



Alexandra
Events Corporation Ltd

Proposal

Dindi Events Program

A program that aims to support and enhance community events across the Murrindindi Shire... attracting more visitors, increasing yield from the visitor economy, and fostering enhanced community engagement.

[August 2024]

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About Us

Alexandra Events Corporation Limited (simply Alexandra Events) is a non-profit organisation dedicated to growing the local economy through the staging of high-quality (and often large) local events.

With a history spanning more than 27 years, Alexandra Events supports a significant event calendar that includes some of Murrindindi's largest events - including the Alexandra Truck Ute and Rod Show, the Alexandra Pro Rodeo and many others.

Alexandra Events is led by a volunteer board with significant event and visitor economy experience.

Executive Summary

The Dindi Events program aims to support and enhance community events across the Murrindindi Shire, aiming to attract more visitors, boost the economy, and foster community engagement.

At its core, the Dindi Events program seeks to be a partnership between Alexandra Events Corporation Ltd, community event operators, and Murrindindi Shire Council to build the local event offering and, in turn, drive significant yield in the visitor economy.

It outlines a tiered support system, offering benefits like marketing support, capacity building workshops, and assistance with securing sponsorships. It is anticipated that with these supports we will be able to help grow targeted events by >30%, resulting in more than \$840,000 in value added yield to the visitor economy.

Alexandra Events is seeking up to \$100,000 annually, over 5 years to drive this project forward.

Background

Alexandra Events is well regarded in the regional event space, having successfully built multiple anchor events for the region – including the *Alexandra Truck Ute and Rod Show* and *Alexandra Pro Rodeo*. These events already attract ~20,000 attendees annually who, in turn, inject \$2.305M (\$1.48M + \$0.847M via Remplan data) to the local visitor economy.

However, not all events across the region are as successful. In fact, each year many event organisers find that events are getting harder to run - competitive funding (especially sponsorship) is increasingly scarce, costs of executing high-class events continue to rise, and levels of compliance and risk management continue to increase. With many regional events being run by volunteer community groups, navigating these challenges is becoming an increasing burden.

As a case in point, Marysville Lions recently advised that they were no longer able to drive the Marysville Music Weekend due to ongoing financial losses and burden on local volunteers, leaving the future of this event in question. Without support, there is a real risk of an increasing number of local events becoming unsustainable.

However, with some support and strategic growth of our event community we can turn this around and capture currently unrealised potential in terms of visitation, length of stay, and visitor yield left on the table that could further grow the visitor economy.

What are our options?

In some municipalities, local councils provide a wealth of support for community events with many councils acting as the lead driver for community events. The current structure of Murrindindi Shire Council instead focuses on empowering local community groups to drive their own events. Without a centralised leadership of the event calendar there are some challenges in strategically growing our local events calendar.

Alexandra Events is well placed to step into a leadership role in this space, and to help support and lead the many community events throughout the region, continuing to leverage the incredible community groups who are currently running them.

This is not a new idea. In fact, it is a request that has come from industry. Over the last twelve months we have had discussions several organisations/events seeking our support:

- **Marysville Music Weekend** has pitched the idea of Alexandra Events taking over the event entirely.
- **Yea Cruise Night** has engaged with Alexandra Events on multiple occasions to discuss ways to improve their event, grow visitation, and work within their compliance requirements.

- **Eildon Events Ltd** has partnered with Alexandra Events to hire and/or borrow equipment on multiple occasions, and work collaboratively to promote each others' events.
- Alexandra Events already carry out the administration of **Spring Fair, Easter Fair, and Grant Street Monthly Market** on behalf of ADTTA.
- Alexandra Events has been approached to lead a revival of the **Murrindindi Business Awards** in partnership with Murrindindi Food and Wine Inc.

With some modest funding support from Council or other funding bodies, Alexandra Events can continue to lean into this space, and actively strengthen our event sector and build capacity in the region. The ROI from this program will be readily evident in jobs created, small businesses supported, and increased profile and opportunity for the region.

Proposal Overview

Our Vision

Our vision is to create a thriving and interconnected community events ecosystem that enriches the region's cultural vibrancy, fosters social cohesion, and drives sustainable economic growth.

