

THE CITY OF
GREATER GEELONG

ARTS PROJECTS GRANTS

2024–25 GUIDELINES

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About this booklet

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

This booklet contains information about the City of Greater Geelong's Arts Projects 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 18).

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 purpose of the Arts Projects Grants is to cultivate the strength, diversity and vitality of the city's arts and cultural ecosystem, engage the whole community in cultural life, and celebrate this distinct, diverse and evolving culture.

These grants allow us to support arts and cultural projects and enhance funding for contemporary arts practice, in line with the goals described in our [Arts and Cultural Strategy 2021–2031](#).

The objectives of these grants are as follows:

- to build awareness and knowledge of First Nations People's culture, and engage First Nations artists in leading project development or consultation
- to encourage cross artform and industry collaboration and partnerships for a vibrant arts and cultural ecosystem, which supports local and municipal-wide creative endeavour
- to increase opportunities for community participation and diverse engagement through inclusive and accessible arts and cultural programs
- to celebrate our local heritage and stories across the municipality through high-quality contemporary practice
- to support arts and cultural activities in diverse and non-traditional indoor and outdoor locations across the municipality
- to enhance Geelong's brand as a creative city.

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. However, you can only apply once per funding round.

The total amount of funding available for all Arts Projects Grants is \$120,000.

| Grant type | What you can apply for | Grant amount |
|---------------|--|-----------------|
| Arts Projects | Support for individuals, collectives, creative businesses, groups and organisations to deliver arts projects in the City of Greater Geelong. Available to those working in all art forms, including but not limited to, music, dance, visual arts, fashion, interpretation, writing/literature, performing arts, design, film/video, gaming, and digital media. | Up to \$10,000* |

* You can only submit one application for this grant per financial year

HOW TO APPLY

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

There are two ways to get to the online 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.

CONTACT THE GRANTS UNIT

Please contact the City's Grants Unit before applying to discuss your eligibility, proposed activity and other grant matters.

E: communitygrants@geelongcity.vic.gov.au

P: 5272 5560

KEY DATES

| | |
|-------------------------|---|
| Applications open: | 1 June 2024 |
| Applications close: | 22 July 2024 by 5 pm (applications received after this won't be accepted) |
| Notice of outcome: | 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. |

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 Arts Projects; 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.

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

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:

- reside or operate in Australia
- 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 types | Can you apply? |
|---|----------------|
| Not-for-profits – incorporated bodies, co-operatives or associations | Yes |
| Registered charitable organisation | Yes |
| Unincorporated bodies with an auspice | Yes |
| For-profits – commercial entities, businesses | Yes |
| Individual/Sole Traders (entity type with Australian Business Register) | Yes |
| Schools and learning institutions | No |
| 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. Evidence confirming employment arrangements if the requested grant money will cover additional staffing costs directly related to the funded project
5. Letters of support/agreement (if relevant – can be provided as an email screenshot)
6. Booking forms, permits and approvals (if relevant)
7. Resumes and letters confirming the participation of all artists and key people to be involved in the funded project
8. Quotes or price estimates for all expenses the grant funding will be covering (see page 10)

What you can apply for

The Arts Projects Grants are intended to fund creative developments of new and unique works that will take place within the City of Greater Geelong.

To help you work out whether your project is the sort of thing we are looking to fund, we have developed the following list of example projects and costs we might cover.

EXAMPLES OF PROJECTS

- Temporary immersive installations and/or experiences that engage the community and create opportunities for public participation
- Cross artform/industry artistic projects that include collaboration and partnerships
- Experimental, contemporary and innovative work delivered in unique spaces
- Arts and cultural programs that invite diverse community participation
- Projects that use new and emerging technologies (such as AI, VR, AR)
- Telling and sharing of stories embedded in local places to strengthen the community's connection to place, their own history, stories and culture.

Note: If you are applying for a temporary immersive project in an outdoor space, all permits and operational requirements must be discussed and approved by us before you submit your application.

COSTS THAT MIGHT BE COVERED BY A GRANT

- Artist fees – artists should be appropriately paid*
- Materials
- Venue and studio hire
- Equipment purchases or hire
- Publicity and promotion
- Inclusion and access costs
- Documentation and evaluation

* See the NAVA (National Association for the Visual Arts) website for Artist Fees code of practice: <https://code.visualarts.net.au/payment-rates/fees/artist-fees-creation-of-new-work>

Note: If you're not a First Peoples led creative entity, but you are collaborating with First Peoples to present their stories, culture or content, you must demonstrate cultural protocol is supported through support material attached to your application. For any activities with First People's content, you are strongly encouraged to contact the Grants Team to ensure you have engaged with 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 Arts Projects Grants.

- Permanent public art, such as murals and sculptures
- Business-as-usual workshops and activities
- Projects/campaigns of a political or religious nature
- Catering
- Capital works – including building, renovations, refurbishments to the inside or outside of a building or to any outdoor spaces, such as playgrounds, sporting groups, parks, reserves and so on.
- Professional development training for artists and volunteers (may be eligible under the Artist and Creatives Professional Development Grants)
- Activities that may be covered by federal or state education training funding, such as school fete activities based on school grounds or school art workshops
- Projects or activities outside of the City of Greater Geelong municipality
- 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 needed 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 the prioritising process (on 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 | Community and cultural benefit | 35% | <ul style="list-style-type: none">• Community participation and audience growth opportunities• Public presentation of project• Creating connections, networks and platforms for local artists and participants• Inclusion of diverse artist, groups or communities• Economic benefit and value to artists and creative groups <p>Note: You are not required to cover every one of these points. We will assess this section based on how well your project proposal demonstrates the relevant points.</p> |
| 2 | Project rationale | 35% | <ul style="list-style-type: none">• Identified project need – what does the community need for this project and why do you need to do this?• A clear explanation of the idea and artistic approach taken to address the project need• Artistic merit, creative expression and innovation• The feasibility and relevance of the proposed project |

| 3 | Key criteria | Weighting | How we assess this |
|---|----------------------|-----------|--|
| | Well-planned project | 30% | <ul style="list-style-type: none"> • Detailed project plan • Confirmation of artists, collaborators, partners and so on via letters of confirmation, or email screenshots (see page 9) • Reasonable artist fees (see page 10) • Evidence that the proposed venue/location is suitable and available for the event (if applicable) • A clear, balanced budget showing total income equals total expenditure. <p>Note: The budget must describe and show the total cost of the project, including contingencies, and list any other additional sources of funds that will contribute to the total project income</p> <ul style="list-style-type: none"> • Detailed quotes or estimates from suppliers as evidence of your project costs <p>Note: If quotes or estimates are not submitted with your application your score for this criteria will be lower. Also, unsupported costs may be removed from the grant funding offered.</p> <ul style="list-style-type: none"> • Experience of the people involved in delivering your activity |

EXPENSE DETAILS REQUIRED

It is important that you include information that explains how much your project will cost. You can do this by uploading any of the following with your application:

- quotes with the supplier's business name ABN/ACN and contact details
- screenshots from online retailers that include the item description, price and supplier's business name
- project staff/contractor costs calculated from industry awards or codes of practice, including NAVA updated Payment Standards for Artists: <https://code.visualarts.net.au>

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
- applications that closely align with the City of Greater Geelong's [Arts and Cultural Strategy 2021–2031](#)
- projects that have higher originality, quality and artistic merit.

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.

In some cases, we may offer you partial funding to run a reduced or modified project.

We generally only fund projects once.

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 16 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. The agreement 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 13.

You can learn more about the permits that you might need on the 'Planning an Event' page on our website.

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.

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 of 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 an 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 average scoring | 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 |