

THE CITY OF

GREATER GEELONG

COMMUNITY EVENTS GRANTS

2024–25 GUIDELINES

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About this booklet

A **grant** money given to an organisation or individual for an agreed reason.

This booklet contains information about the City of Greater Geelong's Community Events Grants. Please read it before you apply for this grant. It explains the following:

- the reason for the grant
- the amount of grant money available
- who can apply
- what you can and can't apply for
- how to apply
- when to apply and other important dates
- how to contact us
- how we choose who gets a grant
- what we will do and what you must do.

Important words have been explained at the back of this booklet (page 17).

ACKNOWLEDGEMENT OF COUNTRY

We Acknowledge the Wadawurrung People as the Traditional Owners of the Land, Waterways and Skies.

We pay our respects to their Elders, past, present and emerging. We Acknowledge all Aboriginal and Torres Strait Islander people who are part of our Greater Geelong community today.

About these grants

The Community Events Grants support moderately sized public events that provide economic and community benefits to the Greater Geelong region.

The objectives of these grants are to:

- support a diverse and inclusive annual calendar of events
- generate economic impact through increased spend in local businesses and support of key industries
- support event growth and long-term sustainability
- support an enriched community

The grants are competitive. This means not everyone who asks for a grant will get one either because too many people apply, or because their applications may not fit the **criteria**.

If you would like to apply for a grant, you can ask for up to \$10,000. The total amount of funding available for both Community Events Grants and Quick Response Grants is \$200,000.

WHAT IS A COMMUNITY EVENT?

A community event is an organised gathering for a common purpose that is:

- conducted on a one-off or periodic basis
- open to members of the public
- publicly advertised and
- may be subject to specific licence, approvals or permits.

By their nature, community events involve gatherings within a defined space, are often high-density, and include a broad range of activities, such as the service of food and beverages, and providing for entertainment. Moderately sized community events are expected to attract 300 or more attendees.

Grant type	What you can apply for	Grant amount
Community Events	Operating expenses to run safe, moderately sized, public events that provide economic and community benefits to the Greater Geelong region	Up to \$10,000

HOW TO APPLY

To apply for a grant, you must read this booklet and then complete an online form on SmartyGrants.

We also strongly encourage you call our Events Services team on 5272 4139 as soon as possible to give us enough time to discuss your idea before the closing date.

There are two ways to access the online application form:

1. Go to the Community Grants page on the City of Greater Geelong's website
 - i. Select the grant program you wish to apply for from the list.
 - ii. Click the 'Apply online' button that appears on the page.
 - iii. Log-in or create an account.

2. Visit <https://geelong.smartygrants.com.au/applicant>
 - i. Log-in or create an account.
 - ii. Select 'current rounds' at the top right of the page.
 - iii. Select the grant you wish to apply for.

KEY DATES

Applications open:	1 June 2024
Applications close:	22 July 2024 by 5pm (applications received after this won't be accepted)
Notification to applicants:	13 December 2024
Activity start and end:	If your grant is successful, your activity cannot start until after you have signed a funding agreement with us. You must complete your activity within 12 months of signing.

QUICK RESPONSE GRANTS

If your event meets the eligibility criteria for a Community Events Grant, but exceptional circumstances mean you cannot apply within the stated application period, you may be eligible for a Quick Response Grant. Please be aware that this funding is very limited.

To discuss a Quick Response Grant, please contact our Event Services team on 5272 4139.

MAKING CHANGES TO AN APPLICATION

If you contact us before the closing date, we can help you make changes to your application.

If you contact us after the closing date, you will not be able to make any changes.

OUR COMMUNITY GRANTS PROGRAM

These guidelines apply to the Community Events Grants; however, we offer grants in a variety of areas.

While you can apply for other City of Greater Geelong Community Grants, you can only do so if you are applying for different projects, events and activities.

Please do not submit the same application for more than one grant.

For more information about our other community grant opportunities, please visit geelongaustralia.com.au/grants

CONTACT INFORMATION

To discuss your project or ask for help, please contact our community grants team:

E: communitygrants@geelongcity.vic.gov.au

P: 5272 5560

Who can apply

The following information will help you determine whether you are eligible to apply for this grant.

Being **eligible** means that you are allowed to receive a grant. It does not guarantee that your project will be funded.

To be eligible to apply for this grant, you must:

- deliver the proposed project or activity within the City of Greater Geelong’s municipal boundaries
- be **at least** one of the applicant types listed as a ‘yes’ in Table 1
- be **none** of the applicant types listed as a ‘no’ in Table 1 (this will override all other eligibilities).

ABOUT APPLICANT TYPES

Please read through all the applicant types carefully to make sure you and your organisation are eligible. If you are unsure what sort of applicant you are, please check your details online.

