

GUIDELINE

Community Events and Place Activation Grant Program

Community Events and Place Activation Grant Program

Table of contents

1	Place Activation Program	1
2	Available Funding.....	1
3	Key Dates.....	1
4	Expected Program Outcomes	2
5	Types of Activities/Projects Supported	4
6	Eligibility.....	4
7	The Following are Ineligible.....	5
8	Assessment Criteria	6
9	What is the Assessment Process.....	7
10	Notification and Payment	7
11	Additional Information	8
12	Key Contacts.....	9

1 PLACE ACTIVATION PROGRAM

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 complement activity around town centres, foreshores, lakes and green spaces for the community and visitors.

2 AVAILABLE FUNDING

Total funding available per financial year is \$400,000

Applications can be made for funding up to \$20,000 per financial year per activity in combined funding and in-kind Council services.

3 KEY DATES

- Round 1 – Opens August 2019
- Round 2 – Opens February 2020

The Community Events and Place Activation Grant Program is time limited and will cover activities that are able to be completed within a twelve (12) month timeframe from date of funding.

One Central Coast Community Strategic Plan Alignment Areas for Community Events and Place Activation Grant Program

Belonging Objectives

- A1 Work within our communities to connect people, build capacity and create local solutions and initiatives.
- B2 Promote and provide more sporting, community and cultural events and festivals, day and night, throughout the year.
- B3 Foster creative and performing arts through theatres, galleries and creative spaces, by integrating art and performance into public life.
- B4 Activate spaces and places to complement activity around town centres, foreshores, lakes and green spaces for families, community and visitors.

Smart Objectives

- C2 Revitalise Gosford City Centre, Gosford Waterfront and town centres as key destinations and attractors for businesses, local residents, visitors and tourists.
- C4 Promote and grow tourism that celebrates the natural and cultural assets of the Central Coast in a way that is accessible, sustainable and eco-friendly.

4 EXPECTED PROGRAM OUTCOMES

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

- 4.1 Community benefit to be aligned to One Coast Community Strategic Plan 2018-28.
- 4.2 Quality program project/event for the Central Coast and Council.

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

Community Events and Place Activation Grant Program

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

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

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

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

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

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

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

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

Community Events and Place Activation Grant Program

The following examples are a guide as to how your project / 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.

5 TYPES OF ACTIVITIES/PROJECTS SUPPORTED

- 5.1 Sporting, community and cultural events that play an important role in our local community and demonstrate community benefit and/or capacity building.
- 5.2 Activities that activate spaces in our local neighbourhoods such as town centres, foreshores, lakes and green spaces.
- 5.3 An activity that has grown and is of interest to a particular community.
- 5.4 An ongoing activity that provides entertainment or educational programs where entry is open to the public to attend free of charge or at a subsidised rate, e.g. local community festival.
- 5.5 An annual activity that provides reasonable benefit to the Central Coast region, e.g. regional sporting events.

6 ELIGIBILITY

- 6.1 Applicants must be:
 - A legally constituted not-for-profit organisation.
 - An unincorporated community group auspiced by a legally constituted not-for-profit organisation.

Community Events and Place Activation Grant Program

- A business partnering with a not-for-profit organisation or community group.
- 6.2 Applicants must operate within the Central Coast area or be able to demonstrate that the project will benefit residents of the Central Coast community.
- 6.3 All applicants must meet the grant program eligibility criteria and address one or more of the program outcomes.
- 6.4 Only one application per project, per financial year, may be successful in obtaining funding across any of Council's grant funding programs.

7 THE FOLLOWING ARE INELIGIBLE

- 7.1 Late or incomplete applications.
- 7.2 Applicants who have overdue acquittals from previous funding from Council under any of Council's grant programs will not be eligible.
- 7.3 Events, projects or activities with a religious, political or sectarian purpose, where that purpose may exclude or offend members of the broader community.
- 7.4 Applications seeking funds for retrospective projects or activities (any project or activity commencing within 2 months after the grant round closing date).
- 7.5 General fundraising appeals.
- 7.6 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.
- 7.7 Proposals from Government Departments, agencies or any Council.
- 7.8 Proposals from employees or Councillors of Central Coast Council (both in a paid or voluntary capacity).
- 7.9 Proposals that duplicate a project, service or activity already existing within the Local Government Area.
- 7.10 Purchase of land or buildings.

- 7.11 Applications seeking funds for prize money, gifts or awards including gift vouchers.
- 7.12 Applications seeking funds for personal benefit such as travel, meal or accommodation costs.
- 7.13 Applicants who have an outstanding debt to Council.