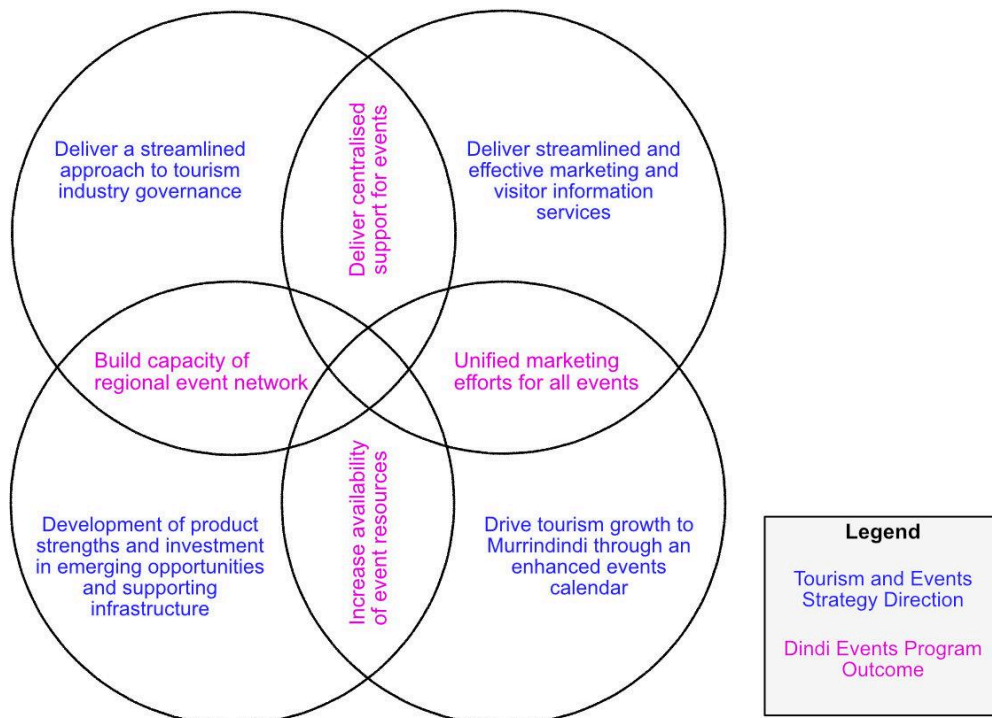
Through strategic collaboration and tiered support, we aim to empower local community groups to plan, promote, and execute successful events while maximising their impact on regional tourism and community development.

By providing access to resources, personalised assistance, and collaborative opportunities, we aspire to cultivate a vibrant events landscape that showcases the region's unique identity, attracts visitors from near and far, and creates lasting memories for all who participate.

Dindi Events Program

The Dindi Events Program seeks to provide a range of support to local community groups, for the purpose of growing the size and capacity of local events.

Murrindindi Shire Council's Tourism and Events Strategy (2021-2025) outlines four strategic directions. The Dindi Events Program aims to support the intersection of each of these strategic directions.



Tiered Support for Community groups

Tier	Benefits
Associate Level	<ul style="list-style-type: none"> ● Access to free workshops and webinars on event planning, social media promotion, and volunteer management. ● Discounted or free equipment rental for their events. ● Participation in collaborative marketing initiatives. ● Opportunity to benefit from regional sponsorship deals secured by the collective. ● Access to a community forum or online platform for networking and sharing resources with other groups.
	<ul style="list-style-type: none"> ● Regional Benefit: Increased awareness and participation in community events lead to a boost in local engagement and social cohesion. ● Impact: Encourages more people to attend events, supporting local businesses and enhancing the community's reputation as a vibrant destination.
Partner Level	<ul style="list-style-type: none"> ● One-on-one consultations with the team to discuss event planning strategies and address specific challenges. ● Priority access to resources and exclusive benefits ● Access to regional sponsorship deals and reduced burden of seeking individual sponsorships ● Assistance with securing sponsorships or negotiating bulk deals with vendors for cost savings.
	<ul style="list-style-type: none"> ● Regional Benefit: Enhanced event quality and professionalism attract a larger audience from neighbouring areas, increasing visitor numbers and economic activity. ● Impact: Generates higher levels of visitor spending on accommodations, dining, and shopping, resulting in a positive economic impact on the region.
Premier Level	<ul style="list-style-type: none"> ● Premium support and tailored solutions for event planning and execution ● Comprehensive assistance with marketing strategies, quarantine considerations, and access to regional sponsors ● Exclusive benefits from regional sponsors, including promotional support and funding
	<ul style="list-style-type: none"> ● Regional Benefit: Strategic event planning and high-level execution elevate the region's profile as a premier destination for cultural and recreational experiences. ● Impact: Attracts significant tourist traffic, media attention, and investment opportunities, driving sustained economic growth and development in the region.

