

## LOVE YOUR LOCAL ACTIVATIONS GRANT 2021 / 22 GUIDELINES

### GENERAL INFORMATION

Maribyrnong City Council's Love Your Local Activations Grant aim to provide financial support to our local community to reactivate the City's public spaces. Grants of up to \$10,000 will be given to community members to trial new events, installations, activations, and recreational activities.

### PROJECT OBJECTIVES

The Love Your Local Activations Grant Program aims to reactivate public space and, drive visitation to City, helping to support the local community and businesses as they recover from the Covid-19 pandemic.

Proposed activities need to broadly align with the strategic objectives of the Council Plan 2021-2025 and of Council's Tourism Visitation Strategy.

#### Strategic Objectives of the Council Plan 2021-2025:

- **Safe climate and healthy environment**  
Council will proactively identify opportunities to support a return to a safe climate and healthy environment and work with our community to respond to climate emergency challenges
- **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.
- **Future focussed**  
Council will plan and advocate for new infrastructure and safe, sustainable and effective transport networks and a smart innovative city that encourages and supports new generations to thrive.
- **Ethical leadership**  
Council will proactively lead our changing City using strategic foresight, innovation, transparent decision making and well-planned and effective collaboration and community engagement to support community and economic growth during the ongoing challenges of the pandemic and beyond.

#### Key Objectives of the Tourism Visitation Strategy:

- Promote and facilitate investment in tourism product and experiences
- Facilitate investment within the Footscray Activity Centre which contributes to the visitor experience and increases economic activity

- Establish a destination marketing approach which promotes Maribyrnong’s key visitor destinations
- Work with key strategic partners to raise awareness of Maribyrnong’s strengths and address existing perceptions

**PRACTICAL CONSIDERATIONS FOR COVID-19**

COVID-19 has had a significant impact on social gatherings for 2020/21, and we acknowledge the ongoing challenges that this situation presents for activations going forward.

Grant applicants must adhere to State Public Health Requirements in the planning and delivery of their activations. As part of the application process, applicants will be asked to submit a summary of measures they will implement to mitigate the risk of community transmission of COVID-19. They are also asked to indicate any provisional plans for how their activation might be adapted if social distancing requirements are in place, or a surge of COVID-19 cases arises. These elements do not form part of the assessment, but are intended to give Council an indication of the applicant’s intention to adjust, postpone or cancel their activation should it not be able to be delivered in its’ intended format.

Should restrictions still be in place, Council’s Festivals and Visitation team will work with each grant applicant individually to work through the practicalities of adjusting, postponing or cancelling the activation. In the event an activation is unable to go ahead between January 2022 and June 2022, Council funding will not be provided and any deposits paid will be returned to Council (less proven expenses up to the time of cancellation). Activations which are significantly adapted will need to submit a revised budget and may receive partial funding only, depending on the revised plans.

**COUNCIL SUPPORT**

Along with providing financial support of up to \$10,000, the City of Maribyrnong will further support successful applicants as follows:

- Work to fast track permit process and ensure compliance with Councils departments including; Environmental Health, Local Laws, Traffic Management and Covid compliance,
- Waive permit fees where applicable
- Provide in-kind marketing support inclusive of: advertising on Social media platforms and website, photo calls and editorial with media outlets, advertorial in council owned publications,
- Provide Spend Map data to assist design of activity

**LOVE YOUR LOCAL ACTIVATION GRANTS PROGRAM TIMELINE**

|  |                               |
|--|-------------------------------|
| Love Your Local Activations Grant Program s opens for applications at 9am                        | 5 November 2021               |
| Love Your Local Activations Grant Program applications close 12pm midday                         | 6 December 2021               |
| Love Your Local Activations Grant applications are reviewed and funding recommendations endorsed | 7 December – 10 December 2021 |
| Outcome letters sent to all applicants   | 13 December 2021              |
| Letter of agreement sent to successful applicants  | 15 December 2021              |
| All signed agreements returned to Council by successful applicants                               | 24 December 2021              |
| Love Your Local Activations Grant delivered  | January – June 2022           |
| Acquittals Due   | July 2022                     |

