

THE CITY OF  
GREATER GEELONG

# COMMUNITY EVENTS GRANTS



2023-24 GUIDELINES

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# Contents

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<b>About these grants .....</b>	<b>3</b>
What is a Community Event?.....	3
How to apply .....	3
Key dates.....	4
Quick response grants.....	4
Permits and Approvals.....	4
First Nations .....	4
Contact information.....	4
Not the right grant for you? .....	4
Other Languages – Translation and Interpreting Service.....	5
National Relay Service (NRS) .....	5
<b>Who can and can't apply?.....</b>	<b>6</b>
What if you are not incorporated?.....	7
<b>What can you apply for? .....</b>	<b>8</b>
<b>What won't be funded? .....</b>	<b>9</b>
Community events grants .....	9
City's Community Grants .....	9
<b>How are applications assessed?.....</b>	<b>10</b>
Assessment criteria .....	10
Prioritising applications.....	11
Grant allocation information.....	11
<b>What happens next?.....</b>	<b>12</b>
If your application is successful .....	12
If your application is unsuccessful .....	12
Funding agreements.....	12
<b>General information.....</b>	<b>13</b>
Acknowledgement, promotion and marketing .....	13
COVID-19 .....	13
Financial acquittal, evaluation and reporting .....	13
Insurance.....	13
Payment of grants.....	13
Timing and withdrawal of funding .....	13
Variation to funded projects .....	13

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# About these grants

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The purpose of the Community Events Grants is to support moderate sized events which contribute to an inclusive and diverse events calendar, increase community connection, provide opportunities for participation, and bring economic benefits to the City of Greater Geelong.

The objectives of these grants are to:

- support a diverse and inclusive annual calendar of events
- generate economic impact through increased spend for the region businesses and supporting key industries
- support event growth and long-term sustainability

There is total funding available of \$180,000 with individual grants being offered of up to \$10,000 per application.

## WHAT IS A COMMUNITY EVENT?

A community event is an organised gathering for a common purpose which is conducted on a one-off or periodic basis, open to members of the public, publicly announced or advertised, and may be subject to specific licence, approvals or permits.

By their nature, community events involve gatherings within a defined space, often high density, and include a broad range of activities, such as the service of food and beverages and entertainment.

Moderate sized community events are expected to attract 300 or more attendees.

GRANT	WHAT WILL BE FUNDED	MAXIMUM FUNDING PER APPLICANT
Community Events	Operating expenses to run safe, moderate sized, public events that provide economic, and community benefits to the greater Geelong region	\$10,000

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## HOW TO APPLY

You are strongly encouraged to discuss your application with the City's Events Services Team on 5272 4139. Please enquire soon after grants open to allow adequate time for the discussion prior to submitting your application.

Applications for this grant must be made via our SmartyGrants online system.

There are two ways you can access the online application form:

1. Visit the [Community Grants page at the Geelong Australia website](#), select the grant program you wish to apply for from the list, click the 'Apply online' button that appears on the page, log-in or create an account.
2. Visit <https://geelong.smartygrants.com.au/applicant>, select 'current rounds' at the top right of the page, select the grant you wish to apply for, log-in or create an account then complete and submit the form.

## KEY DATES

Applications will be accepted until 5.00 pm on the closing date. Late submissions will not be accepted.

Applications open:	3 June 2023
Applications close:	24 July 2023
Notification to applicants:	1 December 2023
Activity start and end:	Activity cannot start until after 1 January 2024

## QUICK RESPONSE GRANTS

If your event meets the eligibility criteria for a Community Events Grant, however the timelines prevent you from applying within the stated application period, you may be eligible to apply for Quick Response funding. This program is very limited and requires exceptional circumstances. To discuss Quick Response funding, please contact our Event Services Team on 5272 4139.

## PERMITS AND APPROVALS

Proposed projects or events may require permits or approvals.

These processes are separate to the grant application process and require additional time and budget in the project plan.

You do not need to secure permits or approvals before applying, but if your funding application is successful, securing them is a condition of the grant.

You must demonstrate that you are aware of the necessary permits and approvals in your application. Please refer to the assessment criteria under 'well planned projects' on page 10.

