

**COVID-19 Fast Track Events Sponsorship - Round Two**  
**COVID-19 Fast Track Sponsorship Application Form**  
**Application C19Sponsorship9 From PINNOCK WATTS FAMILY TRUST**  
Form Submitted 31 Jan 2022, 6:19pm AEDT

## Sponsorship Application Form

**\* indicates a required field**

Prior to the completion of the application, please ensure you make yourself familiar with the COVID-19 Fast Track Sponsorship Program Guidelines which can be viewed on Council's website. To access the document, please click [here](#).

Applications are open until 30 June 2022 or until available funds are expended.

For further assistance with making an application, please contact the Events and Visitor Economy Team on 1300 292 442 or email [events@wagga.nsw.gov.au](mailto:events@wagga.nsw.gov.au)

**Applications received after the closing date will be deemed ineligible and not be considered.**

**Opens: Tuesday 9 November 2021**

**Closes: Thursday 30 June 2022**

**Time period of event to be held: 1 January to 31 December 2022**

**What amount of sponsorship are you seeking \*** 20000

## Applicant Details

**\* indicates a required field**

### Contact Details

**Name of Applicant \***  
PINNOCK WATTS FAMILY TRUST

**Postal Address \***

[REDACTED]

**Contact Person \***  
Ms PHOEBE PINNOCK

**Position**  
Director

**Telephone \***

[REDACTED]

**Email \***

[REDACTED]

**Are you registered for GST \***  
☐ Yes

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☒ No

**Do you have an ABN \***

☒ Yes

☐ No

**ABN**

56 689 209 702

Information from the Australian Business Register	
<b>ABN</b>	56 689 209 702
<b>Entity name</b>	The trustee for PINNOCK WATTS FAMILY TRUST
<b>ABN status</b>	Active
<b>Entity type</b>	Discretionary Trading Trust
<b>Goods &amp; Services Tax (GST)</b>	No
<b>DGR Endorsed</b>	No
<b>ATO Charity Type</b>	Not endorsed <a href="#">More information</a>
<b>ACNC Registration</b>	No
<b>Tax Concessions</b>	No tax concessions
<b>Main business location</b>	2650 NSW
Information retrieved at 4:47am today	

Must be an ABN.

**If you are an Organisation what is your status**

☒ Incorporated Entity

☐ Other

NOTE: If not incorporated, you will need an auspice, please complete section 2

**Incorporated Association or Australian Corporation Number**

138966257

**Are you a not-for-profit Organisation**

☐ Yes

☒ No

## **Auspice Organisation Details**

*This section is only required if you are not applying on behalf of an incorporated entity.*

**Auspice Organisation Name**

**Auspice Organisation Address**

Must be an Australian postcode.

**Auspice Organisation Contact Phone Number**

Must be an Australian phone number.

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**Auspice Organisation Email**

Must be an email address.

**Auspice Organisation Incorporated Association or Australian Corporation Number**

**Please attach signed letter of support by Auspice Organisation**

*No files have been uploaded*

**Does the Auspice Organisation have an ABN Number?**

- ☐ Yes  
☐ No

**ABN**

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	
ACNC Registration	No
Tax Concessions	
Main business location	

Must be an ABN.

**General Information**

**\* indicates a required field**

**1. Event Details**

**Describe the event or project for which you seek support \***

FITZ FEST 2022 - A diverse 12-hour original local music festival that focuses on activating Fitzmaurice St and building vibrancy and culture by supporting its live music venues, musicians and audiences. In 2021, thousands of people attended Fitz Fest and enjoyed the diverse live music performed by over 70 of Wagga Wagga's local original musicians in a COVID safe way. The festival in 2022 will build on the success of last year's event, seeing local and regional original musicians fill the venues in the street (and outdoor areas) with original local music for 12 hours, showcasing the huge amount of unique talent across many genres the city has to offer - for free. Apart from providing the community of Wagga Wagga with a free music festival full of amazing talent and original music; (with audiences planning to spend the day sampling food and sipping drinks and the city's music

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venues in Fitzmaurice St and outdoor venues); the festival also provides the opportunity for professional development for musicians and music industry locally. It impacts the local music community through building capacity for venues booking live music, musicians in networking and connecting, and for audiences getting the chance to discover local talent and enjoy artists again and again for further shows in future.

Provide a short description (100 words recommended) of your project ie. what is it and what would you like to achieve

#### **Name of event or project \***

FITZ FEST 2022

#### **Proposed Event date/s \***

SAT MAY 21

#### **Location \***

Various indoor/outdoor venues along Fitzmaurice St

#### **How many people will likely attend the event? \***

- ☐ Less than 100
- ☐ 101-250
- ☐ 251-500
- ☐ 501-1000
- ☐ 1001-1500
- ☒ 1501 or more

#### **What percentage of attendees do you estimate will come from outside the Local Government Area? \***

15

#### **Please attach your event management plan, run sheet or project plan \***

Filename: FITZ FEST 2022.pdf  
File size: 775.8 kB

#### **How will you acknowledge Council if your project is successful in receiving funding? \***

Wagga Wagga City Council logo featured in all marketing.

