

Central
Coast
Council

Central Coast Council Guidelines Community Event and Place Activation Grant Program

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Table of Contents

1. Guideline Objectives	2
2. Guideline Scope	2
3. Guideline Statement	2
4. Outcomes and Eligibility	3
4.1 Program Outcomes.....	3
4.2 Activities and Projects Supported	3
4.3 Eligibility	4
4.4 Ineligibility	4
5. Assessment	5
5.1 Assessment criteria	5
5.2 Assessment process.....	6
6. Responsibilities	6
7. Guideline Definitions	7
8. Guideline Administration	8
9. Guideline Authorisations	9
10. Guideline History	9

1. Guideline Objectives

- The Community Events and Place Activation Grant Program aims to support local organisations to deliver community events and activities that activate spaces and places to compliment activity around town centres, foreshores, lakes and green spaces for the local community, visitors and tourists.

2. Guideline Scope

- Opens 1 June and closes 30 June annually.
- The Community Events and Place Activation Grant Program is time limited and will cover activities that are able to be completed within an eighteen (18) month timeframe from the date of funding.
- Applicants can apply for up to \$20,000 per financial year, per activity.

3. Guideline Statement

The Community Events and Place Activation Grant Program is open once annually to support events and activities that activate spaces and places and green areas of the Central Coast.

4. Outcomes and Eligibility

4.1 Program Outcomes:

Each application is required to address a minimum of one of the following community outcomes:

Quality program project or event for the Central Coast and Council.

The following examples are a guide as to how your project or event may achieve this:

- Showcases the local area and/or the Central Coast region.
- Enhances sense of creativity, connections, and local identity.
- Is accessible to a large number of people.

Increased economic benefit to local areas and/or the Central Coast region.

The following examples are a guide as to how your project or event may build on our local economy:

- Promotes and grows tourism that celebrates the natural, cultural and heritage assets of the Central Coast in a way that is accessible, sustainable and eco-friendly.
- The project or event encourages links between community, cultural, sporting, business, and tourism.
- The project or event has the potential to grow and become of regional significance.

Project strengthens our community by creating opportunities for connection, creativity, and inclusion.

The following examples are a guide as to how your project or event may build on our local community:

- Supports reconciliation through the celebration of Aboriginal and Torres Strait Islander cultures.
- Sporting, community, heritage and cultural event or festival.
- The project extends cultural or artistic programs and has the ability to attract new audiences.
- The project or event encourages community engagement.
- The project or event will contribute to a vibrant cultural and community life for the Central Coast.
- The project or event encourages key stakeholders to participate in important issues and initiatives.

Project or events that activate spaces such as town centres, foreshores, lakes and green spaces for families, community, and visitors to the Central Coast.

The following examples are a guide as to how your project or event may achieve this:

- The transformation of public spaces into vibrant places where communities gather.
- Activities that empower community members to breathe life into streets and neighbourhoods making them attractive, inviting, and safe.
- Create opportunities for people to connect with their local neighbourhood.
- To experiment with fun and innovative ideas that generate community engagement.

4.2 Activities and Projects Supported

- Sporting, community, heritage and cultural events that play an important role in our local community and demonstrate community benefit and or capacity building.
- Activities that activate spaces in our local neighbourhoods such as town centres, foreshores, lakes, and green spaces.
- An activity that has grown and is of interest to a particular community.
- An ongoing activity that provides entertainment or educational program where entry is open to the public to attend free of charge or at a subsidised rate, e.g., local community festival.

- An annual activity that provides reasonable benefit to the Central Coast region, e.g. regional sporting events.
- Projects that include the hire or purchase of non-fixed equipment and material that provides a demonstrated community benefit beyond the life of the grant (request for purchase of equipment needs to demonstrate how the equipment relates to the event/project/activity).
- Cost of Public Liability insurance linked directly to the project.

4.3 Eligibility

4.3.1 Applicants must be:

- A legally constituted not-for-profit organisation.
- A legal entity with not-for-profit status.
- A registered charity with the Australian Charities and Not-for-Profit Commission (ACNC).
- An unincorporated community group auspiced by a legally constituted not-for-profit organisation.
- A business.

4.3.2 A modest auspice fee will be considered for legally constituted not-for-profit organisations who auspice the applicant.

4.3.3 Applicants must operate within the Central Coast area and/or be able to demonstrate that the project will benefit residents of the Central Coast community.

4.3.4 All applicants must meet the grant program eligibility criteria and address one or more of the program outcomes.

4.3.5 Only one application per project, per financial year, may be successful in obtaining funding across any of Councils grant funding programs.

4.3.6 Central Coast based community run emergency service entities that are part of Government Departments and agencies such as RFS, SES and VRA.

4.3.7 Applicant must provide all required documentation as detailed in section six (6) of these guidelines.

4.3.8 An organisation with no debt to Council, or have entered into scheduled payment arrangements with Council, which are being met.

4.3.9 Events that adhere to and promote environmental sustainability in accordance with **Council's Sustainable Events Management Guide**.