## FIRST NATIONS

For all applicants intending to apply for a grant with a First Nations theme you must provide evidence of engagement with First Nations Communities, and/or the specific First Nation community groups identified in your proposal.

You must also demonstrate awareness and understanding of the [Aboriginal Heritage Act \(2006\)](#) and/or the City's [Reflect Reconciliation Action Plan](#) and/or [Social Equity Framework](#) which includes the City's support to the Uluru Statement from the Heart.

You are strongly encouraged to talk to the Grants Team prior to applying.

## CONTACT INFORMATION

To discuss your project or request help with the application process, please contact our grants team at [communitygrants@geelongcity.vic.gov.au](mailto:communitygrants@geelongcity.vic.gov.au), or call 5272 5560.

## NOT THE RIGHT GRANT FOR YOU?

There are a variety of other funding opportunities available. Find out more by visiting [www.geelongaustralia.com.au/grants](http://www.geelongaustralia.com.au/grants)

## **OTHER LANGUAGES – TRANSLATION AND INTERPRETING SERVICE**

Free phone interpreting service



If you need an interpreter, please call the Translating and Interpreting Service (TIS National) on 131 450 and ask them to telephone the City of Greater Geelong on 03 5272 5272. Our business hours are 8.30am-5.00pm.

## **NATIONAL RELAY SERVICE (NRS)**

If you are deaf or have a hearing or speech impairment and you wish to call a staff member, you can do so through the National Relay Service (NRS) and ask for 03 5272 5272 who can connect you with the grants team.

- TTY users can phone 13 36 77
- Speak & Listen (speech-to-speech) users can phone 1300 555 727
- SMS relay users can message 0423 677 767

Note: Area code must be included for each call.

For a full list of NRS call numbers, visit [National Relay Service call numbers](#)

# Who can and can't apply?

The City's grants are primarily offered to not-for-profit community organisations with some exceptions to suit the objectives of individual grants.

The following table describes who is and isn't eligible to apply for funding through these grants:

APPLICANT TYPE	YES	NO
Not-for-profits - incorporated bodies, co-operatives or associations	✓	
Registered charitable organisations – refer to the <a href="#">Australian Charities and Not-for-profits Commission</a>	✓	
Unincorporated bodies with an auspice	✓	
Schools and learning institutions – only for activities that are not curriculum based and the primary benefit is for the wider community	✓	
For-profits - commercial entities, businesses	✓	
Individual/Sole Traders (entity type with Australian Business Register)	✓	
Individuals (without an ABN)		X
Applicants that have received funding from this grant in the current financial year (applies only when a second grant round is offered by the City)		X
Applicants with outstanding acquittals for grant funding from the City – including auspices		X
Applicants with outstanding debts or arrears to the City of Greater Geelong or in legal proceedings with the City		X
An organisation involved in legal proceedings relating to winding up its operations, or experiencing insolvency or bankruptcy (this includes any legal bankruptcy-related actions against the organisation's directors or officers)		X

## **WHAT IF YOU ARE NOT INCORPORATED?**

If you are a not-for-profit organisation, you can still apply by using an auspice.

An auspice is an organisation that meets our eligibility criteria and agrees to support your application. If you're successful, the auspice receives the grant money on your behalf so you can undertake the project work.

If you are planning on using an auspice, please:

- obtain approval from your proposed auspice before you submit your application
- ensure the auspice signs the application form and funding

Some auspice organisations may charge an auspice fee. This is at their discretion and should be negotiated between the applicant and the auspice.

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# What can you apply for?

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These grants are open only to applications for events:

- staged from **1 January 2024** and
- held within the City of Greater Geelong municipality and
- advertised to the general public to attend and

As this is a competitive process, not all applications will necessarily be funded even if they are eligible. In some cases, applicants may also be offered partial funding. Factors that determine the final grant amount offered include:

- time of year with a preference for off-peak
- multiple day events
- expected attendances of 300 or more
- local and non-local visitation
- engagement with local businesses
- number of applications in the grant round

The following is a list of ideas and examples that will be considered for funding:

- conferences, trade shows
- food and wine festivals
- Christmas carols
- state or national sporting events

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# What won't be funded?