Where alternative funding options exist for any of the above exclusions, applicants will be advised accordingly.

8 ASSESSMENT CRITERIA

Each application will be assessed as follows:

- 8.1 Project Idea – Project addresses an identified program outcome as outlined in Section 4.
- 8.2 Budget - The extent to which the budget is comprehensive, realistic and provides value for money.
- 8.3 Support - The project shows evidence of community consultation and support and promotes participation.
- 8.4 Sustainability - The project has a clear beginning and end or demonstrates that any ongoing or recurrent costs of the project can be met by the community group once grant funding has been expended.
- 8.5 Capacity - Capacity of the organisation to successfully complete the project.

As funding is limited, not every application that meets the assessment criteria will necessarily be successful with being allocated funding or the full funding requested.

9 WHAT IS THE ASSESSMENT PROCESS

- 9.1 Applications are only accepted online through Central Coast Council's [website](#) and the appropriate online application form. Assistance is provided to any group or individual if requested to ensure access and support with the online system.
- 9.2 All applications will be assessed by a Grants and Sponsorship Review Panel and recommendations presented to Council for endorsement.
- 9.3 Central Coast Council reserves the right to request further information in considering any application as well as the right to reject any application that does not meet the criteria.
- 9.4 Council reserves the right to award an amount less than that applied for if it is assessed that the amount requested is not justified by the information provided in the application or the full amount is not available at the time of the request.
- 9.5 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.
- 9.6 All decisions of Central Coast Council are final and no negotiations will be entered into.

10 NOTIFICATION AND PAYMENT

- 10.1 All applicants will be notified of the outcome of their application.
- 10.2 Unsuccessful applicants are encouraged to seek feedback from Council's Grant Team on their application. Some grant programs are highly competitive and even though an application may meet the program criteria it may not be competitive against other applications.
- 10.3 Successful applicants may be required to sign a Funding Agreement outlining the requirements of their grant. This Funding Agreement must be signed prior to funding being provided.
- 10.4 All projects must be completed as agreed upon within the funding agreement.

- 10.5 All successful applicants are required to provide an interim report on their project as per their Funding Agreement.
- 10.6 A final project report must be submitted no later than twelve (12) weeks after the agreed completion date of the activity/project with copies of any photos and promotional materials as specified in the Funding Agreement. All funds will need to be acquitted as detailed in the funding agreement.
- 10.7 Applicants who do not complete and return an acquittal report by dates agreed in their Funding Agreement will be ineligible for any future funding.

11 ADDITIONAL INFORMATION

- 11.1 In addition to the completed application form, the following must be provided:
 - A copy of your most recently audited financial statements (or a statement of income and expenditure signed by your finance manager, if your organisation is not subject to audit requirements).
 - Your organisation's most recent Annual Report - minimum of Form A12, if this is your annual reporting obligation to NSW Fair Trading.
 - Evidence of other funding secured or applied for (if relevant).
 - A copy of your organisation's Certificate of Incorporation or evidence of being a legally constituted not-for-profit organisation or Authority to Fundraise from the NSW Office of Liquor, Gaming and Racing.
 - A copy of your organisation's public liability insurance certificate or a written quotation for public liability insurance cover for \$20 million.
 - For capital works and/or equipment, two quotes for each item valued at \$1000 or more.
- 11.2 Offer of funds by Council in no way implies any ongoing funding commitment or obligation by Central Coast Council.
- 11.3 Approval of a grant does not imply that Central Coast Council has given any other consent. Applicants should note that many activities require approvals and consents from Central Coast Council, NSW Police and other state government agencies.

Community Events and Place Activation Grant Program

- 11.4 To ensure an accountable and transparent assessment process is maintained, Council staff and funding assessors are required to declare any potential pecuniary or non-pecuniary conflict of interest.
- 11.5 All written and verbal communication regarding an application will only be with the applicant or the contact person listed in the application.
- 11.6 All grants are governed by Central Coast Council's Community Grants Policy.

12 KEY CONTACTS

Grant Enquiries

Community Planning and Funding Team

E: community.grants@centralcoast.nsw.gov.au

P: 02 4350 5360

Event Enquiries

[Events](#) and Place Activation Team

P: 4350 5555

Quotes and bookings for Council's Open Space Areas

Council has a range of spaces available for hire via our online [hall and venue finder](#) and [park and sportsground finder](#).

P: (02) 4325 8222 or (02) 4350 5555