Budget / Funding Request from Council

To realise the potential of Dindi Events, external funding is required.

Funding will be sought in three broad areas:

1. Community Event Partnership Fees
2. Murrindindi Shire Council Sponsorship
3. Leveraging State Government Funding

Partnership Fees

It is anticipated that community events will partner with Dindi Events. It is anticipated that the partnership model would support a range of tiers, including:

- Associate Level - \$0 annual fees per event.
- Partner Level - \$1,000 annual fees per event.
- Premier Level - \$10,000 annual fees per event.

The *Appendix: Funding Breakdown* provides detail on the planned and incremental growth of partner community events at each level over a 5 year period.

Council Investment

To help support the Dindi Events program, we are seeking investment from Murrindindi Shire Council and State Government to achieve the goals of the Dindi Events program.

Over 5 years, the total cash contribution from Murrindindi Shire Council is budgeted to be \$100,000.

This funding might be made up of Council funding, Victorian Government Funding, or other funding streams.

Over 5 years, the total cash contribution from Victorian State Government (or alternative funding sources) is budgeted to be \$225,000.

On the following pages is a plan of how investment by Council, State Government, and the industry would be applied over a five year period.

What Does the Program Actually Look like?

Year #1 Activities

Support Area	Outcome	Budget
Marketing and Promotion	Prioritise Print and Radio advertising to highlight the events engaged in the program. Conduct some digital advertising across SEO and social media. Engage one influencer marketing campaign.	\$4,830
Event Support	Provide every Associate member with 4hrs of admin support to grow their event. Provide every Partner member with 10hrs of admin support, and 4hrs of consultations. Provide each Premier member with 20hrs of event support and a further 8 hours of expert consultation. Provide ALL events with access to member network providing free access to template library, and other resources.	\$6,200
Capacity Building	Offer 2-3 workshops on key event planning skills (fundraising, marketing, logistics). Partner with existing mentorship programs or individuals. Organise 1-2 networking events to connect organisers. Develop a basic online resource guide.	\$5,000
Infrastructure Development	Purchase essential, high demand equipment for all events to use.	\$21,000
Partnership Development	Building partnerships with local businesses, tourism organisations, and other stakeholders to leverage additional resources, expertise, and support for community events. This collaborative approach strengthens the overall tourism ecosystem and amplifies the impact of your organisation's efforts.	\$5,000
Keystone Event Support	To support the Alexandra Truck Ute and Rod Show and the Alexandra Pro Rodeo. Nominally, this includes: <ul style="list-style-type: none"> - \$7,000 cash - \$5,000 (in kind) waste charges, - \$8,000 (in kind) for parks and gardens (staff moving bins, additional cleaning of toilets, etc) 	\$20,000
Total Budget		\$62,030

Years 2 - 5 follow build on this program. See Appendix for detail.

Frequently Asked Questions

Will Alexandra Events change their name?

It is fair to say that there is a belief by the community at large that Alexandra Events Corporation Limited focus only on Alexandra. However, in line with our Constitution Alexandra Events has actively worked to support events across the Murrindindi region, including events in Eildon, Yea, Marysville, and elsewhere.

2. The purposes of the company are:
 - (a) to organise and manage community events that will develop and promote the Murrindindi region;
 - (b) to foster tourism opportunities that will assist in promoting local businesses throughout the Murrindindi region;
 - (c) to encourage industry associations, business proprietors, and community organisations to work together with the aim of providing opportunities that will develop the Murrindindi region
 - (d) to apply the assets and income of the company exclusively to the promotion of its objects and no portion shall be paid or distributed directly or indirectly to the members except as bona fide remuneration for services rendered or reimbursement of expenses incurred on behalf of the company.