- Incorporated associations – go to www.consumer.vic.gov.au
- Companies – go to <https://connectonline.asic.gov.au>
- Individuals or sole traders with an ABN – go to <https://abr.business.gov.au>
- Charities – go to www.acnc.gov.au/charity/charities

Table 1: Eligible and ineligible applicant types

Applicant type	Can you apply?
Not-for-profits – incorporated bodies, co-operatives or associations	Yes
Registered charitable organisations – refer to the Australian Charities and Not-for-profits Commission	Yes
Unincorporated bodies with an auspice	Yes
Schools and learning institutions – only for activities that are not curriculum-based and the primary benefit is for the wider community	Yes
For-profits – commercial entities, businesses	Yes
Individual/Sole Traders (entity type with Australian Business Register)	Yes
Individuals (without an ABN)	No
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)	No
Applicants with outstanding acquittals for grant funding from the City (includes auspices)	No
Applicants with outstanding debts or arrears to the City of Greater Geelong or in legal proceedings with the City	No
Organisations involved in legal proceedings related to winding up its operations, and individuals/organisations experiencing insolvency or bankruptcy (this includes any legal bankruptcy-related actions against the organisation’s directors or officers)	No

IF YOUR ORGANISATION IS NOT INCORPORATED

If you are a not-for-profit organisation group, collective or partnership, you can still apply by using an auspice. An auspice is an organisation that meets our eligibility criteria and agrees to support your grant application. The auspice receives the grant money on your behalf so you can undertake the work.

If you use an auspice

To apply with support from an auspice organisation, you must:

- get approval from the auspice to apply for the grant before you complete the online form
- ask the auspice to sign the application form and funding agreement.

If your grant application is successful

Your auspice organisation will be responsible for:

- signing the grant funding agreement
- receiving the grant money and paying you
- ensuring all grant activities are completed
- submitting the evaluation and financial report on your behalf by the required due date.

Note: Some auspice organisations may charge a fee.

Supporting documents

Supporting documents help us check that you are legally and practically able to deliver the project you need funding to help deliver.

These supporting documents must be included with your online application. Please allow enough time to get all the necessary documents and upload them with your application.

REQUIRED DOCUMENTS

1. A copy of the organisation's certificate of incorporation, if incorporated
2. A completed Statement by Supplier form (if you don't have an ABN)
3. A certificate of currency for public liability insurance to cover the proposed activity
4. An event plan
5. A detailed risk assessment
6. A clear budget that details all expenses, including contingencies, and all income sources relevant to the event (an example is provided in the application form)
7. Evidence confirming employment arrangements if the requested grant money will cover additional staffing costs directly related to the funded project

Note: If you need help to develop an event plan and risk assessment, please refer to our event planning guide: geelongaustralia.com.au/events/planning/eventplanning

What you can apply for

To qualify for a Community Events Grants, your proposed event must meet several criteria before it will be considered for a grant.

Events to be funded in the 2024–25 Community Events Grants round must be:

- staged from **1 January 2025**
- held within the City of Greater Geelong municipality and
- advertised to the general public to attend.

EXAMPLES OF EVENTS

To help you work out whether your event is the sort of thing we are looking to fund, we have developed the following list of ideas and examples:

- food and wine festivals
- Christmas carols
- state or national sporting events
- moderately sized multi-cultural festivities (anticipated attendance of 300+).

Note: For any activities with a First Nations theme, you are strongly encouraged to contact our grants team to ensure you have engaged with the appropriate First Nations Communities and understand any requirements under the *Aboriginal Heritage Act (2006)*.

What won't be funded

The following items, activities or projects will not be funded by Community Events Grants.

- Events that are ongoing, regular activities of a venue – for example monthly markets or seasonal sporting events
- Events, that due to their nature, are unlikely to be supported by relevant stakeholders
- Events that are held prior to 1 January 2025
- Events held outside the City of Greater Geelong municipality
- Invite-only or members-only events – this includes VIP events/areas or events which exclude other event attendees
- The cost of council services where fees are charged – for example, council rates, waste removal, parking and so on
- Existing staff and salary costs, although funds to cover costs for extra staff or contractors need to deliver the funded project will be considered if evidence is provided (see page 9)
- Requests to use the money for purchases, projects, or activities that began before we notified you of the application outcome
- Fundraising events aimed at directly fundraising for a charity, including your own group
- Prizes, gifts, awards or sponsorship costs, such as trophies, medals, money and vouchers
- Political or gambling activities
- Expenses that can be considered core business, such as ongoing projects and activities, and administrative overheads (utilities, insurances and fees) or similar
- Additional funding for previously successful applications
- Projects, activities or events that could commit the City to ongoing funding
- Projects, activities or events that better meet the criteria of another City of Greater Geelong grant or program
- Applications that duplicate existing activities, programs or events unless there is a compelling reason to do so

How we assess applications

All applications go through an assessment process. This means we check your application carefully to make sure it is eligible and then rate it to make sure it is the best possible use for the grant money.