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## COMMUNITY EVENTS GRANTS

The following items, activities or projects will not be funded by Community Event grants:

- events that are ongoing, regular activities of a venue e.g., monthly markets, seasonal sporting events
- events, that due to their nature, are unlikely to be supported by relevant stakeholders
- events that are held prior to the 1st of January 2024
- events held outside the City of Greater Geelong municipality

## CITY'S COMMUNITY GRANTS

In general, the following items, activities or projects will not be funded by any of the City's Community Grants.

- projects or activities that occur outside the City of Greater Geelong municipality (where activities also have outcome/s that occur outside the municipality, only the portion taking place within Greater Geelong is eligible)
- cost of Council services where fees are normally charged e.g., Council rates, waste removal, building or planning permits or approvals, parking etc.
- existing staff and salary costs (funds to cover costs for additional staffing or contractors, that relate directly to the grant application, will be considered)
- requests for retrospective purchases or projects, or where activities commence prior to notification of funding outcome
- fundraising events where the main aim is to directly fundraise for a charity
- prizes, gifts, awards, or sponsorship costs, such as trophies, medals, money and vouchers
- political, gaming or gambling activities
- activities and expenditure that can be considered core business e.g., ongoing projects and activities, administration overheads such as utilities, insurances and fees
- additional funding for previously successful applications
- projects, activities, or events that could potentially commit the City to funding on an ongoing basis
- projects, activities, or events that better meet the criteria of another City of Greater Geelong grant or program

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# How are applications assessed?

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All applications received will go through the following assessment process:

- eligibility checks – applications are checked against the criteria on pages 6 to 9 to determine their eligibility
- officer panel assessment – eligible applications are assessed according to the assessment criteria and priority areas (see tables below)
- independent (community) panel assessment – the panel reviews the officer assessments and recommends funding allocations to Council in a council report
- Council review and endorsement – funding recommendations are further reviewed by Council then endorsed

## ASSESSMENT CRITERIA

Applications will be assessed on a weighted average scoring system, as shown in the tables below:

Key criteria – weighting	What we look for when assessing a grant application
<b>Well planned – 50%</b>	<b>Event rationale</b> <ul style="list-style-type: none"><li>• the reasons for staging/developing the event including details on the target audience, participants, and spectators</li></ul> <b>Event plan and budget</b> <ul style="list-style-type: none"><li>• expertise and experience of the team responsible for planning and delivering the event</li><li>• an event plan (site plan, schedule, marketing, logistics, etc.)</li><li>• a risk assessment to ensure the safety of the public, participants, staff, and volunteers</li><li>• a clear budget that details all project costs including contingency and all income sources relevant to the project. The budget must show events aren't solely reliant on grant income by demonstrating some costs will be self-funded or confirmed to come from other income streams</li><li>• that the funding request is realistic for the expected attendance and economic return</li><li>• an understanding of the permits and approvals that will be required for the event to proceed, including evidence that the venue or location is booked</li><li>• demonstrate quality and uniqueness of the event</li></ul>
<b>Strategic impact – 25%</b>	<ul style="list-style-type: none"><li>• contribution to a diverse and balanced (seasonal and geographical) calendar of events</li><li>• demonstrate how the event will contribute economic impact to the municipality by enticing audiences that support local economy to the City</li></ul>
<b>Community impact – 25%</b>	<ul style="list-style-type: none"><li>• is inclusive and accessible</li><li>• how the event will be promoted to the general public</li><li>• opportunities for free or low-cost involvement for participants</li></ul>

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## **PRIORITISING APPLICATIONS**

If the total request for funding exceeds the grant funds available, we will prioritise:

- applications that have not received funding from this grant in the previous financial year
- applications from organisation that do not receive funding from electronic gaming machines

## **GRANT ALLOCATION INFORMATION**

Applications can be made to multiple grant programs for relevant and distinct projects or programs.

A single project, event, activity or program will only be funded in one grant program category within a given financial year. This means we will not fund part of a project in one grant program, and part in another.