For the purpose of furthering the Dindi Events Program, Alexandra Events would seek to **establish and operate under fresh “Dindi Events” branding** and establish a Regional Events Committee (with members of the event community) to provide governance over this program. This acts to further strengthen the collegiate and holistic approach to event management across the Murrindindi Shire.

What is the anticipated approach to sustainability, four waste and recycling streams, CDS, etc?

Evolving sustainability practices is absolutely a focus for events going forward. By helping coordinate and unite the event sector across Murrindindi we seek to not only inform and develop best practice by sharing learnings between all events, but also help strengthen a culture of sustainability by providing consistent approaches that benefit both event organisers and visitors alike.

However, environmental sustainability is just one of many challenges that events face in coming years. By helping coordinate and unite the event sector, we better prepare our region to successfully tackle many of these challenges together.

The proposal allows for the purchase of ‘essential, high demand equipment’. What do you have in mind?

Hire costs for fencing, signage, audio visual equipment, marquees, etc often form a large component in any event budget. Largely, equipment is sourced from Melbourne, which adds additional cartage fees.

It would be our intent to work with event organisers to better understand exactly what equipment is being hired from outside the region, and to develop a plan to purchase and share equipment between the event sector that best meets demand and provides the best reduction of hire fees.

Over the last 10+ years the community has been called upon to provide marquees, audio visual equipment, tables/chairs, and lots of other equipment to supplement our Emergency Management Response at staging areas, community meetings, and other occasions. Investing in our supply of equipment not only helps reduce budgets for individual events, but increases our capacity to support similar Emergency Management Responses.

	Year 1			Year 2			Year 3			Year 4			Year 5		
	#	Price	\$	#	Price	\$	#	Price	\$	#	Price	\$	#	Price	\$
Income															
Membership Fees															
Associate Member	5	\$0	\$0	10	\$0	\$0	20	\$0	\$0	25	\$0	\$0	30	\$0	\$0
Partner Member	3	\$1,000	\$3,000	5	\$1,000	\$5,000	10	\$1,000	\$10,000	15	\$1,000	\$15,000	20	\$1,000	\$20,000
Premier Member	1	\$10,000	\$10,000	2	\$10,000	\$20,000	4	\$10,000	\$40,000	6	\$10,000	\$60,000	8	\$10,000	\$80,000
Total			\$13,000			\$25,000			\$50,000			\$75,000			\$100,000
Local/State Funding															
Murrindindi Shire Council (cash)	1	\$30,000	\$30,000	1	\$25,000	\$25,000	1	\$20,000	\$20,000	1	\$15,000	\$15,000	1	\$10,000	\$10,000
Murrindindi Shire Council (in kind)	1	\$13,000	\$13,000	1	\$13,000	\$13,000	1	\$13,000	\$13,000	1	\$13,000	\$13,000	1	\$13,000	\$13,000
State/Alternative Funding					\$25,000	\$25,000		\$75,000	\$75,000		\$65,000	\$65,000		\$60,000	\$60,000
Total			\$43,000			\$63,000			\$108,000			\$93,000			\$83,000
Total Revenue			\$56,000			\$88,000			\$158,000			\$168,000			\$183,000
Expenses															
Marketing and Promotion															
Print/Radio Media	1	\$3,000	\$3,000	1	\$5,000	\$5,000	1	\$15,000	\$15,000	1	\$10,000	\$10,000	1	\$10,000	\$10,000
Influencer Marketing	1	\$1,000	\$1,000	1	\$5,000	\$5,000	1	\$7,000	\$7,000	1	\$7,000	\$7,000	1	\$7,000	\$7,000
PPC/Social Advertising	1	\$830	\$830	1	\$5,000	\$5,000	1	\$7,000	\$7,000	1	\$12,000	\$12,000	1	\$12,000	\$12,000
A/B Testing							1	\$5,000	\$5,000	1	\$5,000	\$5,000	1	\$5,000	\$5,000
Total			\$4,830			\$15,000			\$34,000			\$34,000			\$34,000
Event Support															
Provision network portal (\$/month)	12	\$83	\$996	12	\$83	\$996	12	\$83	\$996	12	\$83	\$996	12	\$83	\$996
Event Support (hrs/event) - Associate	4	\$50	\$1,000	4	\$50	\$2,000	4	\$50	\$4,000	4	\$50	\$5,000	4	\$50	\$6,000
Event Support (hrs/event) - Partner	10	\$50	\$1,500	15	\$50	\$3,750	20	\$50	\$10,000	20	\$50	\$15,000	20	\$50	\$20,000
Event Support (hrs/event) - Premier	20	\$50	\$1,000	30	\$50	\$3,000	40	\$50	\$8,000	40	\$50	\$12,000	40	\$50	\$16,000
Consultations (hrs/event) - Partner	4	\$85	\$1,020	8	\$85	\$3,400	16	\$85	\$13,600	16	\$85	\$20,400	16	\$85	\$27,200
Consultations (hrs/event) - Premier	8	\$85	\$680	16	\$85	\$2,720	40	\$85	\$13,600	40	\$85	\$20,400	40	\$85	\$27,200
Total			\$6,196			\$15,866			\$50,196			\$73,796			\$97,396
Capacity Building															
Workshops (event planning)	2	\$1,200	\$2,400	6	\$1,200	\$7,200	8	\$1,200	\$9,600	8	\$1,200	\$9,600	8	\$1,200	\$9,600
Networking events	2	\$800	\$1,600	3	\$800	\$2,400	4	\$800	\$3,200	4	\$800	\$3,200	4	\$800	\$3,200
Develop online resource guide	1	\$1,000	\$1,000	1	\$2,500	\$2,500	1	\$5,000	\$5,000	1	\$1,000	\$1,000	1	\$1,000	\$1,000
Total			\$5,000			\$12,100			\$17,800			\$13,800			\$13,800

