

Event Signage Subsidy Guidelines 2026/27

Helping to promote events across Pyrenees Shire

Pyrenees Shire Council provides an Event Signage Subsidy to help eligible community groups and event organisers promote events held in the Pyrenees Shire.

Council has installed promotional signage frames at key locations in Beaufort and Avoca to promote upcoming events and create vibrant, welcoming town entrances.

Eligible applicants can apply for a one-off subsidy of up to \$300 towards event sign production.



Overview

Funding available	Up to \$300 per eligible event
What is funded?	Production of an event sign
Who can apply?	Eligible community groups, not-for-profits and event organisers
Where are signs displayed?	Council event signage frames in Avoca and Beaufort
Display period	Generally up to four weeks before the event
How do I apply?	Online through Council's Community Funding Program application portal
Before you print	Council must review and approve your proposed sign design

Funding is limited and available until funds are exhausted.

Who Can Apply

You may apply if you are:

- A community group or not-for-profit organisation located in Pyrenees Shire
- An event organiser located outside Pyrenees Shire where the event provides a clear and broad community benefit to Pyrenees Shire residents
- An incorporated business organising an event that provides a clear community or tourism benefit to Pyrenees Shire.

Applicants must also:

- Have no outstanding legal matters, unresolved debts or unresolved planning, building or environmental health notices with Council
- Have met the acquittal requirements for any previous Council funding
- Comply with all relevant legislation, Council policies and permit requirements, including planning, building, child safety and heritage requirements
- Provide the proposed sign design to Council for pre-approval
- Provide the required invoice and evidence of payment where requested.

What can the subsidy fund?

The Event Signage Subsidy provides **up to \$300 towards event sign production** for display in one of Council's event signage frames.

The sign must promote an eligible event and meet Council's signage specifications.

Signage frame availability is limited. Applying for or receiving the subsidy does not guarantee a particular signage location or display period.

You must contact Council's Event Officer to discuss availability and book signage frame use.

What will Council not fund?

The Event Signage Subsidy will not support:

- Exclusive events without broad community participation
- Events that do not comply with relevant legislation, Council policies or permit requirements
- Events promoting religious, discriminatory or party-political views.
- Incomplete applications, including applications missing required supporting documents
- Events previously funded through the Event Signage Subsidy unless a clear new or expanded outcome is demonstrated.

Council may also decline an application where the proposed event or signage does not meet the program's purpose or requirements.

Event signage requirements

Council's event signage frames are designed for signs that can be easily installed and removed.

Sign Size

The signage frame accommodates a sign: 2000mm wide x 900mm high

Your sign should:

- Use clear, simple and easy-to-read wording
- Include the **event name, date and location**
- Use large text that can be read by people travelling past the sign
- Use one main image or logo rather than multiple images
- Avoid unnecessary information or small text.

- Be made from suitable, weather-resistant corflut/metal sign material.
- Be suitable for sliding into the metal guide rails provided.

Because people will generally see the sign while travelling past in a vehicle, keep the message **short, clear and easy to understand**.

Reusable signs

If your event is held annually, consider including a blank area that allows the date, venue or other details to be updated each year. Magnetic attachments or suitable vinyl stickers may be used where appropriate.

Important– get approval before printing

Send your proposed sign design to Council's Event Officer for review before ordering or printing the sign. This will help ensure the sign meets the required size, design and installation requirements. Sign printers may also be able to provide advice about suitable materials, design and production methods.

Where are the signage frames?

Council's event signage frames are located at:

Avoca

- 2 x South approach – Sunraysia Highway
- 2 x North approach – Sunraysia Highway
- 1 x East approach – Pyrenees Highway
- 1 x West approach – Pyrenees Highway

Beaufort

- 3 x Beaufort East approach – Western Highway
- 3 x Beaufort West approach – Western Highway

Booking and displaying your sign

Please contact Council's Event Officer before installing your sign to confirm availability and book the signage frame.

Display period

- Event signs may generally be displayed **up to four weeks before the event**
- Approval from Council's Event Officer is required before the sign is installed
- Signs must be removed **the day after the event** by the event organiser
- During busy event periods, preference may be given to events occurring within the next four weeks
- Regular markets and other activities may use the frames during quieter periods where space is available.