**ELIGIBILITY CRITERIA**

- Applications must be received by 12pm midday on 6 December 2021
- The project must occur within the boundaries of the City of Maribyrnong with preference given to those within key activity centres (Trader areas) of each municipality

- The project must take place between January 2022 and June 2022
- Applicants must have a registered ABN
- The applicant must have acquitted ALL previous Council grants and have no outstanding debts to Maribyrnong City Council
- Applicant must seek out an Auspice Organisation if they are a sole trader, individual or unregistered group
- The applicant must provide evidence of Public Liability Insurance (PLI) to the value of **\$20 million**

## **FUNDED PROJECT EXAMPLES**

Examples of what may be funded as part of the Love Your Local Activations Grant Program include but is not limited to:

- Place making—Pop-up performances, busking, skills demonstration
- Temporary public art installations, projections, lighting work and murals
- Small events/markets
- Community health and wellbeing activities (eg. a free yoga class).

### **This Grants Program will not fund projects that:**

- are part of an organisation's core business or normal operating expenses
- take place outside the City of Maribyrnong's boundaries
- do not align with the priority areas of the Council Plan 2021-2025 and Tourism Visitation Strategy
- take place inside a private property or residence
- have already started or have been completed

## **ASSESSMENT CRITERIA**

- Project broadly aligns with the priorities of the Council Plan 2021 - 2025, and at least one of the overarching strategies of the [Maribyrnong Tourism Visitation Strategy](#)
- Project directly benefits local community, business, local suppliers and contractors
- Project has broad appeal and will attract visitation to the City
- Demonstrated local need and community support for the project
- Grant applicants must show evidence of a good track record and commitment to a professional and safe approach in planning and delivery a similar project
- Projects consider accessibility for people with a disability, the elderly and the young and includes activities for local residents at no cost
- Evidence of organiser's ability to develop and deliver an effective marketing and promotional plan
- Evidence of organiser's commitment to good sustainability practices and shows strategies to reduce the environmental impact of the festival
- Demonstrated financial viability through provision of a clear, detailed and realistic budget and additional sources of funding for the project

## **GRANT APPLICATION DOCUMENTATION TO BE SUBMITTED**

- A project brief with that responds to the assessment criteria
- A proposed methodology including identification of key tasks and milestones
- Project budget
- Simple project delivery plan and timelines
- Letters of support from relevant community members, local traders or organisations if available

- Public Liability Insurance for up to \$20 million coverage; including personal volunteer accident insurance and professional indemnity insurance if required
- Evidence of having undertaken similar work previously, include references and contact details of referees

## SUBMITTING YOUR GRANT APPLICATION

Applications should be addressed to 'Love Your Local Activations Grant' and must be received no later than 12pm midday on 6 December 2021.

Applications to be submitted via [\\*link to be generated\\*](#)

## ADDITIONAL INFORMATION

### LOBBYING

Lobbying of the Mayor, Deputy Mayor, Councillors, and employees of the City of Maribyrnong 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.

## BUDGET

When preparing your budget 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

## ASSESSMENT

Love Your Local Activations Grant applications are assessed on a competitive basis. After your application has been submitted:

- Applications are first assessed that they meet the eligibility criteria.
- All eligible applications are then considered and assessed by an assessment Panel comprising of Council officers from each of the following Units : Economic Development and Festivals and Visitation
- 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

## 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. The following detail must be included on your tax invoice:

- ABN number, name and address of applicant
- Grant amount
- GST applicable, shown as separate item
- Date of issue of invoice
- Description of goods or services being ' Love Your Local Activations Grant Program 2021/22 Funding – activity name'

Final grant payment will be only made once all relevant documentation associated to your project is received and approved by Council.

## **ABN & GST INFORMATION**

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.

If you do not have an ABN you will need to find an auspice body with an ABN who is prepared to act on your behalf and auspice your application. The grant will then be paid to the auspice body that will be responsible to oversee the expenditure of the grant. A confirmation letter from the auspice body will need to be attached to your application form.

### **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](http://www.ato.gov.au)

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

# Boundary and Suburb Map of City of Maribyrnong

