

Sponsorship and Contributions Grant Guidelines



September 2023

The Northern Grampians Shire Council's Grants Programs provide communities, businesses, and local groups with the opportunity to work collaboratively with the Council to undertake projects that uplift our community's economic wellbeing and quality of life.

Aims of Northern Grampians Shire Council's Grants Programs

In providing funding, Council aims to:

- Grow the economic capacity and engagement of our own people.
- Become a magnet for innovation and investment.
- Develop strong economic development governance, leadership, collaboration, and advocacy.
- Attract investment in enabling infrastructure.
- Create iconic destinations.
- Improve the health and wellbeing of the community.
- Increase healthy eating and active living.
- Foster communities that are inclusive, welcoming, and supportive of diversity.
- Promote diversity, inclusion, and equal opportunity.
- Supports community members to promote respectful relationships and challenge inappropriate behaviour.

General Information

Council is committed to supporting initiatives that enable community groups and organisations to provide opportunities for growth, sustainability, economic benefit, and encourage community participation within the Northern Grampians Shire.

The Sponsorships and Contributions Program is an arrangement in which council provides financial support for a group or organisation that in return will:

- Enhance council's public image through association with a sponsored activity.
- Deliver a community benefit.
- Align with the Northern Grampians Shire Council Plan 2021-25 Strategic Objectives.
- Promote council's contribution through signs, naming rights/opportunities or in traditional and on-line media publications and promotions.

Applications for the Sponsorships and Contributions Program can be up to **\$3000** per annum with the **option of requesting the funds to be distributed over a three-year term.**

The Sponsorships and Contributions funding stream is open throughout the year, until all funds have been expended and will be communicated and promoted to the public via Council's website, social media, and corporate communication channels.

Sponsorships and Contributions program priorities

The Sponsorships and Contributions Program will support and encourage requests where events, projects, services, or activities:

- Enhance the health and well-being of the community.
- Encourage community participation.
- Encourage participation in education.
- Bring economic benefit to the Northern Grampians Shire.
- Enable quality tourism opportunities.
- Support positive environmental outcomes.

All applications must align with at least one of these focus areas.

What the funds can be used for

Council will consider requests for sponsorship for:

- Event sponsorship packages.
- Program sponsorship packages.
- Educational awards.
- Contributions towards the sustainability of a group or project.
- Contributions towards the provision of a service or program.

Council will not consider initiatives/activities that:

- are for the purchase of gift and prizes
- are for the reimbursement of council fees and charges consultancies
- are unconditional gifts, donations, bequests, or endowments
- are political sponsorships, donations, or merchandising
- are events or programs that denigrate, exclude, or offend minority groups
- create environmental concerns
- may present a hazard to the community.

Who can apply for funding

Eligibility criteria

All Sponsorships and Contributions Program applicants are required to:

- Be a not for profit or Incorporated Body with an ABN.
- Be based in, or demonstrate their request has a direct benefit to the residents of the Northern Grampians Shire.
- Not already receive substantial support from council.
- Work collaboratively with council.
- Align their request with at least one of the Sponsorships and Contribution Program's priorities.
- Be able to be compliant with council's regulatory requirements.
- Commence the initiative once the funds are released.
- 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.
- Have the ability to undertake the initiative and acquit expended funds by the end of the financial year, unless provided with a written extension.

Applications will **not** be eligible if:

- Groups or organisations are based outside the Northern Grampians Shire, unless the initiative can be proven to still have benefit to residents of Northern Grampians Shire.
- Applicants have received considerable grants funding within the same financial year.
- Applicants are an individual applying for funds.
- The funding is clearly the responsibility of Government departments or the business sector.
- The purpose for the sponsorship has commenced prior to the date on which the funds are released.
- The funds are to be used for ongoing or recurrent operations including wages (Professional services that support project capacity building i.e., consultant fees, professional services, service, or product contractors that directly benefit the project will be considered).
- Previous funding received from council has not been satisfactorily acquitted.
- There is outstanding debt with the council. Council's financial hardship policy can be discussed in context with your application.

Application and submission process

- Applicants are advised to contact the Community Development Team to discuss their project and grant availability prior to submitting an application.
- Grant applications 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.

Assessment criteria and decision-making process

Successful applications will need to:

- Align with at least one of the programs priority areas.
- Demonstrate the value of the sponsorship/contribution.
- Be administered by a group or organisation that has the capacity to honour the agreement.
- Be run by an organisation that has a Responsible Drug & Alcohol Policy (if applicable).

Assessment Process:

- Sponsorships and Contributions Program applications are reviewed and assessed by the Community Futures and Economic Development Teams who provide recommendations to the Coordinator Community Futures or Coordinator Economic Development for final approval.
- The outcome will take into consideration the total funding pool for the financial year.
- Projects may not receive the full amount requested based on the request and available funds.
- Applications will be assessed within two weeks of the application being submitted.
- Applicants will be notified of the assessment outcome in writing within four weeks of the application being submitted.

Funding conditions if an application is successful

If the group/organisation is successful in obtaining a community grant it will be required to enter into a written agreement with council, stating that the group/organisation will adhere to the following conditions while undertaking the funded project:

- Grants are allocated specifically for the project and cannot be used for any other purpose without prior formal written agreement from council.
- Grant funds allocated to the group/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.
- Any change to the original submission must be approved by Northern Grampians Shire Council in writing.

- All works to be undertaken must obtain relevant permits and approvals prior to commencement.
- Groups/organisations are required to participate in media and communications opportunities that promote the council's Sponsorships and Contributions Program, as requested.
- Any programs or activities undertaken with funding under this program must acknowledge the support and sponsorship of the Northern Grampians Shire Council.
- Successful applicants will be provided with the Northern Grampians Shire Council corporate logo. Use of the logo must be approved by the Northern Grampians Shire Council Media and Communications Team.
- Groups/organisations are required to meet relevant government legislation requirements (e.g., Occupational Health & Safety Issues, Risk Management, Equal Opportunity, Workcover, Privacy).
- Groups/organisations are required to ensure volunteers are registered with the group/organisation and adequately covered by insurance.
- A grant acquittal must be submitted to council one month after completion of the project. The acquittal is to include details of the success of the project, photos of the completed project and an income and expenditure statement detailing the grant from council and how this was expended.
- Grant acquittals are submitted via the Northern Grampians Shire Council website and council officers are available to assist applicants with the final acquittal. Applicants will be ineligible for further grants if the evaluation process is incomplete.

Referenced Council Plans/Strategy

Grants Funding Policy 2021

Events Policy 2021

Economic Development Strategy 2021-31

Municipal Public Health and Wellbeing Plan 2021-25