



City Activation Grants Program 2021

Guidelines

Introduction

The City of Melbourne and Victorian Government acknowledge the important role precincts have in offering unique character, colour and charm to local areas and creating great places to live in and visit. We recognise that our local precinct businesses in the City of Melbourne are facing ongoing challenges during the COVID-19 pandemic.

The City of Melbourne and Victorian Government have partnered to deliver a \$100 million Melbourne City Recovery Fund that will reactivate the central city. As part of the plan towards a COVID-safe reopening for Melbourne, this funding provides businesses and organisations with an opportunity to deliver place activations in the City of Melbourne that will activate and reenergise the city. This is an important and positive step in our journey to regenerate our city's economy and safely welcome people back.

The program will deliver new and exciting activations within the City of Melbourne, bringing communities and consumers into the city's local precincts to support local businesses.

This grant program will open in October for 4 weeks. Activations for this program must be delivered before 30 June 2022.

Program objectives

The City Activation Grants are designed to support businesses to deliver place specific activations in a COVID-safe manner that drives innovation, increases economic activity and attracts people to the precinct area.

The key objectives of the program are to:

- deliver activation that will increase and drive visitation to the precinct area;
- increase economic activity and spend for city businesses; and
- celebrate the precinct offering through bringing innovative activities to the area.

Activation for the purpose of this grant program is defined as:

- A static exhibit or interactive activity that encourages visitation and uplifts a precinct area.
- The activation itself may not be the main reason for a visit to the precinct but enhances the experience.
- The activation will be temporary in nature that does not alter or permanently change the infrastructure that is located within the precinct area.
- The activation will be used as an instrument to disperse visitation to the surrounding precinct area.
- The activation will encourage and provide an opportunity for visitors to engage with the local business community.
- The activation can be used as a tool by existing businesses to deliver wider economic benefit to the precinct area.

Specific examples of activations may include, but not be limited to:

- Precinct specific public exhibitions or performances, including live music or theatrical performance that enhance the precinct atmosphere and a level of attraction to the precinct area.
- A temporary installation that is promotable, static and engaging. The City of Melbourne's Urban Blooms activation in 2020 and pop-up children's playground at Docklands in 2021 is an example of this type of activation.

- Workshops and interactive activities that educate or spark curiosity in the visitor or consumer.
- Walking tours or history experiences.
- Virtual art installations that lead visitors through a precinct.

What we fund

Grants of up to \$50,000 are available to support:

- Businesses to implement free public and accessible COVID-safe activation initiatives that will increase public realm activity and drive visitation to the City of Melbourne. Applicants will need to consider the city's ten precinct areas when submitting their application (See Precinct Map below).
- Delivery of innovative COVID-safe activation initiatives to bring customers back to deliver benefits for the city.
- Activations are to be delivered between 1 January 2022 to 30 June 2022.

Priority will be given to applications that clearly align with the City Activation Grants' key objectives as outlined above. The program has a priority focus for activations to be delivered in the most severely impacted precinct areas:

- Docklands
- Lygon Street Carlton
- Central Business District (CBD)
- Errol Street North Melbourne

It will be incumbent on the applicant to assess the relevant Precinct area they intend to deliver their activation in to determine how the activation may achieve the program's objectives. This should include engaging with the relevant Precinct Association to determine how the activation aligns to their strategic vision for the area. [Precinct Association Contact Details](#)¹ are located on our website.

These areas have been deemed 'most at need' via data collected through the monthly vacant shopfront audits and anecdotal evidence gathered through other engagement platforms such as City of Melbourne's Business Concierge service and via Precinct Association advice and recommendations. Additional areas will be considered as required.

City of Melbourne may request of applicants that their activation proposal be delivered in these severely impacted precinct areas or alternative areas as prescribed by City of Melbourne. Applicants will need to be flexible and able to work in with other activities or undertakings that may be delivered by City of Melbourne

Activations will need to be delivered in a COVID-Safe manner, in line with current Victorian Department of Health and Human Services (DHHS) advice

What we do not fund

- Ongoing operating or general maintenance costs such as remuneration, rent, utilities bills, stock and personal expenditure are not eligible for funding.
- Activities that do not deliver on the program objectives or related to the submitted proposal.
- Expenditure incurred prior to the program open date.

¹ <https://www.melbourne.vic.gov.au/business/start-a-business/locations-precincts/pages/precinct-associations.aspx>

- Proposals that do not hold the relevant permits required for the activity.
- Activations that are single business focussed (I.e. related to attracting visitation to a single business within a precinct rather than the broader precinct).
- Funds must be spent in accordance with approved budget in your application.
- Any changes to approved activations will need to seek approval, including but not limited to, date, programming and/or duration. Changes are not guaranteed to be accepted for funding.