Infrastructure Development															
Purchase essential, high demand equipment	1	\$20,000	\$20,000	1	\$20,000	\$20,000	1	\$20,000	\$20,000	1	\$10,000	\$10,000	1	\$5,000	\$5,000
Develop inventory database/system	1	\$1,000	\$1,000	1	\$1,000	\$1,000	1	\$5,000	\$5,000	1	\$2,500	\$2,500	1	\$1,000	\$1,000
Total			\$21,000			\$21,000			\$25,000			\$12,500			\$6,000
Partnership Development															
Build partnerships	1	\$5,000	\$5,000	1	\$10,000	\$10,000	1	\$10,000	\$10,000	1	\$10,000	\$10,000	1	\$5,000	\$5,000
Total			\$5,000			\$10,000			\$10,000			\$10,000			\$5,000
Keystone Event Support															
Cash Support	2	\$3,500	\$7,000	2	\$3,500	\$7,000	2	\$3,500	\$7,000	2	\$3,500	\$7,000	2	\$3,500	\$7,000
In Kind Support	1	\$13,000	\$13,000	1	\$13,000	\$13,000	1	\$13,000	\$13,000	1	\$13,000	\$13,000	1	\$13,000	\$13,000
Total			\$20,000			\$20,000			\$20,000			\$20,000			\$20,000
Total Expenses			\$62,026			\$93,966			\$156,996			\$164,096			\$176,196
Impact															
Events Supported															
Associate Member	5			10			20			20			20		
Partner Member	3			5			10			10			10		
Premier Member	1			2			4			4			4		
Total Events Engaged	9			17			34			34			34		
Lift to Current Visitation															
		Avg Visits	Lift		Avg Visits	Lift		Avg Visits	Lift		Avg Visits	Lift		Avg Visits	Lift
Associate Member	10%	1,000	500	20%	1,000	2000	30%	1,000	6000	30%	1,000	7500	30%	1,000	9000
Partner Member	10%	2,000	600	20%	2,000	2000	30%	2,000	6000	30%	2,000	9000	30%	2,000	12000
Premier Member	10%	4,000	400	20%	4,000	1600	30%	4,000	4800	30%	4,000	7200	30%	4,000	9600
Total Increase to Current Visitation			1,500			5,600			16,800			23,700			30,600
Lift to Current Yield															
		Avg Yield	Lift		Avg Yield	Lift		Avg Yield	Lift		Avg Yield	Lift		Avg Yield	Lift
Associate Member	10%	\$50,000	\$25,000	20%	\$50,000	\$100,000	30%	\$50,000	\$300,000	30%	\$50,000	\$375,000	30%	\$50,000	\$450,000
Partner Member	10%	\$100,000	\$30,000	20%	\$100,000	\$100,000	30%	\$100,000	\$300,000	30%	\$100,000	\$450,000	30%	\$100,000	\$600,000
Premier Member	10%	\$200,000	\$20,000	20%	\$200,000	\$80,000	30%	\$200,000	\$240,000	30%	\$200,000	\$360,000	30%	\$200,000	\$480,000
Total Increase to Current Yield			\$75,000			\$280,000			\$840,000			\$1,185,000			\$1,530,000
ROI (Yield vs Council Spend)			1.7			7.4			25.5			42.3			66.5