The complete list of checks we do on each grant application include:

1. **Eligibility checks** – we check the applicant and proposed activity are eligible (see pages 7 to 11).
2. **Officer panel assessment** – if the applicant and activity are eligible, our employees with relevant experience assess the application using the three key criteria (see table below) and our prioritising process (see page 13).
3. **Independent (community) panel assessment** – a panel of community members review the officer assessments and recommend funding allocations to Council in a council report.
4. **Council review and endorsement** – funding recommendations are further reviewed by Council and, if it agrees with the recommendations, endorsed.

ASSESSMENT CRITERIA

Applications will be assessed on a **weighted average scoring system**, as shown in the tables below. The higher the percentage next to the key criteria, the more influence it has over the final score.

Key criteria	Weighting	How we assess this
1 Well-planned event	50%	<ul style="list-style-type: none">• Event rationale – that is, the reasons for staging or developing the event, including details on the target audience, participants and spectators• A detailed event plan and budget, which includes:<ul style="list-style-type: none">– expertise and experience of the team responsible for planning and delivering the event– an event plan, which includes a site plan, schedule, marketing, logistics and so on– a detailed risk assessment that demonstrates the safety of the public, participants, staff, and volunteers– a clear budget that details all expenses including contingency and all income sources relevant to the event <p>Note: 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</p> <ul style="list-style-type: none">– that the funding request is realistic for the expected attendance, community benefit and economic return– 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– demonstrated quality of the event

	Key criteria	Weighting	How we assess this
2	Strategic impact	25%	<ul style="list-style-type: none"> • Evidence that the event will contribute to a diverse and balanced calendar of events for the region – for example, due to the time of year, type of event or location • Demonstrated uniqueness of the event • Evidence that the event will have an economic impact on the municipality by enticing audiences likely to support the local economy
3	Community impact	25%	<ul style="list-style-type: none"> • Evidence the proposed event is inclusive and accessible • A plan detailing how the event will be promoted to the general public • Demonstrated opportunities for free or low-cost audience involvement

HOW WE PRIORITISE APPLICATIONS

If the total request for funding is more than the money available, we may choose to prioritise:

- applicants that did not receive money from this grant in the previous financial year
- applications from organisations that do not receive money from electronic gaming machines or gambling
- events that are unique or new to the region
- events held during off-peak months (April to September)

HOW WE ALLOCATE FUNDING

Our grants are a competitive process. This means even if your application meets the criteria, it might be ranked lower than other applications and may therefore not be funded.

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.

We generally only fund projects once.

In some cases, we may offer you partial funding to run a reduced or modified project. Factors that will determine the final grant amount offered include:

- the time of year for the proposed event – off-peak periods preferred (April to September)
- whether it is a multiple-day event (preferred)
- if expected attendances are likely to be 300 people or more
- likely local and non-local visitation
- the event's engagement with local businesses
- the number of applications in the grant round.

How we notify you of the outcome

Once we have decided who is going to receive a grant, we will let you know of the outcome of your application, even if it was unsuccessful.

If we notify you that your application was successful, this does not guarantee funding. There are additional steps you must complete.

Note: We will not make any grant payments without a signed funding agreement, so please do not start your project until you have returned a signed agreement.

SUCCESSFUL GRANT APPLICATIONS

1. You will be notified in writing by the date listed on page 6 of this booklet.
2. You will be sent an email link to a funding agreement explaining the terms and conditions of our offer (see Funding agreements section below). You must also upload an invoice.
3. We will process your invoice and pay you the agreed amount.
4. You must complete your funded activity within 12 months of receiving the email notifying you that your application was successful.
5. You must submit an **evaluation and financial report** no later than one month after the agreed completion date of your activity (see Reporting on page 15 for more information about this).

UNSUCCESSFUL GRANT APPLICATIONS

1. You will be notified in writing by the date listed on page 6 of this booklet.
2. We strongly encourage you to email us at communitygrants@geelongcity.vic.gov.au to ask why your application was unsuccessful. This may help if you plan to apply again in future rounds.

Note: If there are funds remaining in the grant pool, we may choose to offer a second round of grants. While you would be eligible to reapply, we recommend you revise 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. your reporting requirements.

If do not understand the agreement, or have questions, please contact us immediately at communitygrants@geelongcity.vic.gov.au

General information

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

PERMITS AND APPROVALS

Some projects or events may need a permit or approval. These processes are separate to the grant application process and require additional time and budget in your project plan.

