filled out.
4. The maximum level of funding available for one event is \$15,000 (excluding GST).

**Terms & Conditions:**

1. Payments will be made in two instalments:
  - a) If successful, a valid tax invoice must be provided for the full amount [100%] of the funds and submitted to EA no later than **31 July 2017**. On receipt of a valid tax invoice, 60% of the funds will be paid within 30 days.
  - b) The remaining 40% will be paid within 30 days of receiving the post event report. Payments cannot be rolled over into the next financial year and no funding will be paid after **30 June 2018**.
2. The post event report is to be received within **two (2) months** of the event's completion and should include:-
  - a) No. of riders, horses and spectators
  - b) Outline of social media platforms used, engagement and reach over the duration of the event
  - c) Any local and/or national media received
  - d) Profit and Loss statement
3. If for any reason the event does not occur then EA must be reimbursed the full funding amount within **30 days** of EA being made aware of the event not occurring.
4. EA encourages events that are successful in their funding application to use Scoreboard provided by Nominate for their entry system solution. Further information can be obtained from Nominate Pty Ltd at 07 3118 9555 or email [nominate@nominate.com.au](mailto:nominate@nominate.com.au)

**General Information:**

Name of Event Activity:

Planned Date of the Event Activity:

Sport/Discipline:

Venue/Location:

Funding Amount requested: *(up to a maximum of \$15,000 excl GST)*

How exactly will the funds be used?  
*Detailed and thorough information will increase the likelihood of your application being approved.*

Is the event/applicant GST-registered?

Are you applying for or are you receiving any funding from any other source (including EA High Performance funding)?  
*If yes, please provide details.*

Please indicate if your event has applied for funding from ICDF in the last three years:

Year	Successful/Unsuccessful	Funding Given

**Contact Details:**

Name:

Contact number:

Email:

Position Held:



**Event Objectives:**

**Please summarise the aims and objectives for this event.**

**Describe the actions your organisation plan to implement to achieve these objectives.**

**What performance measures will be used to evaluate the outcomes of these actions?**

**What outcomes are anticipated from these actions?**

**Are there any other local events that you know of taking place in the same time frame?  
*If yes, please give details.***

**Why should EA support this application?**

**Event Benefits:**

**Outline any other events which will accompany your event such as conferences or workshops. *Please include details of anticipated venue and attendance.***

**What is the benefit to participants?**

**What is the benefit to coaches and officials?**

**What are the general benefits to the area in which the event is held? *Please outline any benefits that you envisage for the wider community.***

**Do you have a formal business plan? *If yes, please attach.***

YES / NO

**What are the marketing actions and objectives for this event?**

**What performance measures and outcomes are anticipated from these marketing actions?**

## Event– Other Information:

Has this event been conducted in Australia before? *If yes, where and when?*

Organising Committee: *Please list names and functions of OC members or attach copy of OC Structure.*

Are any OC members paid? *If yes, please provide details.*

What previous experience has your organisation or OC had in the management of major events?

## Event Attendance (for event applications only):

Please outline to the best of your ability the anticipated attendance at your event.

Please attach figures or audit details from your previous year's event.

ORIGIN	COMPETITORS		OFFICIALS		SPECTATORS	
AUSTRALIA	NUMBER	LENGTH OF STAY (nights)	NUMBER	LENGTH OF STAY (nights)	NUMBER	LENGTH OF STAY (nights)
QLD						
NSW						
VIC						
SA						
WA						
TAS						
NT						
ACT						
<b>Australia Total</b>						
<b>INTERNATIONAL</b>						
(list countries)						
<b>International Total</b>						
<b>GRAND TOTAL</b>						

## Sponsor/Guest Hospitality:

Please describe the hospitality facilities you provide for sponsors and other VIPs e.g. marquees, catering.