Eligibility

Who is eligible to apply?

Applicants to the City of Melbourne City Activation grants must meet the following eligibility:

- Have a valid Australian Business Number (ABN). Noting a business, as defined by its ABN, will be considered eligible for one grant only.
- Currently have or can obtain if successful current public liability and professional indemnity insurance policies.
- Aligns with sustainable business practices in line with the [Australian ethical charter](#)².
- Activations must be available free to the public, accessible to people of all abilities.
- The applicant will need to demonstrate an engagement with the relevant Precinct Association in the area that their activation is proposed to be delivered in (where applicable). The City of Melbourne will engage with the relevant Precinct Association on the applicant's behalf with regards to how a proposed activation aligns to the vision of the Precinct (see section 6 of the SmartyGrants application form).
- Demonstrate compliance with all acts, regulations and statutory instructions in regards to current COVID restrictions in the execution of the COVID-safe activation.
- Permits that may be required for the activation are not guaranteed even if successful for a City Activation Grant.
- Hold relevant permits to conduct the activity including:
 - [Event Permits](#)³: If you are planning for an activation experience using public outdoor spaces managed by City of Melbourne, you may need an event permit. Approximately 10 working days' notice will be required, and fees may be applicable. For information about public outdoor spaces managed by the City of Melbourne, view the City of Melbourne [interactive map](#)⁴, contact the Event Operations team on 03 9658 9658, or via email at events@melbourne.vic.gov.au
 - Private space: arrange relevant permission directly with land/building owners if using an alternate space outside your premises that is not a City of Melbourne public space.

Who is not eligible to apply?

The City of Melbourne City Activation grants will not support:

- Applications that do not meet the eligibility or assessment criteria.
- Political organisations or businesses that have a political purpose.

² <https://www.australianethical.com.au/australian-ethical-charter/>

³ <https://www.melbourne.vic.gov.au/community/organising-events/event-permits>

⁴ http://maps.melbourne.vic.gov.au/?themeid=lyr_venueevent&splash=false

- Government departments or agencies, foundations or grant making bodies.
- Businesses with a primary focus on fundraising.
- Activities such as teaching programs/lectures, university open days, private functions, dinners and receptions, PR opportunities or commercial brand activations.
- Activations held purely online.
- Activations that are closed to the public, or where attendance is by invitation only or membership.
- Activations that are already receiving support from the City Reactivation Grant program that is part of the Melbourne City Recovery Fund.
- Activations located outside City of Melbourne boundary.
- Activations that fail to provide a COVID-safe plan, demonstrating how the activation will be delivered with the changing restrictions and requirements.
- Activities that pollute land, air or water, or destroy or waste non-renewable resources.
- Organisations that have an outstanding debt to the City of Melbourne, or that have failed to comply with the terms and conditions of any previous funding agreement with City of Melbourne.
- Current City of Melbourne or State Government employees, immediate families and contractors.
- Any activity that denigrates, excludes or offends parts of the community, is contrary to anti vilification laws, or freedom of speech, or not aligned with Council policies, priorities or values.
- Late applications.

How to apply

Apply online

Applications for grants must be completed online using SmartyGrants. Applications must address the eligibility, assessment criteria, answer all questions and be submitted prior to the program closing date.

Applications will be assessed as they are received to ensure funds are allocated as soon as practicable to support Melbourne's business community.

Application process

1. Register online at [SmartyGrants](https://melbourne.smartygrants.com.au/)⁵ and preview a copy of the application.
2. Plan, research and gather information required for your application.
3. Arrange relevant permits/ permissions.
4. Complete and submit your application online via SmartyGrants.
 - a. Complete all questions and upload supporting documents.
 - b. Allow ample time to complete and submit your application before the closing date and time.
5. Submit only one application per activation.
6. On submission, you will receive an electronic reply acknowledging receipt from SmartyGrants. Once you have submitted your application, no further editing or supporting materials will be accepted.

⁵ <https://melbourne.smartygrants.com.au/>

Support material

Support material is a critical part of your application and reviewed as part of the assessment process.

Applicants should consider the quality of support material over quantity, only including material that is relevant and strengthens their proposal.

Support material may include:

- Proof of the activation being located in City of Melbourne municipality and how it may be located in the 'most as' need precinct areas.
- Proof of engagement with the relevant Precinct Association in the area that their activation is proposed to be delivered in, noting a discussion on the alignment of activation to the vision of the Precinct Association.
- Certificates of currency (a minimum \$20 million Public liability insurance is required).
- Certificate of incorporation or registration of business name.
- Skills and qualifications of key business personnel.
- Financial statements (including Budget, P&L, Cash Flow and Balance sheets) including evidence of other funds required to deliver the activation.
- Examples of marketing, PR or other evidence to support your application.
- Evidence of diversity of audience that the activation will attract.

