



Westside Slam basketball competition in Nicholson St Mall, Footscray



LOVE
YOUR
WEST

MARIBYRNONG
CITY COUNCIL
PLACE-BASED
INITIATIVES
(ANNUAL) GRANTS
PROGRAM
GUIDELINES
2024/2025

Acknowledgement of Country

Council is proud to represent a municipality filled with important and significant Aboriginal history. It acknowledges the Traditional Custodians of this land, the Kulin Nation, and acknowledges the rich culture and considerable contributions Aboriginal and Torres Strait Islander Peoples have made and continue to make to this City.

INTRODUCTION

Maribyrnong City Council's Place-based Initiatives (Annual) Grants Program 2024/2025 provides financial and in-kind support via a competitive grant round.

As an applicant you must meet the Eligibility Criteria and address the Funding Criteria. Proposed activities need to align with strategic objectives of the Council Plan 2021–2025 and the Festivals and Activation Framework 2022–2026.

These documents can be found on Council's website [maribyrnong.vic.gov.au](https://www.maribyrnong.vic.gov.au)

PROGRAM OBJECTIVES

The Place-based Initiatives (Annual) Grants Program 2024/2025 aims to support a dynamic mix of activities that will:

- Creatively activate the city's spaces
- Help strengthen precinct and neighbourhood identity
- Provide opportunity for inclusive local participation and capacity building
- Increase visitation and spending in the local area
- Provide paid opportunities for local cultural and creative sectors
- Promote collaborations between local businesses and creatives

The Program aims to contribute to the Vision and Objectives of the Festivals and Activation Framework 2022-2026 and also directly links to the Council Plan 2021-2025 Strategic objectives of:

- Liveable neighbourhoods
Council will partner with its community to provide and advocate for integrated built and natural environments with access to open spaces that are well maintained, engaging, accessible and respectful of the community and neighbourhoods.
- A place for all
Council will provide well-planned neighbourhoods and a strong local economy, delivering services that are inclusive and accessible to the whole community, and that support wellbeing, healthy and safe living, connection to the community, and cultural interaction.

FUNDING STREAM

The Place-based Initiatives (Annual) funding stream is for small-medium scale place-based activities that creatively activate public spaces, business precincts and local neighbourhoods.

- Grants of up to \$20,000 are available
- Applications are open to not-for-profit organisations, incorporated community groups or by applying through an auspice arrangement
- Applications will be accepted until 4pm on Monday 3 June 2024
- Applications are assessed by Council's independent Festivals and Visitation Advisory Panel with funding recommendations made to Council for endorsement
- Funded activities must be delivered prior to 30 June 2025

ACTIVITIES THAT MAY BE FUNDED

Examples of what may be funded include but are not limited to:

- A significant free outdoor music concert or block party in an urban activity centre
- A community event with a particular theme or focus that offers high level cultural experiences
- Weekly or monthly pop-up markets or outdoor movie screenings
- A series of temporary artworks, projections or creative lighting displays in public space running over an extended period
- A collection of themed neighbourhood tours

ELIGIBILITY

ELIGIBILITY CRITERIA TO BE MET

- The applicant is a not-for-profit organisation or an incorporated community group
- The applicant must have an Australian Business Number (ABN) and provide evidence of Public Liability Insurance (PLI) to the value of \$20 million (if you do not have an ABN or PLI you may still be eligible to apply via an auspice organisation - refer to page 5)
- The proposed activity must occur within the boundaries of the City of Maribyrnong
- The proposed activity is scheduled to take place prior to 30 June 2025
- The proposed activity must be free to attend or includes significant free programming
- The applicant must have acquitted ALL previous Council grants and have no outstanding debts to Maribyrnong City Council
- The applicant (or individuals, organisation or businesses involved in the activity) must NOT have any unresolved compliance matters with Maribyrnong City Council

APPLICATIONS THAT ARE NOT ELIGIBLE

- Activities that do not align with Council policies and values
- Multiple applications for the same activity
- More than one application from the same applicant
- Activities that are sponsored by tobacco companies, gambling or fossil fuel companies, unless the company issued the funding through their community grants program (evidence must be provided)
- Activities with a primary purpose of promoting religion or politics or are for fundraising purposes
- Activities that have already received funding in the same financial year. For example, Council will not fund the same, or part of the same activity, through its Community Grants Program, Business Improvement District Grants or Love Your West Grants Program in the same funding cycle.
- Activities already funded by Council through operational or Triennial Arts Grant funding
- Activities which have already started or have been completed

ASSESSMENT CRITERIA

CRITERIA

Eligible applications will be assessed by a panel who will consider:

Commitment to a professional and safe approach in planning and delivery in consultation with Council	✓
Evidence of local need and/or community support for the activity	✓
Demonstrates relevant and engaging content or delivery	✓
Evidence of direct benefit to local businesses, cultural and creative industries and/or artists	✓
Strengthen local precinct and neighbourhood identity	✓
Provide opportunities for local participation and capacity building	✓
Includes measures to promote gender equity, inclusion and accessibility in the planning and delivery	✓
Commitment to good environmental sustainability practices and minimising environmental impact	✓
Evidence of a realistic budget with appropriate resourcing	✓

PREFERENCE MAY BE GIVEN TO ACTIVITIES THAT:

