



Maribyrnong  
CITY COUNCIL



MARIBYRNONG  
CITY COUNCIL  
LOVE YOUR WEST  
GRANTS PROGRAM  
GUIDELINES

2023/2024 (ROUND 1)

## Acknowledgement of Country

*Council is proud to represent a municipality filled with important and significant Aboriginal history. It acknowledges the Traditional Custodians of this land, the Kulin Nation, and acknowledges the rich culture and considerable contributions Aboriginal and Torres Strait Islander Peoples have made and continue to make to this City.*

## INTRODUCTION

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Maribyrnong City Council's Love Your West Grants Program provides financial and in-kind support to our local community to activate the City's public spaces and/or further Maribyrnong's reputation as a night time destination of choice. The Grants Program is guided by Council's Festivals and Activation Framework 2022–2026 (the Framework).

As an applicant you must meet the Eligibility Criteria and address the Funding Criteria. Proposed activities need to align with strategic objectives of the Council Plan 2021–2025 and the Festivals and Activation Framework 2022–2026. These documents can be found on Council's website [maribyrnong.vic.gov.au](http://maribyrnong.vic.gov.au)

## PROGRAM OBJECTIVES

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The Love Your West Grants Program has been developed to complement Council's established Festival City funding model, and in response to the community's desire to pilot authentic, local and more contemporary experiences - especially during after work hours. It allows support for more agile activations and initiatives delivered in shorter timeframes.

It aims to contribute to the objectives of the Festivals and Activation Framework 2022-2026, which are:

- Leverage from Council's successful festival support model to include a broader range of scalable, contemporary and more regular urban experiences and attractions
- Influence improved delivery of current and new community festivals, activations and events in regard to their inclusivity, sustainability, economic and environmental impact, and relationship to place
- Increase local community buy-in of our distinct cultural precincts and leverage these precincts to improve visitability of our City
- Make our streets more activated, cohesive, enticing and safe creating better 'first impressions'

- Increase walkability of our City in alignment with our climate emergency objectives
- Support the growth of our night time economy and make it our key point of difference

This Program also directly links to the Council Plan 2021-2025 Strategic objectives of:

- Liveable neighbourhoods  
Council will partner with its community to provide and advocate for integrated built and natural environments with access to open spaces that are well maintained, engaging, accessible and respectful of the community and neighbourhoods.
- A place for all  
Council will provide well-planned neighbourhoods and a strong local economy, delivering services that are inclusive and accessible to the whole community, and that support wellbeing, healthy and safe living, connection to the community, and cultural interaction.

# FUNDING STREAMS

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Please note applicants may only apply once to each Stream per funding round.

## PLACE-BASED INITIATIVES (QUICK RESPONSE)

This stream is for small-medium scale place-based activities that creatively activate public spaces, business precincts and local neighbourhoods.

- Grants of up to \$10,000
- Not-for-profit or for-profit enterprises based in the City of Maribyrnong can apply
- Applications will be accepted until 5pm 13 November 2023 or until the total pool of grant funding has been expended, whichever occurs first
- Outcome advised within 28 days of application being received
- Application must be received minimum 6 weeks before proposed outcome date, and activity must be delivered prior to 30 June 2024.

## NIGHT TIME DIVERSIFICATION

This stream is for activities that will enhance or widen the reach of our City's night time attractions and help build Maribyrnong's reputation as a night time destination of choice.

- Grants of up to \$10,000
- Not-for-profit or for-profit enterprises based in the City of Maribyrnong can apply
- Applications will be accepted until 5pm 13 November 2023 or until the total pool of grant funding has been expended, whichever occurs first
- Outcome advised within 28 days of application being received
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# ACTIVITIES THAT MAY BE FUNDED

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Examples of what may be funded include but are not limited to:

## PLACE-BASED INITIATIVES (QUICK RESPONSE)

- Pop-up performances
- Small events / markets
- Activations in empty shopfronts
- Themed neighbourhood tours
- Community health and wellbeing activities (e.g. free outdoor yoga classes, pop-up sports demos / come and try)

## NIGHT TIME DIVERSIFICATION

- Trial of extended evening trading with activities (e.g. record store performances, author talks in a book store, fashion shows in retail outlets)
- Businesses introducing or expanding evening performances (e.g. live music, performance, comedy, poetry)
- Coordinated evening activities between a group of businesses within a precinct (e.g. to create a night time program of events, lighting display in a trader strip)
- Food or hospitality businesses creating a pop-up evening 'hawker' style or food-truck market

# ELIGIBILITY

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## ELIGIBILITY CRITERIA TO BE MET

- The applicant is a not-for-profit incorporated association (or apply under the auspice of an incorporated body) or a business or sole-trader registered within City of Maribyrnong
- The proposed activity must occur within the boundaries of the City of Maribyrnong
- The proposed activity is scheduled to take place minimum 6 weeks after applicant's funding application is submitted, and prior to 30 June 2024.
- The proposed activity must be free to attend or includes significant free programming (does not apply to Night Time Diversification Stream)
- The applicant must have acquitted ALL previous Council grants and have no outstanding debts to Maribyrnong City Council
- The applicant (or individuals, organisation or businesses involved in the activity) must NOT have any unresolved compliance matters with Maribyrnong City Council
- The applicant must provide evidence of Public Liability Insurance (PLI) to the value of \$20 million