Application assistance

Businesses are encouraged to contact a Council Officer to discuss any specific needs or additional support that may be required to complete and submit an application. Email: businessfunding@melbourne.vic.gov.au

Interpreter and translation services

If you need an interpreter when calling the City of Melbourne, please call the following relevant translation services:

- If you are deaf, hearing-impaired, or speech-impaired, please call us via the [National Relay Service](#)⁶.
- Teletypewriter (TTY) users phone 133 677 then ask for 03 9658 8710 or 03 9658 8874
- Speak & Listen users phone 1300 555 727 then ask for 03 9658 8710 or 03 9658 8874
- Our multilingual information telephone service offers assistance to people from a non-English speaking background. Visit [Translation services](#)⁷

Technical support

Refer to the [SmartyGrants help guide](#)⁸ for technical assistance related to submitting your application. The [SmartyGrants](#)⁹ support desk is open 9am – 5pm Monday to Friday on 03 9320 6888 or by email service@smartygrants.com.au

⁶ <https://www.communications.gov.au/what-we-do/phone/services-people-disability/accesshub>

⁷ <https://www.melbourne.vic.gov.au/community/health-support-services/multicultural-services/Pages/translation-services.aspx>

⁸ <https://applicantshelp.smartygrants.com.au/help-guide-for-applicants/>

⁹ <https://www.smartygrants.com.au/sg/who/?menuId=7072>

Assessment criteria

Applicants will be assessed against the following:

1. Expertise, Capacity and Experience

- a. Demonstrate previous activations undertaken to assist Council to evaluate the respondent's past performance on work of a similar nature.
- b. Demonstrate capacity to deliver an activation within the timeframe applied for. Including an estimation of the staffing resources required.

2. Quality of the activation

- a. Demonstrate the merit of the activation by describing the concept, rationale and benefits.
- b. Demonstrate how the activation will activate the city in interesting and engaging ways and contribute something different to Melbourne.
- c. Demonstrate how the application builds from existing community assets and enthusiasm and/or brings new and creative activities to an area, particularly in the most 'at need' areas.
- d. Ability to meet City of Melbourne's objectives and align with Council Goals.
- e. Demonstrate an alignment to the strategic vision of the relevant Precinct Association (where applicable).

3. Access and participation

- a. Outline how the activation is inclusive and accessible to residents, workers, businesses and visitors to the precinct area.
- b. Outline the value (eg. Footfall or spend) of the activation to the city.
- c. Demonstrate the ways in which people can participate in the activation.
- d. Outline opportunities for collaboration and partnership with community through the process.

4. Financial Viability

- a. Provide a realistic budget, timeline and program to deliver the activation.

5. Benefits to the City of Melbourne

- a. Deliver significant visitation and economic outcomes for the City of Melbourne.
- b. Outline the benefits the activation will provide to the City of Melbourne by promoting Council, for example through engagement opportunities, logo placement and signage.

6. Ethical and other considerations

- a. Demonstrate sustainable business practices and alignment with Council's policies.
- b. Demonstrate alignment with the United Nations Sustainable Development Goals.

Assessment process

Applications are assessed on their eligibility and ability to deliver on the program objectives. Eligible applicants are not guaranteed funding. Only the strongest applications receive funding through a competitive, merit-based assessment process. Ineligible applications will be withdrawn from the assessment process.

- Applications are assessed against the criteria in a competitive process.
- Staff from City of Melbourne check applications to establish that all eligibility criteria are met.
- Applications are evaluated by an assessment panel consisting of senior staff from City of Melbourne, with assistance from an external assessor.
- Applications are confidential. The contents will not be disclosed to any person outside the application and assessment process. A short summary of the project concept will be utilised in publically available reports to Council and shared with the Victorian State Government.
- The City of Melbourne does not seek to correct errors in applications or supporting material. Applications are assessed as they have been submitted.
- The City of Melbourne reserves the right to request further information in considering any application, as well as the right to reject any application that is ineligible or does not meet the grant category criteria or align with Council's priorities and values.
- The City of Melbourne reserves the right to request that applications are revised or altered after assessment and before approval of potential funding. This may include (but not limited to) proposed dates or activation type.
- The City of Melbourne will take into account how the submission aligns to the activities, objectives and aspirational plans of the relevant precinct area.
- Assessment panels may recommend part funding.
- All funding decisions are final.
- All applicants will be notified of the result of their application.

Canvassing or lobbying of Councillors, employees of the State Government or City of Melbourne or assessment panel members in relation to any funding application is prohibited. No further consideration will be given to an application submitted by an applicant who has canvassed or lobbied State Government staff, City of Melbourne staff, Councillors or assessors in relation to their application.

