



Community Sponsorship Guidelines

August 2025

Northern Grampians Shire Council's Funding Program provides communities, businesses and local community groups with the opportunity to work collaboratively with the council to undertake projects that uplift our community's economic wellbeing and our residents' quality of life.

What is a Community Sponsorship?

A Community Sponsorship is a partnership where council supports not-for-profit groups or organisations with funding or other resources. In return, council is recognised through branding mechanisms such as having its name, brand or services linked to the activity, program or initiative.

The **purpose** of council providing groups and/or organisations with a **Community Sponsorship** is to:

- Help local groups tackle important community issues and/or opportunities.
- Create real and meaningful connections with parts of our community we might not usually reach.
- Work together with local groups and organisations to achieve a real and positive difference in our community.
- Positively promote council and the great work happening across the shire.

Applications for Community Sponsorships can be up to **\$3,000** per annum.

The Community Sponsorships funding stream is **open throughout the year** until all funds have been expended.

What initiatives can be sponsored?

Council is focused on supporting initiatives that:

- Boost the liveability and vibrancy of the Northern Grampians.
- Align with our community's big-picture goals as outlined in the Council Plan and various community strategies.
- Deliver outcomes in the key areas such as:

1. Events that celebrate and strengthen our shire.

We're looking for events that:

- Bring economic benefits to the shire.
- Showcase what makes our shire special to outside audiences.

2. Initiatives that build education and skills for young people.

We will support initiatives that:

- Help young people learn, grow and build new skills.
- Encourage their involvement in community life.
- Celebrate their achievements.

3. Campaigns that encourage participation in sport and recreation.

We welcome initiatives that:

- Support skill development in sport or active recreation.
- Bring people together through inclusive and fun activities.

4. Ideas that care for the environment.

We are interested in initiatives that:

- Help our community become more resilient to 'big weather' and disasters.
- Promote awareness, care and action for our natural environment.

5. Programs that support local creativity and cultural identity.

We encourage activities that:

- Get the community involved in arts, music, performance and creative projects.
- Celebrate and strengthen our local culture.

6. Proposals that promote our shire to wider audiences.

We are supportive of initiatives that:

- Positively promote our region to those external to us.
- Attract visitors or participants from outside the Northern Grampians Shire.

What can the funding be used for?

If your initiative aligns with one of the sponsorship funding categories listed above, funds can help your community group or organisation to:

- ✓ Support ongoing programs or activities.
- ✓ Kick-start or deliver a new initiative.
- ✓ Run an event that creates a meaningful partnership opportunity with council.

Council will not consider providing funding that contributes towards:

- The purchase of gift and prizes;
- Wages and operational costs;
- The reimbursement of council fees and charges;
- Unconditional gifts, donations, bequests, or endowments;
- Political sponsorships, donations, or merchandising;
- Events or programs that discriminate denigrate, exclude, or offend minority groups;
- Environmental concerns; or
- Have the potential to become a hazard to the community.

Are you eligible?

Your group or organisation can request a Community Sponsorship if:

- You are a not-for-profit, incorporated body, or you have an ABN.
- You are based in the Northern Grampians Shire or can effectively demonstrate your request has a direct benefit to the residents within it.

If you are a **local business** who has an idea that will benefit the broader community and it's not-for-profit, please contact the Community Development team to discuss your eligibility.

Your group or organisation will need to:

- Agree to work collaboratively with council.
- Align your request with the sponsorship priorities.
- Be compliant with council's regulatory requirements if required.
- Provide evidence of Liability Insurance. Events, activities or construction that have a likelihood of causing damage or personal injury must have public liability insurance (of at least \$20 million). Other amounts will be considered where there is no likelihood of damage or injury.

Your group or organisation cannot request funding if:

- You have received considerable grant funding within the same financial year.
- Are an individual applying for funds.
- The purpose for the sponsorship has commenced prior to the date on which the funds are released.
- The funds are to be used for wages, however professional services that support project capacity building (i.e. consultant fees, professional services, service, or product contractors that directly benefit the initiative) will be considered.
- Previous funding received from council has not been satisfactorily acquitted.
- There is outstanding debt with the council.

How to apply

- Applicants must contact the Community Development Team to discuss their request and application prior to applying.
- Sponsorship requests are to be submitted online using the Smarty Grants platform.
- When you apply, you will receive a submission acknowledgement from Smarty Grants.
- Your submitted application can be accessed in your Smarty Grants account.

How your application is assessed

Successful applications will need to:

- Align with the sponsorship priorities.
- Demonstrate the value of the sponsorship.
- Demonstrate the benefits for the council.
- Be administered by a group/organisation that has the capacity to honour the agreement.
- Be run by an organisation that has a Responsible Drug & Alcohol Policy (if applicable).

The assessment process involves:

- The applications being reviewed and assessed by the Economic and Community Development Teams who provide recommendations to the Coordinator Strategic Planning and Community Development.

- Consideration being made of the total funding pool for the financial year.
- Decisions being made on the type of request and available funds.
- Applications usually being assessed within two weeks of the application being submitted.
- Applicants usually being notified of the assessment outcome in writing within four weeks of the application being submitted.

Conditions of funding if your request is successful

If the group or organisation is successful in obtaining sponsorship, it will be required to enter into a written agreement with council stating that the group or organisation will adhere to the following conditions.

- Sponsorships are allocated specifically for the purpose of the request and cannot be used for any other purpose without a formal written agreement from council.
- Funds allocated to the group or organisation are GST exclusive.
- Funds are required to be expended within 12-months of the letter of offer. Funds not expended by this date are to be returned to the Northern Grampians Shire Council unless a written extension is obtained from council.
- Groups or organisations are required to participate in media and communications opportunities that promote the council's Sponsorship Program, as requested.
- Groups or organisations are required to adhere to the agreed promotional opportunities for NGSC outlined in the agreed contract.
- Successful applicants will be provided with the Northern Grampians Shire Council corporate logo or other related council collateral (e.g. Discover Northern Grampians promotional material).
- Groups/organisations are required to meet relevant government legislation requirements (e.g., Occupational Health & Safety Issues, Risk Management, Equal Opportunity, Workcover, Privacy).
- Groups or organisations are required to ensure volunteers are registered with the group or organisation and adequately covered by insurance.
- A feedback form must be submitted to council one month after completion of the sponsorship via the Smarty Grants platform. The feedback form is to include impacts of the sponsorship, photos and evidence of the agreed promotional opportunities.

References to relevant council plans and strategies

Grants Funding Policy 2024

Northern Grampians Events Strategy 2023 -33

Municipal Public Health and Wellbeing Plan 2021-25

Economic Development Strategy 2021-31

Applicable legislations and standards

Gender Equality Act 2020

Child Safety Act 2015

Equal Opportunity Act 2010

Charter of Human Rights and Responsibilities Act 2006

Age discrimination Act 2004

Fair Access Policy 2024

Sex Discrimination Act 1994

Disability Discrimination Act 1975