

THE CITY OF

GREATER GEELONG

CLEVER AND CREATIVE SEED GRANTS

2023-24 GUIDELINES

Contents

About these grants	3
How to apply	3
Key dates	3
Contact information	3
Who can and can't apply?	4
What if you are not incorporated?	4
What can you apply for?	5
Types of activity	5
Examples of things you can pay for with the grant	5
What won't be funded?	6
City's Community Grants	6
How do we decide who gets a grant?	7
Assessment criteria	7
Prioritising applications	7
Grant allocation information	8
What happens next?	9
If your application is successful	9
If your application is unsuccessful	9
Funding agreements	9
General information	10
Acknowledgement, promotion and marketing	10
Evaluation and financial and reporting	10
Insurance	10
National Relay Service (NRS)	10
Other Languages – Translation and Interpreting Service	10
Payment of grants	10
Permits and approvals	11
Withdrawal of funding	11
Variation to funded projects	11

About these grants

Clever and Creative Seed Grants provide artists and creatives with small grants to initiate, explore or activate new ideas or new approaches to their work.

We have a total of \$10,000 for all grant applications. You can ask for up to \$2,500.

We cannot give a grant to everyone who asks. We may not have enough money or the application may not be suitable.

GRANT	WHAT YOU CAN USE THE FUNDS FOR	HOW MUCH YOU CAN ASK FOR
Clever and Creative Seed	Artists/creatives fees, materials, venue hire, equipment purchase/hire, inclusion/access costs and documentation/evaluation.	Up to \$2,500

* only one application per applicant can be made

HOW TO APPLY

Applications must be done online using SmartyGrants

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

1. Go to the [Community Grants page at the Geelong Australia website](#), click on the grant you want to apply for. Click the 'Apply online' button on the page. This will go to the SmartyGrants application form. You will need to log-in or create an account.
2. Go to <https://geelong.smartygrants.com.au/applicant>, click 'current rounds' at the top right of the page, then click on the grant you want to apply for This will go to the SmartyGrants application form. You will need to log-in or create an account.

KEY DATES

Grants open on 30 April 2024 and will be allocated on a first-in, first-served basis to applicants assessed as eligible and who fulfill the criteria until 31 May 2024, or when available funding is fully allocated, whichever comes first.

You will be notified of the outcome of your application within 4-6 weeks of submission of your application.

If your grant is successful, your activity can not start until after you have been told of your successful application by us. You must complete your activity within 12 months.

CONTACT INFORMATION

To discuss your project or ask for help with the application process, please contact our grants team at communitygrants@geelongcity.vic.gov.au, or call on 5272 5560.

Who can and can't apply?

This table describes who can and can't ask for funding through these grants:

APPLICANT TYPE	YES	NO
Not-for-profits - incorporated bodies, co-operatives or associations	✓	
Registered charitable organisations – refer to the Australian Charities and Not-for-profits Commission	✓	
Unincorporated bodies, groups or partnerships with an auspice	✓	
For-profits - commercial entities, businesses	✓	
Individual/Sole Traders (entity type with Australian Business Register)	✓	
Schools and learning institutions		X
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 group or partnership that is not incorporated, 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 use an auspice, please:

- get approval from auspice before you submit your application
- ensure the auspice signs the application form and funding agreement.

Please note some auspice organisations may charge a fee.

What can you apply for?

Your grant activity must take place within the City of Greater Geelong

Here are some examples of what we will fund.

TYPES OF ACTIVITY

Initiate, explore or activate new ideas or new approaches to projects that may include:

- Clever and creative projects and/or creation of new artworks such as new artworks, including visual arts, sculptures, installations, performances, literature, music compositions, and digital media projects
- Workshops, classes, and training sessions aimed at developing creative skills, such as painting, photography, writing, dance, music, and design targeting diverse community groups and age ranges.
- Community engagement and participation from diverse community members to engage in an artistic or creative activity
- Youth and emerging artist program to support the development and showcasing of young and emerging artists
- Cultural Heritage preservation or promoting the cultural heritage of Geelong through oral history documentation or cultural tourism initiatives
- Digital and Technology based creative projects that explore the intersection of art, technology, and innovation, such as digital art installations, virtual reality experiences, interactive media projects, and digital storytelling initiatives
- Collaborations that bring together local and visiting artists to collaborate on creative endeavours, share skills and engage with the community.