Council aims to keep the signage frames populated with upcoming events while ensuring fair and equitable access for community groups and event organisers.

Installing and removing your sign

Event organisers are responsible for installing and removing their own signs.

Signs must:

- Slide into the existing metal guide rails
- Be installed using the guide provided
- Be removed promptly after the event
- Signs must not be permanently attached to the signage frame
- **Do not nail or screw signs to the frame.**

Event organisers are responsible for any damage caused to: The signage frame; or another organisation's sign. Any repair costs may be charged to the event organising committee responsible for the damage.

Looking after other organisations' signs

Please take care when handling signs belonging to other community groups or event organisations. If another organisation's sign needs to be removed or relocated to allow your sign to be installed, it should be:

- Stored behind the new sign or
- Placed in the storage slides provided at the frame's rear
- Returned to the organization or
- Delivered to a Council office for temporary safe storage.

Please do not damage, discard or remove another organisation's sign without taking appropriate care of it.

How to apply

Applying is simple.

1 – Check your eligibility

Read these guidelines and make sure your organisation and event meet the eligibility requirements

2 – Talk to Council

Contact the Event Officer before applying to discuss:

- Your event
- Your proposed signage
- Signage frame availability
- Sign design and specifications

3 – Get your sign quote

Obtain a quote or invoice from your preferred sign supplier.

4 – Prepare your sign design

Prepare your proposed sign design and send it to Council's Event Officer for review before ordering or printing.

5 – Submit your application

Complete the online application through Council's Community Funding Program application portal. Make sure all questions are answered and all required supporting documents are attached

6 – Council assesses your application

Applications are assessed against these guidelines, the completed application form and any supporting information provided.

7 – Outcome

You will be notified in writing of the outcome of your application. Successful applicants will receive a Funding Agreement which must be signed before the subsidy is released.

What do I need to provide?

You should have the following information ready when applying:

- Organisation details
- Event details
- Proposed event sign design
- Sign supplier quote or invoice.
- Supplier invoice and evidence of payment were required.
- Any other supporting information requested through the application form.

Incomplete applications may not be assessed.

How are applications assessed?

The Event Officer will assess applications against these guidelines and the information application.

Applications will consider:

Eligibility

Does the applicant and event meet the program requirements?

Community benefit

Does the event provide a broad benefit to the Pyrenees Shire community and/or visitors?

Signage suitability

Does the proposed sign meet Council's size, design and installation requirements?

The Event Officer will make a recommendation to the **Manager Economic Development and Tourism** for approval.

Funding is subject to program funds availability.

Application outcomes and payment

Applicants will be notified in writing of their application outcome.

Successful applications

Successful applicants will:

- Receive a Funding Agreement.
- Need to sign and return the Funding Agreement before the subsidy is released.
- Need to meet the requirements of the Funding Agreement and these guidelines.

Unsuccessful applications

Unsuccessful applicants will be notified in writing and may contact Council to discuss the outcome.

Subsidy payment

The approved subsidy is **up to \$300** and is subject Funding Agreement requirements and provision of any required supporting documentation.

Applicants should confirm the payment process with Council's Event Officer before committing to sign production.

GST

All funding under this program is **exclusive of GST**.

Applicants should consider their GST status when preparing their application.

Important things to remember

Before submitting your application, make sure you:

- ☐ Have checked that you are eligible
- ☐ Have discussed your event and signage requirements with Council's Event Officer
- ☐ Have checked signage frame availability
- ☐ Have obtained a quote or invoice for your sign
- ☐ Have prepared your proposed sign design
- ☐ Have had your design reviewed by Council before printing
- ☐ Have answered all questions in the application form
- ☐ Have attached all required supporting documents
- ☐ Understand that funding is limited and available until funds are exhausted
- ☐ Understand that receiving the subsidy does not automatically guarantee a particular signage location or display period
- ☐ Understand that your organisation is responsible for installing and removing its sign
- ☐ Understand that your sign must be removed the day after your event.

Need help?

We encourage you to speak with Council's Event Officer **before applying**.

Council can help you understand the program requirements, signage specifications and application process.

Events Officer

Phone: 1300 797 363

Email: events@pyrenees.vic.gov.au

Please note that information provided in grant applications may be used by Council for promotional and communication purposes.