

THE CITY OF

GREATER GEELONG

FESTIVAL- ARTS GRANTS



2021-22 GUIDELINES

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About these grants

The purpose of the Festival - Arts Grants is to support the inclusion of art within small to moderate sized community-based festivals that have creative, community and cultural outcomes.

The grants aim to foster creativity, engage the wider community and embed the role of the arts in the life and experience of the people of the Geelong region.

There is a total grant pool of \$220,000 to cover the four arts grants offered by the City (Arts Projects, Festival-Arts, Professional Development and Quick Response) with individual grants being offered of up to \$10,000 per application.

All activities must comply with the latest health advice and government restrictions, as detailed on the following websites:

- www.dhhs.vic.gov.au/coronavirus
- www.vic.gov.au/coronavirus-covid-19-restrictions-victoria

CATEGORY	WHAT WILL BE FUNDED	MAXIMUM FUNDING PER APPLICANT
Festival - Arts	Operating expenses for the inclusion of arts and cultural development within community festivals	\$10,000
Multi-year Funding	Festivals that have operated successfully and have received Festival - Arts Grants for three or more consecutive years may be invited to apply for three-year (Triennial) funding.	\$10,000 per year for three years

- Note: Applicants are required to speak with an Arts and Culture Officer prior to a multi-year application being considered.

HOW TO APPLY

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

There are two ways to 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
or
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, 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. **Incomplete or late submissions of applications will not be accepted.**

Applications close: Extended to 2 August 2021

Grant applications decided: November 2021

PERMITS AND APPROVALS

Some festivals will require a permit to proceed. If you are organising a community festival, please refer to our [Events Planning Guide](#) for further information.

Note: permits for your festival must be identified and in principle support obtained before you submit your application. Successful applicants must obtain permits and approvals before commencing projects.

CONTACT INFORMATION

To discuss your project or request help with permits and the application process, please contact our grants team at communitygrants@geelongcity.vic.gov.au, or call our grants team on 5272 5039 or 5272 4736.

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

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.

All applicants must possess an Australian Business Number (ABN) or provide a [Statement by a Supplier Form](#) available from the ATO website <https://www.ato.gov.au>.

Applicants must have fully acquitted previous successful (funded) applications as required and have no outstanding debts or arrears to the City of Greater Geelong.

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

APPLICANT TYPE-STANDARD	YES	NO
Not-for-profit, incorporated bodies, co-operatives or associations	✓	
Registered charitable organisations – refer to the Australian Charities and Not-for-profits Commission	✓	
Unincorporated bodies with an auspice	✓	
Profit-making organisations, commercial entities, businesses	✓	
Individuals/Sole Traders		X
Schools and Learning institutions		X
Organisations (and individuals if applicable) with outstanding debts or arrears to the City of Greater Geelong or experiencing insolvency or bankruptcy		X
Organisations that have not satisfactorily acquitted previous funding from the City as required - this includes organisations that have acted as an auspice for an unincorporated group		X
Organisations that have already received funds within the current financial year from this grant (<i>note: this does not prevent applicants applying to different grants in the same financial year for a different project</i>)		X

AUSPICE INFORMATION

Your application will require an auspice if your not-for-profit organisation is either:

- not incorporated; or
- is not one of the other types of legal entities listed above.

An auspice is an organisation that meets our eligibility criteria and agrees to support your application. If you're successful, the grant funds will be paid directly to the auspice, who must then pass them on to you.

If you are planning on using an auspice, you must:

- obtain approval from your proposed auspice before you submit your application.
- ensure the auspice is involved in making the application and all project aspects and progress.

Be aware that some auspice organisations may charge an auspice fee. This is at their discretion and should be negotiated between the applicant and the auspice.

What can you apply for?

Applicants must offer a project within the City of Greater Geelong municipality.

All activities must comply with the latest health advice and government restrictions, as detailed on the following websites:

- www.dhhs.vic.gov.au/coronavirus
- www.vic.gov.au/coronavirus-covid-19-restrictions-victoria

Applicants can apply for projects that align with at least one of the key focus areas as listed in the Assessment Criteria. You may apply for support to deliver a new festival or continue to deliver or grow an existing festival.

The following is a list of ideas and examples that will be considered for funding. It is guide only and the list should not be considered exhaustive

- innovative arts programming within a new, or existing festival.
- professional Artist fees; e.g. Musicians, Artistic Director.
- arts and cultural workshop expenses.
- materials for art installations, performance art.
- venue hire (for the period of the festival i.e. not ongoing).
- equipment rental essential to the festival program.
- marketing or tourism; e.g. advertising and promotional expenses.
- professional expertise for business plans for the development and sustainability of your festival.
- hospitality integral to the artistic and cultural significance of the program.
- community engagement activities for research purposes.

WASTE WISE AND SUSTAINABLE EVENTS

As part of our community-led vision, Greater Geelong: A Clever and Creative Future, the City is committed to reducing the environmental impacts of waste, including from festivals we run, support or grant permits to.

We highly encourage and prefer festivals that plan for waste minimisation.

Waste Wise and Sustainable Events follow these broad principles:

- Organisers commit to purposefully avoid and minimise waste wherever possible and manage what is unavoidable responsibly.
- Participants and attendees are encouraged to reduce their own waste through education before the festival, and with clear signage and bin facilities at the festival.
- Re-usable, recyclable, compostable or already-recycled products are used wherever possible.

You can learn more about making your event waste wise in our Events Planning Guide.