Event Administration Team															
Event Person #1 (Admin focus)			2.5hr/week			6.5hr/week			14hr/week			14hr/week			14hr/week
Event Support (all levels)	34hrs	\$50	\$3,500	175hrs	\$50	\$8,750	440hrs	\$50	\$22,000	440hrs	\$50	\$22,000	440hrs	\$50	\$22,000
Organising Workshops/Network Events	16hrs	\$50	\$800	36hrs	\$50	\$1,800	48hrs	\$50	\$2,400	48hrs	\$50	\$2,400	48hrs	\$50	\$2,400
Developing Resource Library	20hrs	\$50	\$1,000	50hrs	\$50	\$2,500	100hrs	\$50	\$5,000	100hrs	\$50	\$5,000	100hrs	\$50	\$5,000
Event Advertising	9hrs	\$50	\$450	19hrs	\$50	\$960	58hrs	\$50	\$2,900	58hrs	\$50	\$2,900	58hrs	\$50	\$2,900
Event Person #2 (Consulting focus)			0.5hr/week			1.5hr/week			7hr/week			7hr/week			7hr/week
Consultations	20hrs	\$85	\$1,700	56hrs	\$85	\$6,120	320hrs	\$85	\$27,200	320hrs	\$85	\$27,200	320hrs	\$85	\$27,200

Appendix: References

Murrindindi Shire Council Plan (2021-2025) outlines a key outcome to “3.2 support and promote our tourism and events sector to boost the economy through increased visitation” and that the success metric would be “increased community events supported by Council”.

<https://www.murrindindi.vic.gov.au/files/assets/public/documents/publications/council-plans/2021-2025-council-plan.pdf>

Murrindindi Shire Council's Tourism and Events Strategy (2021-2025) outlines four strategic directions.

<https://www.murrindindi.vic.gov.au/files/assets/public/documents/tourism-amp-events/murrindindi-shire-tourism-and-events-strategy-2019-2025.pdf>

Events are one of the five key pillars in the *Tourism North East Destination Management Plan (2023-2033)*. The DMP cites “ongoing product evolution and attraction is required to ensure that the High Country continues to build the region’s creative community and cultural offering”.

<https://www.tourismnortheast.com.au/industry-resources/destination-management-plan/>

Events play an outsized role in driving visitation and outcomes for regional destinations. Research by Tourism Research Australia indicates that 34% of domestic overnight visitors attended an event while travelling in regional Australia [1]. Furthermore, event attendees stayed almost twice as long and spent nearly one and a half times more than other visitors [1].

[1] "Regional Events" on Visit Victoria Blog (2020)

<https://www.visitvictoria.com/Events/Event-Industry/Regional-Events>

These metrics track closely with priorities outlined in the Victoria’s 2020 Tourism Strategy, which targets growing visitor expenditure in regional areas and using events to disperse visitors [2]. The strategy names priorities like showcasing renowned sporting events and leveraging the program to stimulate off-peak travel.

[2] Visit Victoria "Victoria's 2020 Tourism Strategy" (2016)

<https://corporate.visitvictoria.com/resources/corporate-documents>

In addition, Visit Victoria CEO Brendan McClements has emphasised the unique power of events to boost local economies, sustain jobs, and spread tourism benefits. The organisation estimates that for every \$1 invested by the state government in securing major events, \$6 in economic activity is generated [3].

