

CITY REACTIVATION EVENT GRANTS

PROGRAM GUIDELINES

Introduction

Melbourne is a globally recognised, locally loved, events city; delivering and supporting a diverse calendar of uniquely Melbourne events and creating memorable experiences for each and every visitor. The City of Melbourne acknowledges and embraces the role events play in building all aspects of a bold, innovative and sustainable city. We recognise the events industry in the City of Melbourne is facing unprecedented challenges during COVID-19. In partnership with the Victorian Government we're delivering a \$100 million recovery fund that will reactivate the central city. This is an important and positive step in our journey to regenerate our city's economy and safely welcome people back.

City Reactivation Event Grants provide event organisers with an opportunity to access funding to contribute towards events being held within the City of Melbourne during 2021, to activate and reenergise the city.

This funding will help deliver new and exciting events within the City of Melbourne, supporting the events industry whilst also drawing Victorians into the city to support local businesses and hospitality.

Program objectives

The City Reactivation Events Grants are designed to support event organisers to deliver events in a COVID safe manner and help encourage people back into the City of Melbourne. We will support publicly accessible events that create memorable, engaging and innovative experiences for locals and visitors to drive visitation into the city in support of city hospitality and retail. We will work with our new and current partners and the community to present a diverse and colourful range of events across the city.

The City of Melbourne has a number of key objectives that we are looking to achieve through these grants, including:

- Driving visitation to the CBD, shopping precincts, hospitality precincts, arts & culture;
- Economic Impact through increased spend for city businesses and supporting key industries;
- Creating 'Uniquely Melbourne' moments using our unique assets and culture to stand out from suburbs;
- Positive Profile for Melbourne through amplifying storytelling and positive media for Melbourne; and
- Increasing positive audience reach and awareness for Melbourne
- Stimulate the events industry within Melbourne.

Types of activities supported

Cash support will be available for public and accessible events or activations occurring within the City of Melbourne municipality [boundaries](#) during 2021. Please see eligibility and ineligibility below for information on activities that can be supported.

As part of the City Reactivation Event Grants the City of Melbourne is looking for a spread across our key event categories: Cultural, Creative, Health & Wellbeing, Sport, Food & Wine, Knowledge & Innovation and Sustainability.

Priority will be given to applications that clearly align with the City Reactivation Events Grants key objectives as outlined above.

Events will need to be delivered in a COVID Safe manner, the Victorian Government has established the Public Events Framework process to support event organisers in planning and delivering COVID Safe events.

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Funding available

Cash grants of up to \$100,000 are available, within two levels:

| Level | Grant Amount | Event Scale |
|-------|---------------------|---|
| 1 | \$25,001- \$100,000 | Medium to large events |
| 2 | Up to \$25,000 | Smaller events, exhibitions and activations |

Events seeking grants of **\$25,001-\$100,000** will be for larger events with extensive programming and will need to show evidence of other sources of revenue.

Events seeking grants of **up to \$25,000** will be for smaller activation type events, and will not require other sources of revenue.

Special consideration may be given to proposals seeking funding above \$100,000.

The level of support for the event is dependent upon the quality of the application submitted and the scale of the event. A strong application will demonstrate how the event will attract visitors into the city and generate benefits for businesses and the community within the City of Melbourne.

Eligibility

Applicants must meet the following eligibility:

- Events must be held within City of Melbourne municipality [boundaries](#) during the 2021 calendar year.
- The Event Organiser must have a valid Australian Business Number (ABN). Noting a business, as defined by its ABN, will be considered eligible for one City Reactivation Event grant only.
- Events must be available to the public, accessible to all people of all abilities and attract a minimum of 500 people.
- Events must demonstrate that they comply with all Acts, Regulations and Statutory instruments in regard to current COVID-19 restrictions in the execution of a COVID-safe event.
- Events must be proactively marketed by the applicant, including maintaining a listing on What's On in the lead up to and duration of the event.
- Grants are to be used towards new activations or events, or for enhancing existing events to attract larger visitation numbers.
- Requests for more than \$25,000 must show they are not overly reliant on CoM funding, by demonstrating that a minimum of 30% of the event's costs will be self-funded or confirmed to come from other income streams.

*Organisations already receiving financial support from the City of Melbourne that wish to apply for a City Reactivation Event Grant, **must** contact the EPP team before applying.*

Who is not eligible to apply?

- Applications that do not meet the eligibility criteria.
- Activities such as teaching programs/lectures, university open days, private functions, dinners and receptions, PR opportunities or commercial brand activations.
- Events held online or virtually.
- Events that are closed to the public, or where attendance is by invitation-only or membership.
- Events and/or activations that are already receiving support from the Victorian Government.
- Events located outside the City of Melbourne municipality.
- Events that fail to provide a COVID-Safe Plan, demonstrating how the event will be delivered in 2021 with the changing restrictions and requirements.
- Activities that pollute land, air or water, or destroy or waste non-recurring resources.
- Events that involve the use of exotic animals.
- Political or religious events that denigrate, exclude or offend parts of the community or not aligned with Council policies, priorities or values.

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- 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.
- Applications from City of Melbourne or State Government employees, immediate families and their contractors.
- 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.

Key dates

Round One – Events from January to February 2021

- Applications open: Friday 4 December 2020 9.00am AEST.
- Applications close for events in Round One: Friday 18 December 2020 5.00pm AEST. Applications must be submitted by the due date. Late or incomplete applications will not be accepted and will be withdrawn from the assessment process.
- Assessment period for Round One events: 18 - 22 December 2020.
- Notification to Round One applicants: 23 - 24 December 2020.