We generally only fund projects once. You cannot rely on this grant for ongoing or recurrent funding. However, we will consider funding a project again if there are compelling reasons, in line with the objectives of this grant. Any decision to award further funding will be based on the merit of the application.

Grant amounts allocated are specific to the grant category as detailed in each individual program guidelines.

Grant amounts offered to successful applicants are based on outcomes determined during the assessment process and in line with budget limitations.

In some cases, applicants may also be offered partial funding to run a reduced or modified project.

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# What happens next?

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## **IF YOUR APPLICATION IS SUCCESSFUL**

If your application is successful, you will be notified in writing within one week after funding recommendations are endorsed.

You will be sent a funding agreement explaining the terms and conditions of our offer. Once you sign and return the agreement, we will send your funding within 30 working days.

## **IF YOUR APPLICATION IS UNSUCCESSFUL**

If your application is unsuccessful, you will be notified in writing.

As grants are a competitive process, even if an application meets the criteria, it may not be competitive against other applications.

If you would like further feedback on why your application was unsuccessful, please contact [communitygrants@geelongcity.vic.gov.au](mailto:communitygrants@geelongcity.vic.gov.au)

If there are funds remaining in the grant pool, we may choose to offer a second round of grants. While unsuccessful applicants are eligible to reapply, we would recommend revising the application to make sure it fits the assessment criteria before doing so.

## **FUNDING AGREEMENTS**

If your grant is successful, you will be required to enter into a funding agreement that will establish:

- a. the terms and conditions of funding;
- b. the details of the activity;
- c. the deliverables;
- d. reporting requirements; and
- e. the schedule of payments.

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# General information

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The following information applies to all City of Greater Geelong grants.

## ACKNOWLEDGEMENT, PROMOTION AND MARKETING

Successful grant applicants must acknowledge the City of Greater Geelong as a funding source.

This can be done by using the City's logo in marketing and publicity materials, social media, acknowledgement at launches and/or invitations for Councillors or City representatives to attend events.

## COVID-19

All activities must comply with the latest health advice and government restrictions, as detailed at: <https://www.coronavirus.vic.gov.au/>

## FINANCIAL ACQUITTAL, EVALUATION AND REPORTING

A project evaluation and financial acquittal must be provided within one month of the agreed completion date for the project. The financial acquittal is an income and expenditure statement for the grant confirming that funding has been spent on the activity in accordance with the funding agreement.

City officers may request meetings with the applicant to check progress or undertake an independent audit of the books and records of the applicant as they relate directly to the grant.

Applicants must maintain accurate financial records for the grant and make them available to the City in the event of any audit by the City into the use of the grant.

## INSURANCE

If required, you must arrange public liability insurance (PLI) to cover the activity detailed in the grant application and include a PLI certificate of currency with your application. Applicants using an auspice would include a certificate from the auspice organisation.

A policy statement or receipt of payment is not an acceptable substitute for the certificate of currency.

## PAYMENT OF GRANTS

Grant payments are made to the applicant (or auspice).

A tax invoice is required prior to releasing any grant funds. The Grants Team will contact successful grant applicants to arrange this at the appropriate time.

If successful applicants do not provide either an ABN or a "Statement by a Supplier" form, the City may be required to withhold the top marginal tax rate (i.e., 45%) from the grant payment.

## TIMING AND WITHDRAWAL OF FUNDING

Successful applicants must spend their allocated funds within 12 months of notification unless their funding agreement extends beyond 12 months or otherwise negotiated.

The City reserves the right to withdraw funding if we do not receive a tax invoice within the financial year the grant was awarded or by the due date/s included in the agreement.

## VARIATION TO FUNDED PROJECTS

Projects are funded for delivery as described in the funding agreement. Successful applicants must seek approval in writing from the City if changes need to be made. This includes delays to the original completion date or the ability to fully expend the grant funds within the agreed timeframes.

The City reserves the right to withdraw funding if you are unable to confirm alternative arrangements within a reasonable time frame.

If a project is discontinued or the grant funds are no longer required, all funds must be repaid to the City.