All social media pages will point to the sponsorship.

All editorial mentions will include Wagga City Councils sponsorship involvement.

This will be a very clear message across all media, imagery and/or editorial to ensure that every possible inclusion of WCC sponsorship is promoted first and foremost.

Please provide details on the sponsorship benefits you can offer in return for sponsorship eg. logo recognition, advertising space, eDM inclusion, social media etc.

#### **Are naming rights available? \***

- ☒ Yes
- ☐ No

## **2. Assessment Criteria**

Please note if you are successful in receiving sponsorship funding, this section will form part of the evaluation for acquittal purposes.

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#### **How will your project deliver positive outcomes for the community and/or local business, local creatives? \***

The music industry, particularly the original music community has continued to suffer long term losses through the COVID lockdowns, affecting morale, opportunity, incomes, live music venues as well as audiences. Following on from Fitz Fest 2021, the 2022 festival will continue to drive audiences and incomes by giving Waggas best local original artists a key performance date to work towards and showcase their music to a wide audience. Fitz Fest 2021 inspired more than 70+ talented local original music artists to complete their songs, rehearse, promote and perform to thousands of free audience participants. Each of the 7 invited venues had accommodated the most patrons they had hosted in many months bringing an injection of income, new patrons and building connections between artists and venues for future gigs. Fitz Fest 2022 will continue to build on the success of 2021 and progress to a new level of excellence in Wagga Wagga musical community offerings, showcasing the huge amount of talent this region hosts. The festival provides a key event for musicians to network, to meet audiences to expand their reach, to connect with venues and build on their capacity to deliver more live music events for the remainder of the year. The local media will take the opportunity to feature music from our gifted performers and work to provide much-needed exposure to drive the visibility of the musical culture Wagga Wagga is proud to host.

eg. How will your project help the community connect and recover from the impacts of COVID-19 and/or how will your project work with, have flow on effects to or encourage support for local businesses and/or creatives.

#### **How does this project align with Wagga Wagga City Council's strategic plans and priorities to support a growing economy and community connection? \***

Fitz Fest 2022 supports the WCC Cultural Plan being a promotion of the key guiding principles - Thriving - Innovative - Connected & Inclusive.

Fitz Fest answers the call to provide more live music to the community and supports genuine all-ages spaces as well as a youth stage which also enables youth to participate in its planning. This further involves youth to develop their event planning skills and building networks in order to support the skills of an up-and-coming group of emerging music promoters.

Fitz Fest will be promoted in advance and will have the opportunity to be listed in tourism calendars attracting further music lovers to Wagga who will spend the day eating and drinking at the local venues, enjoying the free music.

Fitz Fest activates the Fitzmaurice St precinct, highlighting the venues and retail shops creating a vibrant city centre and a reason to visit new places.

Fitz Fest welcomes musicians from diverse communities within the musical landscape and gives a platform to practitioners of differing cultures to come together and enjoy and discover each others talents in the one location. Welcoming musicians from varying cultural backgrounds and diverse genres is a fantastic part of what Fitz Fest is about: a true reflection of the people of Wagga Wagga expressed through music! The festival will also focus on inclusivity this year by promoting an accessibility plan for patrons with special needs, and publishing this information on the website and on social media. Having conversations with venues about highlighting accessibility on their websites may make accessibility much easier for years to come for those with a disability wishing to attend the event and make their way around venues on the day.

Fitz Fest shows that Wagga City Council is active in its support for regional songwriters and musicians, this event is a very strong activation for local artists, giving them a deadline to finish new works, to rehearse and to build communities of performers, to build confidence, visibility and for audiences to discover new artists. The effect of Fitz Fest is that artists have much greater visibility to the community and engagement with their local audiences and connection to live music venues leading to more opportunities for music in future.

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**Please provide details on how your project will deliver a safe experience that complies with NSW Health advice? \***

Fitz Fest will be a COVID-safe event. All venues used for the event have a current COVID safety plan and be registered for SERVICE NSW check-in. A stand-alone COVID safety plan will be developed for Fitz Fest and will be distributed amongst stakeholders. All musicians will also be encouraged to follow COVID guidelines during their performances. Attendees will be encouraged to follow social distancing measures, hand sanitiser will be provided.

At the time of the event, the organisers will publish the most up to date regulations for venues and musicians and distribute to all festival participants, as well as publishing any relevant rules and recommendations for audiences on social media.