## Media:

Will you have media partners/sponsors for the event? *If yes, please list the media organisations.*

List the Media Coverage anticipated for this event:

	LOCAL	AUSTRALIAN	INTERNATIONAL
Television			
Radio			
Newspaper			
Magazines			
Other			

List number of media personnel expected to attend if available:

VENUE	NUMBER	LENGTH OF STAY
SYDNEY		
REGIONAL NSW		
OTHER STATES		
INTERNATIONAL		



## Profit and Loss:

### Budget Sample

Please provide a summary of all expenditure and income for the event and attach a detailed budget for the event. This budget template is provided as a guide, please modify where necessary

Item	Expenditure \$	Income \$
Accommodation		
Administration		
Advertising/promotion		
Airlines/travel		
Bid		
Catering for Volunteers, etc.		
Ceremonies		
Club Contribution		
Contingency		
Design		
Displays		
EA High Performance Contribution		
EA State Branch Contribution		
Endorsements/licensing		
Entertainment		
Entry/Registration fees		
Equipment hire		
Federal Government contribution		
Fees to FEI/EA		
Horse transport		
Hospitality (VIPs, sponsors, etc.)		
Insurance		
Interpreters		
Media		
Medical		
Organising Committee Expense		
Presentations		
Printing		
Retail		
Security		
Sponsorship		
Stabling		
State Government Contribution		
Ticketing/Gate fees		
Tour packages		
Transportation		
Venue hiring		
Other (Officials fees, clinic)		
GST Net Liability		
<b>TOTAL</b>		
Surplus/Deficit	\$	\$

## Declaration:

I declare to the best of my knowledge that the information contained in this application is accurate and true.

If ICDF funding is provided, the Organising Committee will comply with the funding conditions. All events that receive funding will need to provide **a copy of the Profit and Lost Statement for the event**, their **Organising Committee structure** and **submit a post event report** within **2 months** of the completion of the event.

**Print Name:**

**Signature:**

**Date:**

**Please note:** *The ICDF is not intended to replace funding through other sources. We expect that organisers make every effort to make the event self-funding through sponsorship, fees from participants and spectators, EA Branch contributions and Government funding etc.*

### Email contacts for National Discipline Committee Chairs:

Dressage: Prue Spurrett - [prue@spurrett.com](mailto:prue@spurrett.com)  
Eventing: Will Enziger – [wilkypark@live.com.au](mailto:wilkypark@live.com.au)  
Jumping: John Vallance - [espjohn@bigpond.com](mailto:espjohn@bigpond.com)  
Show Horse: Wendy Hunt - [wendyannhunt@gmail.com](mailto:wendyannhunt@gmail.com)  
Carriage Driving: Dot Willcoxson – [dot.willcoxson@gmail.com](mailto:dot.willcoxson@gmail.com)  
Vaulting: Gail Beattie – [gail.beattie@schneider-electric.com](mailto:gail.beattie@schneider-electric.com)  
Endurance: Linda Tanian – [killara@wideband.net.au](mailto:killara@wideband.net.au)

### Email contacts for State CEOs:

Equestrian QLD: Matt Helmers - [ceo@equestrianqld.com.au](mailto:ceo@equestrianqld.com.au)  
Equestrian NSW: Bruce Farrar - [bruce@ensw.org.au](mailto:bruce@ensw.org.au)  
Equestrian TAS: Tim Williams - [eo@equestrianttas.com](mailto:eo@equestrianttas.com)  
Equestrian VIC: Fiona Baxter - [CEO@equestrianvictoria.com.au](mailto:CEO@equestrianvictoria.com.au)  
Equestrian WA: Dwight Pedlow - [ceo@equestrianwa.org.au](mailto:ceo@equestrianwa.org.au)  
Equestrian SA: Sharon Cimarosti - [manager@equestriansa.com.au](mailto:manager@equestriansa.com.au)  
Equestrian NT: David Sheasby - [the\\_boz1@hotmail.com](mailto:the_boz1@hotmail.com)