4.4 Ineligibility

4.4.1 Late or incomplete applications.

4.4.2 Proposals from other Councils, Government Departments, agencies with the exception of Central Coast based community run emergency service entities.

4.4.3 Proposals from employees or Councillors of Central Coast Council (both in a paid or voluntary capacity).

4.4.4 Expenditure for equipment not related to the specific project proposed.

4.4.5 Events, projects, or activities with a religious, political or sectarian purpose, where the purpose may exclude or offend members of the broader community.

4.4.6 Applications seeking funds for projects of a commercial nature that is for profit or that raise funds for philanthropic purposes for other organisations.

- 4.4.7 Applications seeking funds for retrospective projects and activities commencing, or project items purchased, prior to two (2) months from the end of the grant closing date. (For example, an application submitted by deadline of 30 June must commence no sooner than 1 September to be eligible).
- 4.4.8 Proposals that duplicate a project, service or activity already existing within the Local Government Area.
- 4.4.9 A project, event, service, or activity which in the opinion of the assessment panel would be better funded by State or Federal Government, or by corporate sponsorship or a philanthropic trust.
- 4.4.10 Proposals that are funding the core business of the organisation.
- 4.4.11 Applications for purchases or expenses related to privately owned items.
- 4.4.12 Applications that do not have asset owner consent, if applicable.
- 4.4.13 Applications seeking funds for projects which may have an adverse impact on neighbouring residents or businesses.
- 4.4.14 Applications seeking funds for existing salaried or waged positions not related specially to the proposed project.
- 4.4.15 Applications seeking funds for benefits such as travel, meal or accommodation costs including cost to undertake activity outside or to the Local Government Area.
- 4.4.16 Applications seeking funds for goods or services to 'on-sell'.
- 4.4.17 Applications seeking funds for prize money and gift vouchers.
- 4.4.18 Funds for fees to attend a conference, congress, or seminar.
- 4.4.19 General fundraising events or appeals.
- 4.4.20 Existing projects or programs that require additional funding.
- 4.4.21 Applicants in a position to self-fund the project.
- 4.4.22 A project, event, service, or activity which primarily benefits a single, individual, or business.
- 4.4.23 Works to buildings or property.
- 4.4.24 Purchase of land or buildings.
- 4.4.25 Research or studies (e.g.- feasibility economic and heritage).
- 4.4.26 Digital (e.g. website, app and web-based subscriptions) platform development and maintenance.
- 4.4.27 Applicants who have an unresolved debt to Council.
- 4.4.28 Applicants with an overdue acquittal or who have failed to appropriately acquit a previous Council Grant.
- 4.4.29 A project, event, service, or activity which in the opinion of the assessment panel does not comply with **Council's Sustainable Event Guide**.
- 4.4.30 Where alternative funding options exist for any of the above exclusions, applicants will be advised accordingly.

5. Assessment

5.1 Assessment criteria

Each application will be assessed based on following:

Project plan

- The project has been properly researched and well planned.
- The project is feasible and will deliver a broader community benefit or outcome.
- The project involves participation and/or audience from local community.
- The project demonstrates tangible benefit to local community, environment, or economy.

- The project will generate sustained social, economic, or environmental benefits to the community.
- The project addresses an identified gap and/or high priority area in the community.
- The organisation clearly demonstrated the capacity to deliver the project.
- The organisation demonstrates community consultation, support and promotes participation.

Budget

- The applicant is contributing to the cost of the project, including in-kind support.
- The applicant has provided a comprehensive project budget and supporting financial information.
- The applicant has supplied required quotes and pricing research for the requested items in the application budget.

Sustainability

- The applicant demonstrates, where practical any ongoing or recurrent costs of the project can be met by the community group once grant funding has been expended.

5.2 Assessment process

- Applications are only accepted online through Central Coast Council's website and the appropriate online application form. Assistance is provided by Council's Grants team to any group or individual if requested to ensure access and support with the online system.
- All applications will be assessed by the Community Grants and Sponsorship Review Panel and recommendations presented to Council for endorsement.
- Central Coast Council reserves the right to request further information on considering any application as well as the right to reject any application that does not meet the criteria.
- Council reserves the right to award an amount less than within the application, if it is assessed that the amount requested is not justified by the information provided or the full amount is not available at the time of request.
- Applications may be assigned to another grants program as part of the assessment process if the original funding program selected by the applicant is not deemed the most appropriate for the initiative.
- As funding is limited, not every application that meets the assessment criteria will be successful.
- All decisions of Central Coast Council are final, and no negotiations will be entered into.

6. Responsibilities

- Council will notify all applicants will be notified of the outcome of their application; unsuccessful applicants are encouraged to seek feedback from Council's Grants team on their application.
- Successful applicants must review and are required to sign a Funding Agreement outlining the requirements of their grant. This Funding Agreement must be signed with any funding conditions met, prior to funding being provided.
- Council may withhold funding if stipulated grant conditions as per the Funding Agreement are not met.
- Applicants are required to complete all projects as per Council resolution set out in the Funding Agreement. Please note that Council funding may only be used as agreed with Council and may not be diverted to other budget line items, projects, or purposes. A request to divert funds must be submitted via a SmartyGrants variation request form.