What won't be funded

The following will not be funded through the City's 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 permit fees; parking fees, etc.
- staffing costs, although we will consider funding if the costs are related to the specific proposed project – such as costs to engage an external facilitator, consultant or contractor – if they can supply an ABN and written quote.
- requests for retrospective purchases or projects, or where activities commence prior to the announcement of your successful funding.
- fundraising events, prizes, gifts, awards or sponsorship costs, such as trophies, medals, money and vouchers.
- political or gaming activities.
- activities that could be considered core business i.e. those associated with the application organisation's normal or day-to-day operation (including regular projects and activities, administration, staffing costs, insurances and permits).
- projects, activities or events that could potentially commit Council funding on an ongoing basis.
- projects, activities or events that have already received support from the City's grants.
- projects, activities or events that better meet the criteria of another City of Greater Geelong grant or program.

Additionally, the following items, activities or projects will not be funded by Festival – Arts Grants:

- capital works – includes building, renovations, refurbishments to the inside of outside of a building or to any outdoor spaces such as playgrounds, sporting groups, parks or reserves etc.
- purchase (not hire) of equipment for ongoing use including hand tools, pre-made costumes.
- professional development training for artists and volunteers (may be eligible under the Creative Communities Professional Development Grants).
- activities that may be covered by Federal or State Education Training funding – e.g. school fete activities based on school grounds.
- catering costs where provision of food is not considered integral to the cultural nature of the project (e.g. food and drink provided at a launch).
- a concert or series of performances to be held in a theatre or outdoor venue. (May be eligible under Creative Communities Arts Projects Grants).
- activities that are ongoing, regular activities of a venue i.e. monthly markets, seasonal sporting events approved under a licence/tenancy agreement.

How are applications assessed?

All applications received will go through the following assessment process

- Eligibility checks – applications are checked against the criteria on pages 5 and 7 to determine their eligibility.
- Internal panel assessment – eligible applications will be assessed according to the assessment criteria and priority areas (see tables below).
- Independent (External) panel assessment – the panel reviews the internal 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 project grant application
Community Impact - 40%	<p>Demonstrates alignment with one or more of the following key focus areas:</p> <ul style="list-style-type: none"> • Sustain our community's health and wellbeing through arts participation • Engagement and participation with Wadawurrung and Aboriginal and Torres Strait Islander peoples • Nurture local and diverse cultures throughout Greater Geelong, focus on diversity, equality of access and inclusion • Support the development and profiling of cultural tourism products and experiences; for example, live music • Activate our public spaces across the whole municipality, connect with our natural environment, our urban city and our neighbourhoods • Celebrates Geelong's unique culture and stories
Strategic Priorities– 30% <ul style="list-style-type: none"> • Growing the Arts • Caring for Culture • Creative Partnerships 	<p>Demonstrates alignment with one or more of the following areas:</p> <ul style="list-style-type: none"> • Engages artists and creative practitioners by providing employment in developing projects that engage the community • Support experimentation and contemporary art through adventurous artist opportunities, public experiences, creative spaces, temporary works and long-term investment in development • Demonstrates professional development opportunities, education opportunities, raising cultural awareness and knowledge • Support lifelong learning for our residents • Support industry collaborations – venues working together, strategic partnerships, creative collaboration • Cross sector arts engagement – tourism, sport, food, wine, lifestyle and environment
Well planned project – 30%	<p>Demonstrates the following:</p> <ul style="list-style-type: none"> • Clear artistic rationale, purpose and anticipated outcomes • Operational capacity including timelines, production, marketing and financial planning • Expertise and experience of festival team and participating artists

PRIORITISING APPLICATIONS

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

- Applications that have not received funding from the City in the previous financial year
- Applications from organisation that do not receive funding from electronic gaming machine

What happens next?

IF YOUR APPLICATION IS SUCCESSFUL

Successful applicants will be notified in writing within one week after funding recommendations are endorsed.

If you are successful, 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

Unsuccessful applicants will be notified in writing. 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 establish:

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

General information

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

GRANT ALLOCATION INFORMATION

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.

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

Priority will be given to applicants that did not receive funding in the previous financial year.

Projects or programs that have already commenced prior to the application submission may not be eligible under some grant programs, please refer to individual grant guidelines or contact the Grants team for clarification.

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.

As grants are 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 to run a reduced or modified project.

ACKNOWLEDGEMENT, PROMOTION AND MARKETING

Successful grant applicants must acknowledge The City of Greater Geelong as a funding source on marketing and publicity material and include the City's official logo with the following wording: 'This project is supported by the City of Greater Geelong Community Grants.'

A logo will be supplied via email to successful applicants.

Applicants are advised to contact the City's Communication and Marketing team on 5272 4803 to arrange for approval of proofs of all marketing materials before production.

Unauthorised use of the City of Greater Geelong logo or inappropriate attribution may result in the Funded Applicant being ineligible to apply for further grants.

ACQUITTAL, EVALUATION AND REPORTING

The acquittal, evaluation and reporting requirements will be confirmed with successful applicants as relevant to individual grant programs and be reasonable and commensurate with the purpose and amount of funding.

An online acquittal, evaluation template form will be provided to the funding recipient.

Where progress payments form part of the funding allocation arrangement, an online Milestone Progress Report template will be provided for the funding recipient to complete to demonstrate the agreed deliverables have been achieved prior to the release of the next scheduled payment.

Council 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.

Accurate financial records of the recipient organisation must be maintained and made available to Council in the event of any further audit by Council into the use of the grant.

Organisations that do not submit a completed acquittal/evaluation form, including provision of an accurate statement of actual expenditure of funds will be ineligible to apply to City of Greater Geelong for future grants.

INSURANCE

If required, applicants must arrange Public Liability Insurance (PLI) to cover the activity detailed in the grant application and include a PLI Certificate of Currency with their 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. 46.5%) from the grant payment.

TIMING

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.

All funds must be acquitted within two months of the agreed completion date for the project.

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 the applicant is 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.