Round Two – Events from March to December 2021

- Applications open: Friday 4 December 2020 9.00am AEST.
- Applications close for events in Round Two: Friday 15 January 2021 12.00pm AEST. Applications must be submitted by the due date. Late or incomplete applications will not be accepted and will be withdrawn from the assessment process.
- Assessment period for Round Two events: 18 January - 1 February 2021.
- Notification to Round Two applicants: 2 - 5 February 2021.

The City of Melbourne reserves the right to extend the application period or open subsequent rounds if the entire funding is not allocated by February 2021.

Application process

1. Read these guidelines and contact eventgrants@melbourne.vic.gov.au with any enquiries.
2. Register online at [SmartyGrants](#) and preview a copy of the application.
3. Plan, research and gather information required for your application including the following:
 - Event overview including date/s, location, event type, audience and purpose;
 - Event marketing overview demonstrating how you plan to publicly promote your event;
 - Understand which level of funding you are applying for, with evidence of other sources of revenue for Level 1 applicants.
 - Event budget, outlining how the grant will be spent and how this funding will support your event;
 - Considerations given to the ongoing impact of COVID-19, detailing a plan on how the event will be delivered in 2021 in accordance with the COVIDSafe Public Events [Framework](#) from the State Government.

Note: The Smartygrants application will not accept attached support material so please be succinct within your application detail.

4. Arrange relevant permits/ permissions:

Event Permits: If you are planning for an event or activation experience using public outdoor spaces managed by City of Melbourne, you will need an event permit. A minimum of 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](#), contact the Event Operations team on (03) 9658 8008, or via email at events@melbourne.vic.gov.au.
5. Complete and submit your application online via SmartyGrants.
 - Complete all questions and upload any requested permits or documentation

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- Allow ample time to complete and submit your application before the closing date and time.
- 6. On submission, you will receive an electronic reply acknowledging receipt from SmartyGrants. Once you have submitted your application, no further editing will be accepted.

Application assistance

Applicants 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: eventgrants@melbourne.vic.gov.au or alternatively refer to the FAQs for answers to commonly asked questions.

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](#)
- 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](#).

Technical support

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

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 will be assessed by City of Melbourne Officers from the Events and Tourism branch in consultation with representatives from Visit Victoria, Creative Victoria.

The City of Melbourne will allocate funding to eligible events by looking holistically at all activations occurring across the city, ensuring an even spread across dates, locations and types of events. Canvassing or lobbying of Councillors or employees of the City of Melbourne or the Victorian Government 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.

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, does not meet the grant assessment criteria or does not align with Council's priorities and values.

Applications are kept confidential and the contents will not be disclosed to any person outside the application and assessment process. A short summary of the activity will be utilised in public reports prepared for City of Melbourne and State Government.

Outcome notification

Successful and unsuccessful applicants will be notified of their application outcome in writing. The applicant name, event name and the funding amount of successful applicants may 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.

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Payment and Funding Agreement

- Successful applicants must sign a Letter of Agreement (up to \$25,000) or a Funding Contract (\$25,001+) with the City of Melbourne detailing the grant obligations.
- Successful applicants must provide evidence of \$20 million Public Liability Insurance at the time of signing.
- The City of Melbourne grant payment terms are 50% payable prior to the event, and 50% upon receipt of a satisfactory acquittal report to City of Melbourne.
- Grant payments are subject to receipt of a valid tax invoice and Australian Business Number (ABN) and any other information requested by City of Melbourne (for example revised event details and venue confirmation).
- 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.
- Payment terms are 30 days from the date of invoice, subject to the receipt of a signed funding agreement, tax invoice and other requested information. Payments are not processed before the timeframes stipulated in the funding agreement.
- The City of Melbourne will not be responsible for shortfalls in event budgets if the grant recipient is unable to meet event costs.
- The funding will be distributed as a grant. As such, logo recognition or equivalent minimum recognition for both City of Melbourne and State Government will be expected in return for the funding. For larger grants, additional recognition may be required and will be discussed with individual applicants.
- The event must publicly market and promote their event, including a listing on What's On in the lead up to, and duration of the event.
- The City of Melbourne reserves the right to withhold a reasonable amount of the grant funding if the organiser fails to deliver the grant obligations outlined in a letter of agreement or funding contract.
- The City of Melbourne reserves the right to request return of the upfront 50% of the grant funding if the event fails to occur in 2021.
- Events receiving this grant must occur during the 2021 calendar year. In the instance of an event postponement into 2022, the grant will no longer be available.
- Grant recipients must comply with any additional terms and conditions specific to the level of the grant.
- Grant recipients must consider relevant Council goals in the delivery of their event including accessibility and sustainability initiatives and appropriate Acknowledgement of Country.

Reporting and acquittal

Events are to provide a post event acquittal report evidencing the invoices and receipts for the funding approved and demonstrate how the grant helped support event reactivation in the city in response to the impact of COVID-19. 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 four weeks after the agreed completion date of the event 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.

Other funding opportunities

The City of Melbourne offers a wide range of funding opportunities to support the broader Melbourne community to deliver a range of quality programs and activities.

Details for grants and sponsorship opportunities are available from the [City of Melbourne website](#).