[3] "Major Events Deliver Record Breaking Year For Victoria" on Premier of Victoria Newsroom (2018)

<https://www.premier.vic.gov.au/major-events-deliver-record-breaking-year-victoria>

Regional events like the Alexandra Pro Rodeo and the Alexandra Truck Ute and Rod Show strongly align to state and organisational objectives around event funding. Remplan Data

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shows \$2.305M currently injected into the local economy from the twin events. A strategic grant to elevate these events will accelerate outcomes, demonstrating a sizable ROI for the region and for broader tourism stakeholders.

Appendix: KPIs

The following Key Performance Indicators (KPIs) are suggested to help track the success of the Dindi Events program.

Focus Area	Metrics to Track
Event Attendance	Track the number of attendees at supported community events to gauge participation and engagement levels
Community Engagement	Measure the level of community involvement and satisfaction through surveys, feedback forms, or social media interactions.
Economic Impact	Assess the economic contribution of community events to the region, including spending by attendees and businesses.
Partnership Development	Monitor the number of partnerships established with local businesses, sponsors, and stakeholders to support community events.
Event Quality	Evaluate the quality of supported events based on criteria such as attendee feedback, media coverage, and adherence to best practices in event planning and execution.
Volunteer Retention	Track volunteer retention rates and satisfaction levels to assess the effectiveness of capacity-building initiatives and support services.
Regional Exposure	Measure the reach and visibility of community events through media coverage, social media metrics, and attendance from outside the region.
Sustainability	Assess the long-term sustainability and growth of community groups supported by your initiative, including their ability to continue organising events independently.




Appendix: Event Partner Rubric

The following rubric is a guide for helping decide which community events are well suited to support and partnership with the Dindi Events model. Events that score 35-50 are a great fit. Events that score 20-35 are worth having a conversation with. Events that score 0-20 are unlikely a good fit for the Dindi Events program.

		Score (1-5)
Finances		
Financial Viability	Assess the event's potential for generating revenue through ticket sales, sponsorships, concessions, etc.	
Cost-Benefit Analysis	Evaluate the event's expenses and projected profits to determine its financial feasibility.	
Market Demand	Consider the demand for the event among attendees and sponsors, as well as market trends and competition.	
Enjoyment		
Event Theme and Atmosphere	Evaluate the event's theme, ambiance, and overall enjoyment factor for attendees. Is it a good match for the regional target market.	
Feedback and Reviews	Gather feedback from past attendees, vendors, and volunteers to assess the event's reputation and satisfaction level.	
Personal Interest	Consider the personal enjoyment and satisfaction in working with the event, including the alignment of the event's mission and values with Alexandra Events.	

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Ease of Collaboration		
Organisational Culture	Assess the community group's organisational culture and compatibility with Alex Events' values and goals.	
Communication and Coordination	Evaluate the group's communication style, responsiveness, and ability to collaborate effectively.	
Past Experience	Consider past experiences working with the group or similar groups, including any challenges or successes encountered.	
	Total Score (out of 45)	
	<i>[Score 35 - 50]</i>	
	<i>[Score 20 - 34]</i>	
	<i>[Score 0 - 19]</i>	

Glossary and Definitions

Community Group A community group is typically a nonprofit or voluntary organisation formed by individuals who share common interests, goals, or values and come together to address specific community needs or pursue collective activities. These groups are often driven by a desire to contribute positively to the community and may focus on a wide range of areas such as arts and culture, sports, education, social welfare, or environmental conservation.

In the context of this proposal, the focus is on supporting community-based organisations and grassroots initiatives that are led by volunteers and serve the broader community. These could include local cultural associations, neighbourhood associations, youth groups, sports clubs, arts organisations, and charitable organisations, among others. The events supported by your program would typically be non-commercial in nature and aimed at enriching the community, fostering social connections, and celebrating local culture and heritage.

It's important to clarify the distinction between supporting community groups and private enterprises to ensure that resources are directed towards organisations that align with the mission and values of Alexandra Events, and that prioritise the public good over commercial interests.

Alexandra Events Alexandra Events Corporation Limited