



GUIDELINES

Community Events and Place Activation Grant Program

Community Events and Place Activation Grant Program

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1 WHAT IS THE EVENTS AND PLACE ACTIVATION GRANT 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 \$300,000.

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

- Opens 1 June 2022. Closes 30 June 2022.
- 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.
- Applications are scheduled for final decision at a Council Meeting approximately three (3) months after the application deadline of each round.
- **ANY** variation to project scope or timeframe must obtain prior approval in writing from Central Coast Council.

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 objectives 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:

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- 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.

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- 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

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.
- 5.6 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).
- 5.7 Cost of Public Liability insurance linked directly to the project.

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.
 - A business.
- 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 A modest auspice fee will be considered for legally constituted not-for-profit organisations who auspice an applicant.
- 6.4 All applicants must meet the grant program eligibility criteria and address one or more of the program outcomes.
- 6.5 Only one application per project, per financial year, may be successful in obtaining funding across any of Council's grant funding programs.
- 6.6 Central Coast based community run emergency service entities that are part of Government Departments and Agencies such as RFS, SES and VRA.
- 6.7 Events that adhere to and promote environmental sustainability in accordance with Council's Sustainable Events Management Policy and Sustainable Events Guidelines.
- 6.8 Applicants must provide all required documentation as detailed in section eleven (11) of the Community Events and Place Activation Guidelines.

7 THE FOLLOWING ARE INELIGIBLE

- 7.1 Late or incomplete applications.
- 7.2 Applicants with an overdue acquittal or who have failed to appropriately acquit a previous Council grant.
- 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 and activities commencing, or project items purchased, prior to two (2) months from the end of the grant closing date. (For example, applications submitted by deadline of 30 June must commence no sooner than 1 September in order to be eligible).
- 7.5 General fundraising appeals.
- 7.6 A project, event, service or activity which in the opinion of the assessment panel does not comply with Council's Sustainable Event Management Policy and Sustainable Events guidelines.
- 7.7 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.
- 7.8 Proposals from Government Departments, agencies or any Council with the exception of Central Coast based community run emergency service entities.
- 7.9 Proposals from employees or Councillors of Central Coast Council (both in a paid or voluntary capacity).
- 7.10 Proposals that duplicate a project, service or activity already existing within the Local Government Area.
- 7.11 Purchase of land or buildings.
- 7.12 Applications seeking funds for prize money and gift vouchers.
- 7.13 Applications seeking funds for personal benefit such as travel, meal or accommodation costs including costs to undertake activity outside or to the region.

- 7.14 Proposals that are for funding the core business of the organisation.
- 7.15 Applicants who have an unresolved debt to Council.
- 7.16 Applications seeking funds for existing salaried or waged positions.
- 7.17 Funds for fees to attend a conference, congress or seminar.

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 four (4).
- 8.2 Budget - The project budget is comprehensive and realistic. Demonstrates all co-contributions (organisation, sponsors, and other grant funding sources) and required quotes are provided with value for money demonstrated.
- 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 demonstrates where practical 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 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 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 will be required to sign a Funding Agreement outlining the requirements of their grant. This Funding Agreement must be signed prior to funding being provided.

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- 10.4 All projects must be completed as agreed upon within the funding agreement. Please note that Council funding may only be used as agreed with Council and may not be diverted to other line items, projects or purposes. A request to divert funds must be submitted in writing for approval.
- 10.5 The organisation will provide to Council a final project report (grant acquittal). The report due date is within twelve (12) weeks of the end of the project, as per application, or date of payment, whichever is latest. The report must detail the outcomes and expenditure of funds granted and must include evidence of expenditure as detailed in the acquittal template.
- 10.6 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 \$1,000.00 or more.
- 11.2 Offer of funds by Council in no way implies any ongoing funding commitment or obligation by Central Coast Council.

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- 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.
- 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.
- 11.7 The Applications are scheduled for final decision at a Council Meeting approximately-three (3) months after the application deadline of each round.
- 11.8 Any grant agreement involving Council funding of an event must demonstrate compliance with Council's Sustainable Management Policy.

12 KEY CONTACTS

Grant Enquiries

Grants Team

E: grants@centralcoast.nsw.gov.au

P: 4325 8861

Event Enquiries

[Events](#) Team

P: 4350 1624

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