While you do not need to secure permits or approvals before applying, securing them will be a condition of the grant if your application is successful. As such, we may choose not to pay you any money until the relevant permits and approvals are secured.

You must demonstrate that you are aware of the necessary permits and approvals in your application. We will consider this information when assessing your application under the 'well-planned project' criteria on page 12.

INSURANCE

You must arrange public liability insurance (PLI) to cover the activity detailed in your application and include the 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.

Some arts organisations can assist with public liability insurance under a membership. Contact us to find out more.

REPORTING

If you receive a grant, you must submit an evaluation of your activity and a financial report within one month of your activity finishing.

The evaluation report tells us about your activity and the financial report includes all income and expenses for the grant. It demonstrates you have spent the money how you said you would.

We may request meetings with you to check your progress or ask for an audit of your financial records to prove you have spent the grant as you said you would. As such, you must keep accurate financial records and make them available to us if requested.

PAYMENT

We will only pay grant money to the applicant (or auspice).

A tax invoice is required before we pay any grant funds. Our team will contact successful grant applicants to arrange this.

If you do not provide either an ABN or a 'Statement by a Supplier' form, we may have to withhold tax from the grant payment at the top marginal rate of 45%.

WITHDRAWING FUNDING

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

We can also withdraw funding if you are in breach of your funding agreement.

MAKING CHANGES TO YOUR FUNDED ACTIVITY

Projects are funded for delivery as described in your funding agreement.

If you need to change something about your grant, you must seek our approval in writing. This includes:

- changes to your proposed completion date
- changes to the nature of your activity
- changes to how you want to spend the money.

We reserve the right to withdraw funding if:

- we do not support your request for changes
- your request is not made within a reasonable timeframe
- you make changes without our knowledge.

If a project stops or the grant funds are no longer required, you must repay all funds to the City of Greater Geelong.

ACKNOWLEDGING OUR SUPPORT

You must acknowledge the City of Greater Geelong if you receive a grant. This should be done in the following ways:

- using our logo in marketing and publicity materials (we will provide this)
- acknowledging our support in social media, launches and events
- inviting our councillors or City representatives to attend events.

IF YOU ARE DEAF OR HAVE A HEARING OR SPEECH IMPAIRMENT

National Relay Service (NRS)

If you are deaf, or have a hearing or speech impairment, and you wish to contact us, you can do so through the National Relay Service (NRS) and ask for 03 5272 5272. Our call centre team will then connect you with the grants team.

Our business hours are Monday to Friday, 8.30am–5.00pm.

- TTY users – call 13 36 77
- Speak & Listen (voice relay) users – call 1300 555 727
- SMS relay users – message 0423 677 767

Note: Area code must be included for each call.

Further information and NRS call numbers can be found on the Access Hub website:

www.accesshub.gov.au/about-the-nrs/nrs-call-numbers-and-links

IF YOU NEED AN INTERPRETER



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

Definitions

Following are definitions for some of the words we use in this document. If you find other words that you are not familiar with, please contact us for help.

Word	Explanation/definition
ABN	Australian Business Number
Application	The form you fill out to ask for money
Assessed	How your application was considered
Auspice	An organisation that can apply for a grant on your organisation's behalf (if you are not incorporated)
Budget	A plan or prediction of how much money you will have to spend (income) and what you will spend it on (expenses)
Categories	Some grants have more than one type of funding available
Community panel	A group of community members that work together to assess (consider) all the applications and make funding recommendations.
Eligibility	If you are allowed to apply for a grant and/or if your activity is allowed to be funded
Evaluation and financial report	Report you must complete when your activity is finished to account for how well the planned activity went and what you spent the grant money on
Expenditure	All the things you spent money on to complete your activity
Funding agreement	A document that explains why we are agreeing to pay you grant money and the conditions you must observe when spending it.
Grant	A grant is money given to an organisation or individual for an agreed reason.
GST	Goods and Services Tax
Income	Money that you have for the activity, or that will be generated by the activity – this can include grant money from the City, fundraising, sponsors, tickets or other grant funding.
Incorporated	Description of a group or organisation that has followed a process to become a legal entity
Insurance	A contract you have with an insurance company to protect you against losses if something goes wrong
Log in	Your contact details and password for SmartyGrants
Not for profit	An organisation that does not pay money to shareholders
Officer panel	A group of City officers that work together to assess (consider) all the applications and make funding recommendations
Online	Available on the internet
Quote	An estimate of how much something will cost.
SmartyGrants	An online computer program we use to manage all the grant applications we receive
Submitted	Completing your application form in SmartyGrants and hitting the submit button
Weighted scoring average	A decision-making technique that uses a mathematical calculation to add greater importance to some aspects of a decision than others – in this case, the higher the percentage allocated to a criteria, the more influence it has over the final score