**Describe how your event is new and innovative for the city or if your event is not new describe how it has adapted in an innovative and creative way to respond to the impacts of COVID-19 \***

Fitz Fest 2022 draws on the successes of two previous presentations of this multi-venue format (Fitz Live 2019, Fitz Fest 2021). Fitz Fest encourages audiences to attend and enjoy live music after a significant season of lockdowns and venue limits, which has impacted the number of people attending live music events. Fitz Fest is innovative in the sense that venues are connecting and working together under the umbrella for Fitz Fest building relationships and capacity between venue owners in the north end of Wagga's main street. Fitz Fest is innovative in the fact that it highlights musicians who are songwriters and builds connections between these artists who have had very rare chances to perform throughout COVID lockdowns. Fitz Fest is the number 1 highlighted event on the calendar for many local original musicians and live music venues in Fitzmaurice St, Wagga Wagga. For audiences, having a variety of spaces available to attend on the day is a great part of the festival. Fitz Fest is innovative in the sense that there are spaces and places for everyone to attend! Some spaces are all ages and outdoors, enabling families to attend in an alcohol-free environment; from indoor cafe-style coffee houses to beer gardens to loud and rockin' full PA setups for late-night bands! Fitz Fest provides a space and a musical genre for everyone to enjoy.

In addition, the organiser will work with venues to publish an accessibility guide for those with a disability to attend the festival venues easily as well as encourage venues to include this information on their websites in future.

Fitz Fest website will be further added to, creating profiles for musicians and venues, nearby accommodation, petrol, parking and other handy tourist information.

**How will the event increase the profile of Wagga Wagga? \***

With approximately 75+ musicians and the venues of Fitzmaurice St posting on social media - live music in Wagga Wagga will be in the spotlight on May 21 and in the lead up to the event! The event will be listed on the Australian Tourism Data Warehouse. We will seek to work with Albury-based music business Atomic to review the event and meet some of the bands performing (in order to help Wagga musicians move into the Albury market). We will attempt to place stories in online papers such as About Regional as well as seek promotion through ABC Riverina, Triple M Wagga Wagga and 2AAAFM. We will attempt to invite journalism from SBS and ABC TV in advance for potential editorial features on news or journalistic editorial style TV shows.

**Please attach any supporting information about your event listed in this application, if available**

*No files have been uploaded*

E.g. Covid Safe Plan, marketing plan



### 3. Event Budget and Council Support

**Total event/festival/project cost \***  
25500

**Please attached your budget detailing expenses, income and in-kind support \***

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Filename: FITZ FEST 2022 Budget (3).xlsx  
File size: 59.3 kB

**Provide a breakdown of how the requested financial support will be expended \***

FITZ FEST WAGGA WAGGA 2022 - WAGGA CITY COUNCIL GRANT \$20,000

Event Management, Curation, Acquittal: \$4200

Musicians Payment: \$5500

Audio / Video / Sound Production / Outdoor Venue / Toilets / Generator + Safety Hire: \$8300

Artwork / Graphic Design / Marketing / Steert Signage / Website: \$1470

Insurance: \$430

TOTAL: \$20,000

**Has your organisation/association made other applications for financial assistance from Council for this project? \***

☐ Yes

☒ No

Eg fee waiver, annual grants, clubGrants

### Declaration, Review and Submit

**\* indicates a required field**

#### Privacy Information

In compliance with the *Information Privacy Act 2009* (the Act) personal information on this form may be stored in City of Wagga Wagga's records database and may also be used for statistical research, information provision and evaluation of services. Your personal information may be provided to the financial institution which handles City of Wagga Wagga's financial transactions and may be disclosed to other agencies and third parties for purposes related to this application and/or monitoring compliance with the Act. Except in these circumstances, personal information will only be disclosed to third parties with your consent unless otherwise required or authorised by law.

#### Declaration:

I declare that all the information supplied in this application form and any attachments, are true and correct to the best of my knowledge and that the application has been submitted with the full knowledge and agreement of the management of the organisation or association or business. Wagga Wagga City Council is to be notified of any changes to the

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information supplied and any other information of circumstances arising that may affect this application.

By signing and submitting this form I understand that if Wagga Wagga City Council approves the grant funding sponsorship application that I will be required to accept the terms and conditions as outlined in the Sponsorship Agreement. This will include, in part, how the sponsorship will be acknowledged, agreement to provide a COVID-safe event plan and the requirement to submit an acquittal and evaluation within 8 weeks of the event or project, including evidence of expenditure.

**1. Name of primary contact person \*** Ms Phoebe Pinnock

**Position** Director

**Date \*** 31/01/2022  
Must be a date

You are now coming to the end of your application process and before you **REVIEW** and click the **SUBMIT** button please take a few moments to provide any feedback you may have regarding our online grants application process.

**Please indicate how you found the online application process:**

☐ Very easy ☒ Easy ☐ Neither ☐ Difficult ☐ Very difficult

**Please provide us with any improvements and/or additions to the application process/form that you think we need to consider:**

No more than 100 words.