- are First Nations led
- are developed in partnership with CALD communities, LGBTIQ+ people, young people, older people and/or people living with disability
- involve community groups within the City of Maribyrnong that are underrepresented in the City's annual events program
- align with key objectives of Council's Climate Emergency Strategy 2020-2025
- address a geographic gap to enable a fair distribution of activity across the Municipality
- are staged in the (typically quieter) winter months to help ensure a balanced calendar of activities across the year
- activate underutilised space in either the public or private realm
- imaginatively utilise public locations that help showcase Maribyrnong's assets
- are staged in the City's key activity centres and will increase economic activity to businesses, helping support COVID-19 economic recovery
- include programming that addresses Council's aim to stimulate cultural interaction and connection to the community

BUDGET

When preparing your budget and funding request, please take into account the following:

- Successful applicants may not receive all the funding requested
- Ensure you provide a detailed budget noting all items including in-kind and cash amounts
- Note other sources of funding and sponsorship (these must be itemised not a lump sum), including whether these are confirmed or unconfirmed and indicate if your organisation has been successful with this funding in the past.

LOBBYING

Lobbying of the Mayor, Deputy Mayor, Councillors, employees of Maribyrnong City Council or assessment panel members in relation to a funding application is strictly prohibited. No consideration will be given to an application submitted by an applicant where such lobbying has been proven to have taken place.

ASSESSMENT

Applications are assessed on a competitive basis. After your application has been submitted:

- Applications are first assessed that they meet the eligibility criteria
- Eligible applications are then considered and assessed by Council's external Festivals and Visitation Advisory Panel
- The Panel's recommendations for funding will be presented to Council for endorsement
- While an application may meet eligibility and funding criteria, this does not guarantee a grant
- You will receive written advice on the outcome of your application
- The decision on funding is final

FUNDING OBLIGATIONS

Successful applicants will be required to:

- Enter into a funding agreement with Council containing standard terms and conditions for the recipient's administration of grant funds
- Meet with and provide Council with copies of required documentation pertaining to the funded activity
- Secure and meet the requirements of any relevant permits and permissions for the activity
- Submit a written acquittal (including a financial reconciliation) through SmartyGrants to acquit the grant funds

Failure to meet the agreed obligations can result in Council taking steps to recover funds and/or exclude the applicant from being able to access funding in the future.

VARIATION REQUESTS

Grant recipients can make reasonable requests to vary their funded activity should the need arise. Generally, requests for reasonable timeframe changes or activity location changes within City of Maribyrnong can be approved quickly. Other proposed changes may require re-assessment and will be approved on a case by case basis. Significant changes to some funded activities may not be able to be agreed to for a range of reasons.

PAYMENTS

Council will issue grants by Electronic Funds Transfer (EFT) and banking details will be requested when completing paperwork related to successful grants.

Your organisation (or your auspice body) will need to provide a tax invoice to Maribyrnong City Council, showing the grant amount, plus GST if applicable.

Council will pay 50% of the grant payment on signing of the funding agreement. The final 50% grant payment will be only made once all relevant documentation associated with your activity is received by Council.

ABN & GST INFORMATION

ABN REQUIREMENTS

All grant applicants will be required to have a registered ABN. Your organisation can get an ABN by completing the appropriate forms that are available from Australia Post and the Australian Tax Office.

ABOUT GST

GST will only apply to your grant if your organisation or auspice body is registered for GST with the Australian Tax Office (ATO). In these cases Council will add 10% for the GST to the grant. For information and advice on GST and the implications for your grant, call the ATO on 13 28 66 or visit the website www.ato.gov.au

Grants are considered taxable income by the ATO. It is illegal to claim GST if you are not registered.

AUSPICE ORGANISATIONS

Applicants who don't have an ABN or PLI may still apply via an auspice organisation. An auspice is an otherwise eligible organisation who agrees to support you and manage grant funds on your behalf. A confirmation letter from the auspice will need to be included in your application.

SUBMITTING YOUR APPLICATION & PROCESS

READ

Maribyrnong City Council Place-based Initiatives (Annual)
Grants Program Guidelines 2024/2025
.....
Council Plan 2021–2025
.....
Festivals and Activation Framework 2022–2026

These documents can be found on the Grants page of Council's festivalcity.com.au website

DISCUSS

New applicants are required to contact Council's City Experience and Visitation Unit prior to applying to discuss their application and eligibility for a grant

CITY EXPERIENCE AND VISITATION UNIT

Call 03 9688 0200 or email festival.city@maribyrnong.vic.gov.au

EXPLORE

Explore such things as venue availability, obtain quotes, reserve parks/venues if applicable etc

SUBMISSIONS

Submit an application online via SmartyGrants prior to 4pm, 3 June 2024, including attaching all required supporting material

APPLY NOW

festivalcity.com.au

ASSESSMENTS

Eligible applications assessed by Council's independent Festivals and Visitation Advisory Panel with recommendations for funding presented to Council for endorsement

KEY DATES

SUBMIT APPLICATION
prior to 4pm, 3 June 2024

OUTCOMES NOTIFIED
21 August 2024

DELIVER ACTIVITIES PRIOR TO
30 June 2025

IF SUCCESSFUL

Sign and return funding agreement
.....
Meet any permits/permissions, conditions, monitoring and reporting requirements
.....
Deliver activity prior to 30 June 2025
.....
Funding acquittal due within 4 weeks of activity being completed

QUERIES

Contact the City Experience and Visitation Unit for any queries or additional information

Call 03 9688 0200 or email festival.city@maribyrnong.vic.gov.au

IF UNSUCCESSFUL

Feedback provided to applicant upon request