EXAMPLES OF THINGS YOU CAN PAY FOR WITH THE GRANT

- artists/creatives fees (artists and creatives should be appropriately paid) *
- materials
- venue and studio hire
- equipment purchases or hire
- inclusion and access costs
- documentation and evaluation

Note: If you're not a First Peoples-led creative entity but you are collaborating with First Peoples to present their stories, culture or content, you must demonstrate cultural protocol is supported through support material attached to your application. For any activities with a First People's content you are strongly encouraged to contact the Grants Team to ensure you have engaged with First Nations Communities and understand any requirements under the Aboriginal Heritage Act (2006).

* see the NAVA (National Association for the Visual Arts) website for Artist Fees code of practice.
<https://code.visualarts.net.au/payment-rates/fees/artist-fees-creation-of-new-work>

What won't be funded?

The following items, activities or projects will not be funded by Clever and Creative Projects Seed Grants

- projects previously or currently being funded by another grant
- permanent public art such as murals and sculptures
- business as usual workshops and activities
- projects/campaigns of a political or religious nature
- catering including alcohol
- capital works – including building, renovations, refurbishments to the inside or outside of a building or to any outdoor spaces such as playgrounds, sporting groups, parks or reserves etc.
- professional development training for artists and creatives and volunteers (may be eligible under the Artist and Creatives Professional Development Grants)

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 outside the City of Greater Geelong municipality (where an activity is partly outside the municipality, only the part taking place within Greater Geelong is eligible)
- cost of Council services where fees are 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 to use the funds for purchases, projects, or activities that began before being notified of the application 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
- purchase of alcohol
- 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 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

How do we decide who gets a grant?

All applications go through the following assessment process:

- eligibility checks – applications are checked against the criteria on pages 4 to 6.
- officer panel assessment – eligible applications are assessed using the assessment criteria and priority areas (see tables below)
- executive review and endorsement – executives from the City will review the officer panel's recommendation and determine the outcome

ASSESSMENT CRITERIA

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

CATEGORY	
Key criteria – weighting	What we look for when assessing a project grant application
Well Planned 50%	<ul style="list-style-type: none">• A detailed project proposal that outlines the proposed activity or project, including its scope, objectives, timeline and target audience.• A budget that clearly shows how the grant funds will be used, including any other sources of funding. Cost estimates for artist time should reflect/refer to NAVA Payment Standard Artist fee rates https://code.visualarts.net.au/payment-rates/overview
Benefit to the applicant and the community 50%	<ul style="list-style-type: none">• Benefits to the artist/group, including skill development, partnership or collaboration opportunities, and reaching new audiences.• Demonstrated creativity (e.g. innovation or originality) of the project and benefit to the creative and cultural sector in Greater Geelong, including increasing the diversity and accessibility of creative and cultural opportunities, public participation, economic benefits and improving networks in Geelong.

PRIORITISING APPLICATIONS

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

- applications that have not received an Arts Projects or Artist and Creatives Professional Development Grant from the City in the 2023-2024 financial year.
- applications that strongly align with the Arts & Cultural Strategy 2021-31
- applications from organisations that do not receive revenue from electronic gaming machines

GRANT ALLOCATION INFORMATION

Applications can be made to more than one grant program for different projects, events and activities.

A project, event, or activity 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.

What happens next?

IF YOUR APPLICATION IS SUCCESSFUL

Successful, applicants you will be notified in writing within one week after funding recommendations are made.

You will be sent a funding agreement explaining the terms and conditions of our offer. Once signed, we will process your invoice. Your funded activity must be completed within 12 months of receiving your notification letter. Your evaluation and financial report must be submitted no later than one month after the agreed completion date of your activity.

IF YOUR APPLICATION IS UNSUCCESSFUL

Unsuccessful applicants will be notified in writing.

As grants are a competitive process, even if an application meets the criteria, it may be ranked lower than other applications.

If you would like further feedback on why your application was unsuccessful, please contact 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

Successful grant applicants will be required to enter into a funding agreement that will include:

- a. the terms and conditions of funding;
- b. the details of the activity;
- c. what you are expected to deliver; and
- d. reporting requirements

General information

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

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.

EVALUATION AND FINANCIAL AND REPORTING

A project evaluation and financial report must be provided within one month of the agreed completion date of the funded activity. The financial report shows your income and expenses for the grant to demonstrate you have spent the money how you said you would.

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

Applicants must keep 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

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.

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](#).

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.

PAYMENT OF GRANTS

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

A tax invoice is required before we pay any grant funds. The Grants Team will contact successful grant applicants to arrange this.

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.

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 your 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. The City may choose not to make grant payments until the relevant permits and approvals are secured and submitted with the funding agreement.

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 7.

WITHDRAWAL OF FUNDING

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 spend 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 stops or the grant funds are no longer required, all funds must be repaid to the City.