- Applicants are required to provide to Council a final project report (grant acquittal). The report is due within twelve (12) weeks of the end of the project, as per application, or date of payment, whichever is the latest. The report must detail the outcomes and expenditure of funds granted and must include evidence of expenditure as detailed in the acquittal template.
- Applicants who do not complete and return a final project report (grant acquittal) by dates agreed will be ineligible for any future funding.
- Applicants are required to supply the following mandatory documentation in the application:
 - A copy of most recent auditing financial statements (or a statement of income and expenditure signed by your finance manager if your organisation is not subject to audit requirements)
 - Your organisations most recent Annual Report- minimum of Form A12, if this is your annual reporting obligation to NSW Fair Trading.
 - A copy of your organisations Certificate of Incorporation or evidence of being legally constituted not-for-profit organisation, or authority to fundraise from NSW Office of Liquor, Gaming and Racing if you haven't supplied an ABN or organisations constitution.
 - A copy of your organisations Public Liability insurance certificate or a written quotation for public liability insurance cover for \$20 million.
 - Applicants are required to provide quotes for each budget item. Items valued at \$1,000 or more for capital works and/or equipment are required to provide two (2) quotes.
 - Evidence of other funding secured or applied for (if relevant).
- Council staff and funding assessors are required to declare any potential pecuniary or non- pecuniary conflict in the application, to ensure an accountable and transparent assessment process is maintained.

7. Guideline Definitions

Act	means the <i>Local Government Act 1993</i> (NSW)
Council	means Central Coast Council
CEO	means the Chief Executive Officer of Council

Grant	means a payment made by Central Coast Council to assist in meeting the local government area's strategic goals and objectives, encourages capacity building and provides a benefit to the local community.
In-kind	means the provision of receipts of goods and services to support or enhance an initiative to the value of the goods or services at a reduced rate or free of charge.
Non-pecuniary interest	are private or personal interests the person has that do not amount to a pecuniary interest as defined in the Act. These commonly arise out of family, or personal relationships, or involvement in sporting, social or other cultural groups and associations and may include an interest of a financial nature.
Pecuniary interest	means a person has a pecuniary interest in a matter if the pecuniary interest is the interest of: <ul style="list-style-type: none"> a. the person, or b. the person's spouse or de facto partner or a relative of the person, or a partner or employer of the person, or c. a company or other body of which the person, or a nominee, partner, or employer of the person, is a member.
Organisation	means any group, incorporated or unincorporated operating for a defined purpose or function.
Subsidy	means support provided in-kind in the form of the provision of receipt of goods and services to the community or enhance an initiative to the value of the goods or service at a reduced rate or free of charge.
Applicant	an individual, organisation or business that submits a request for funding.

8. Guideline Administration

Business Group	Community and Recreation Services
Responsible Officer	Unit Manager Community and Culture
Associated Procedure (if any, reference document(s) number(s))	Nil
Guideline Review Date	December 2029
File Number / Document Number	D16803500 Community Events and Place Activation Grant Program Guidelines
Relevant Legislation (reference specific sections)	<ul style="list-style-type: none"> • <i>Anti-Discrimination Act 1977 (NSW)</i> • <i>Disability Discrimination Act 1992 (Cth)</i> • <i>Environmental Planning and Assessment Act 1997 (NSW)</i> • <i>Heritage Act 1977 (NSW)</i> • <i>Local Government Act 1993 (NSW)</i> • <i>Commonwealth Disability (Access to Premises – Buildings) Standard 2010</i>

Relevant desired outcome or objectives as per Council's Delivery Program	<p>Our People: All the elements that make our people feel safe, supported, celebrated, and connected to their life on the Central Coast.</p> <p>PE1: A shared sense of community spirit and pride that celebrates our First Nations voices, diversity, art, creativity, culture and identity.</p> <p>PE2: Neighbourhoods and communities where everyone feels safe and supported.</p> <p>PE3: Opportunities for people to connect, engage and participate within their community.</p>
Related Policies / Protocols / Procedures / Documents (reference document numbers)	<ul style="list-style-type: none"> • Information and Records Management Policy (D14025241) • Council's Code of Conduct • Delegations Register

9. Guideline Authorisations

No.	Authorised Function	Authorised Business Unit / Role(s)
Nil	Nil	Nil

10. Guideline History

Revision	Date Approved / Authority	Description Of Changes
1	2017	Nil - establishment of Central Coast Council Grant Program
2	2020	Minor – reduction of 6 programs to 3. No changes to guidelines.
3	2026	Major – reduction of program budget, changes to eligibility, inclusion of limits (number of applications, rates subsidies and facility hire). Minor – definitions, assessment criteria.



Guidelines

Community Event and Place Activation Grant Program

2026

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