Outcome notification

Successful and unsuccessful applicants will be notified of their application outcome in writing. The applicant name, project names and funding amounts of successful applicants will be made publicly available, including publication on Council's website and media releases. All funding decisions are final. Unsuccessful applicants will not be reimbursed for the time spent on the application process.

Payment and Funding Agreement

Successful applicants must provide details of their nominated bank account in order for City of Melbourne to pay the grant amount directly into the account. Successful applicants are also required to submit an invoice to the City of Melbourne for the approved funding amount plus GST.

Payment terms are:

- 50% of funding processed upon the signing of the funding agreement, and
- 50% of funding processed upon an approved Acquittal report.

*City of Melbourne will consider alternative funding arrangements on a case by case basis.

The funding agreement outlines the application outcome, the items to be funded and any conditions associated with the use of the funds. Payments are not processed before the timeframes stipulated in the funding agreement. The City of Melbourne will not be responsible for shortfalls in project budgets if the grant recipient is unable to meet project costs.

Reporting and acquittal

Recipients must report and acquit the proposal. Reports provide valuable feedback to the Council on the success of the proposal, in relation to the agreed outcomes, performance measures and any lessons learnt. Reports are confidential, however applicants are advised a short summary of the report will be shared with the Victorian Government. Final reports must be submitted no later than two weeks after the agreed completion date of the proposal as stated in the funding agreement unless otherwise agreed.

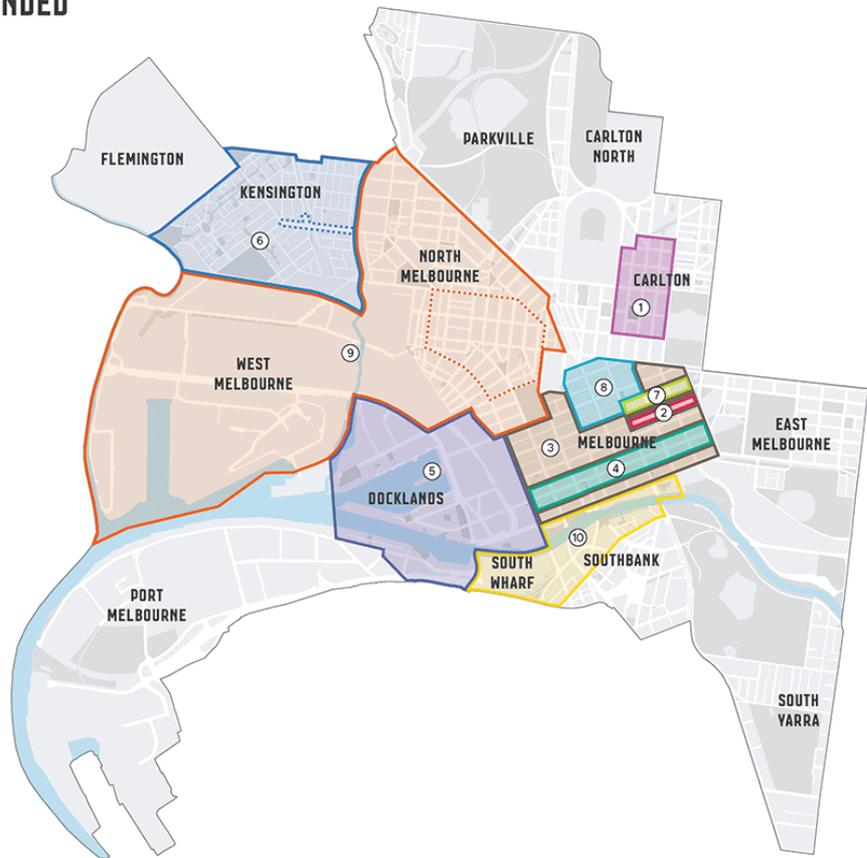
Other considerations

The City of Melbourne may seek feedback from applicants to help us improve our services and programs.

Image: The City of Melbourne's 10 precinct areas

PRECINCT PROGRAM 2021-25 FUNDED PRECINCT TRADER ASSOCIATION GEOGRAPHIC AREAS

- 1. Carlton Inc.
- 2. Chinatown Precinct Association
- 3. City Precinct Inc.
- 4. Collins Street Precinct Group
- 5. Docklands Chamber of Commerce
- 6. Kensington Business Association
- Shopping precinct
- 7. Lonsdale St Greek Precinct
- 8. Melbourne City North Association
- 9. North & West Melbourne Precinct Association
- Shopping precinct
- 10. Yarra River Business Association
- City of Melbourne municipal boundary



[View or download a larger map \(PDF\)](#)¹⁰

¹⁰ <https://www.melbourne.vic.gov.au/SiteCollectionDocuments/precincts-program-map.pdf>