

THE CITY OF

GREATER GEELONG

# COMMUNITY EVENTS GRANTS



2021-22 GUIDELINES

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# About these grants

The purpose of the Community Events Grants is to support moderate sized events which bring economic benefits to the City of Greater Geelong, will strengthen and enrich community, celebrate common interests, showcase local competitive advantages and provide opportunities for local participation.

The grants are available to applicants who deliver event(s) that have a strong focus on social connections, creative and cultural benefits and driving the economy for the City of Greater Geelong community.

The City will partner with applicants delivering events that align with the strategic priorities of Council Plan 2018-2022 and support the region's community-led vision for a clever and creative future. Partnerships will include funding, value-add event promotion and may include in-kind support.

The aim of providing these grants is to:

- support a diverse and inclusive annual calendar of events.
- generate economic, social and creative benefits for the Geelong community.
- support event organisers to achieve longer term self-sufficiency and sustainability.

Community Events Grants are complimentary and in addition to the Geelong Major Events (GME) Sponsorship program offered by the City of Greater Geelong. GME is designed to support events which significantly maximise economic, tourism and employment outcomes and infrastructure legacies for the Greater Geelong region.

There is a total grant pool of \$200,000 with individual grants being offered of up to \$10,000 per application.

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

- [www.dhhs.vic.gov.au/coronavirus](http://www.dhhs.vic.gov.au/coronavirus)
- [www.vic.gov.au/coronavirus-covid-19-restrictions-victoria](http://www.vic.gov.au/coronavirus-covid-19-restrictions-victoria)
- [www.coronavirus.vic.gov.au/public-events-information-for-organisers](http://www.coronavirus.vic.gov.au/public-events-information-for-organisers)

## WHAT IS A COMMUNITY EVENT?

For the purposes of this grant, a community event is defined as a temporary organised activity, open to the general public, where people gather with a common purpose that aims to enhance community life. The activity is held in open spaces, facilities or venues where there will be more people or a different use of the asset, than usually found at that location.

| CATEGORY            | WHAT WILL BE FUNDED   | MAXIMUM FUNDING PER APPLICANT |
|---------------------|---|-------------------------------|
| Annual Funding      | Operating expense to run safe, moderate sized, public events that provide economic and community benefits the greater Geelong region. | \$10,000                      |
| Multi Year Funding  | Multi-year funding for operating expenses may be offered with a maximum of 3 years.   | \$10,000 per annum            |
| COVID-19 Compliance | Cost of compliance with COVID-19 restrictions.  | \$10,000                      |

- Support may include cash funding, value-add promotional support via Events Geelong platforms and in-kind support such as waived venue hire. Any in-kind support already provided by the City to the applicant will be considered during the funding evaluation process.

## 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 5.00pm 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**

## 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

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

**Note: Permits and approvals must be obtained before you submit your application.**

## 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 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](http://www.geelongaustralia.com.au/grants)

Festivals and programs that predominantly focus on the cultural life of our community and/or the enrichment of the arts may be better suited to the Festivals-Arts Grants and may be deemed ineligible under the Community Events.

# 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 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:

Please note: the organisation applying for funding must be the same entity that applies for any event permits or approvals.

| APPLICANT TYPE   | 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   | ✓   |    |
| 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 it 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.

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# What can you apply for?

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These grants are open to applications for events that will be staged from **1 January 2022**.

Applicants must offer an event 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](http://www.dhhs.vic.gov.au/coronavirus)
- [www.vic.gov.au/coronavirus-covid-19-restrictions-victoria](http://www.vic.gov.au/coronavirus-covid-19-restrictions-victoria)
- [www.coronavirus.vic.gov.au/public-events-information-for-organisers](http://www.coronavirus.vic.gov.au/public-events-information-for-organisers)

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. We are looking to support events that:

- have a strong focus on social connections
- are open to the general public and include free components
- contribute to economic growth for the region
- include a State or National title activity
- celebrate diversity and inclusivity
- celebrate common interests
- showcase local competitive advantage
- will strengthen and enrich community
- are complementary to our existing calendar of events in Geelong
- have the potential to attract visitation from other areas outside of Geelong
- promote healthy and sustainable practices
- provide legacy for the local community

We will consider funding event organisers for the cost of compliance with COVID-19 restrictions. This is available for

- self-sufficient events wanting support to cover the cost of COVID-19 compliance
- events previously funded by the City's grants requiring additional support
- new applications as part of the overall event budget.

## 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 events we run, support or grant permits to.

We highly encourage and prefer events that show consideration for avoiding or reducing waste – especially from single-use plastics – and maximising recycling outcomes in their event plans.

Waste Wise 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 event, and with clear signage and bin facilities at the event
- 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.

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# What won't be funded?

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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 submission of application.
- fundraising events, prizes, gifts, awards or sponsorship costs, such as trophies, medals, money and vouchers.
- political, gaming or gambling 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 will not be funded by Community Events Grants

- fundraising events. e.g. Fetes, markets, fun runs, concerts, competitions, and other activities where the main aim is to directly fundraise for a charity or cause.
- events that are ongoing, regular activities of a venue e.g. monthly markets, seasonal sporting events approved under a licence/tenancy agreement.
- events that will not be approved by the City, when the City's permit or approval is required.
- events that are held prior to the 1st January 2022.

# How are applications assessed?

All applications received will go through the following assessment process

- pre-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 (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   |
|-----------------------------------|---|
| <b>Well Planned Project – 40%</b> | <b>The application must demonstrate</b> <ul style="list-style-type: none"><li>• the reasons for staging/developing the event. Includes details on its target audience/participants/spectators.</li><li>• the capacity of the event organiser to deliver a safe, successful and sustainable event.</li><li>• that the event is well planned and scoped. The application includes a summary event plan.</li><li>• an appropriate budget for the event, which indicates the event organiser has a thorough understanding of the costs associated with delivering safe events.</li><li>• that the funding request is proportionate to community 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/location is suitable and available for the event i.e. via submission of the City’s Event Application Form to the City’s Event Services Unit or a Venue Booking Form.</li><li>• contribution to a diverse and balanced (seasonal and geographical) calendar of events</li></ul> |
| <b>Community Impact – 30%</b>     | <b>The application must demonstrate how the event;</b> <ul style="list-style-type: none"><li>• will enhance health, wellbeing, diversity and quality of life for Greater Geelong communities.</li><li>• supports our community to live sustainably and the environmental impact of the event</li><li>• aligns with the City’s principles of Waste Wise and Sustainable Events (refer to the City’s Events Planning guide)</li><li>• provides opportunities for local participation.</li></ul>   |
| <b>Strategic Impact – 30%</b>     | <b>The application must demonstrate;</b><br>how the event aligns with the aims of the Community Events Grants to: <ul style="list-style-type: none"><li>• deliver economic benefits for the Geelong community</li><li>• strengthen and enrich community</li><li>• celebrate common interests</li><li>• showcase local competitive advantage</li><li>• contribute to social equity and inclusion</li></ul>   |
| <b>TOTAL 100%</b>                 |   |



## **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 machines.

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# What happens next?

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## **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](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**

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.

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# General information

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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 specific 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 it 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 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 through its Community Investment and Support Fund program.'

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 one month 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.