## APPLICATIONS THAT ARE NOT ELIGIBLE

- Activities that do not align with Council policies and values
- Multiple applications for the same activity
- Activities that are sponsored by tobacco companies, gambling or fossil fuel companies, unless the company issued the funding through their community grants program (evidence must be provided)
- Activities with a primary purpose of promoting religion or politics or are for fundraising purposes
- Activities that have already received funding from Council in the same financial year. For example, Council will not fund the same, or part of the same activity, through its Community Grants Program, Business Improvement District Grants and its Love Your West Grants Program in the same funding cycle.
- Activities already funded by Council through operational or Triennial Arts Grant funding
- Activities which have already started or have been completed

# ASSESSMENT CRITERIA

## CRITERIA

Eligible applications will be assessed by a panel who will consider:

## GRANT STREAMS

|   | Activation<br>(Quick Response) | Night Time<br>Diversification |
|---|--------------------------------|-------------------------------|
| Commitment to a professional and safe approach in planning and delivery in consultation with Council                | ✓                              | ✓                             |
| Evidence of local need and/or community support for the activity  | ✓                              | ✓                             |
| Demonstrates relevant and engaging content or delivery  | ✓                              | ✓                             |
| Evidence of direct benefit to local businesses, cultural and creative industries &/or artists                       | ✓                              | ✓                             |
| Strengthen local precinct and neighbourhood identity  | ✓                              | ✓                             |
| Provide opportunities for local participation and capacity building   | ✓                              |                               |
| Includes activities or initiatives that will further Maribyrnong's reputation as a night time destination of choice |                                | ✓                             |
| Includes measures to promote gender equity, inclusion and accessibility in the planning and delivery                | ✓                              | ✓                             |
| Commitment to good environmental sustainability practices and minimising environmental impact                       | ✓                              | ✓                             |
| Evidence of a realistic budget with appropriate resourcing  | ✓                              | ✓                             |

## PREFERENCE MAY BE GIVEN TO ACTIVITIES THAT:

- are First Nations led
- are developed in partnership with CALD communities, LGBTIQ+ people, young people, older people and/or people living with disability
- involve community groups within the City of Maribyrnong that are underrepresented in the City's annual events program
- align with key objectives of Council's Climate Emergency Strategy 2020-2025
- address a geographic gap to enable a fair distribution of activity across the Municipality
- are staged in the (typically quieter) winter months to help ensure a balanced calendar of activities across the year
- activate underutilised space in either the public or private realm
- imaginatively utilise public locations that help showcase Maribyrnong's assets
- are staged in the City's key activity centres and will increase economic activity to businesses, helping support COVID-19 economic recovery
- include programming that addresses Council's aim to stimulate cultural interaction and connection to the community

## BUDGET

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When preparing your budget and funding request, please take into account the following:

- Successful applicants may not receive all the funding requested
- Ensure you provide a detailed budget noting all items including in-kind and cash amounts
- Note other sources of funding and sponsorship (these must be itemised not a lump sum), including whether these are confirmed or unconfirmed and indicate if your organisation has been successful with this funding in the past

## LOBBYING

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Lobbying of the Mayor, Deputy Mayor, Councillors, employees of the City of Maribyrnong or assessment panel members in relation to a funding application is strictly prohibited. No consideration will be given to an application submitted by an applicant where such lobbying has been proven to have taken place.

## ASSESSMENT

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Love Your West applications are assessed on a competitive basis. After your application has been submitted:

- Applications are first assessed that they meet the eligibility criteria
- Eligible applications will be considered by an assessment panel of Council officers with recommendations endorsed by the relevant Manager/Director
- While an application may meet eligibility and funding criteria, this does not guarantee a grant
- You will receive written advice on the outcome of your application
- The decision on funding is final

## PAYMENTS

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Council will issue grants by Electronic Funds Transfer (EFT) and banking details will be requested when completing paperwork related to successful grants.

Your organisation (or your Auspice Body) will need to provide a tax invoice to Maribyrnong City Council, showing the grant amount, plus GST if applicable.

Council will pay 50% of the grant payment on signing of the Funding Agreement. The final 50% grant payment will be only made once all relevant documentation associated to your activity is received by Council.

## ABN & GST INFORMATION

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### ABN REQUIREMENTS

All grant applicants will be required to have a registered ABN. Your organisation can get an ABN by completing the appropriate forms that are available from Australia Post and the Australian Tax Office.

If you do not have an ABN you will need to find an auspice body with an ABN who is prepared to act on your behalf and auspice your application. The grant will then be paid to the auspice body that will be responsible to oversee the expenditure of the grant. A confirmation letter from the auspice body will need to be attached to your application form.

### ABOUT GST

GST will only apply to your grant if your organisation or Auspice body is registered for GST with the Australian tax office (ATO). In these cases Council will add 10% for the GST to the grant. For information and advice on GST and the implications for your grant, call the ATO on 13 28 66 or visit the website [www.ato.gov.au](http://www.ato.gov.au)

Grants are considered taxable income by the ATO. It is illegal to claim GST if you are not registered.

# SUBMITTING YOUR APPLICATION & PROCESS

## READ

Love Your West Grants Program Guidelines 2023/2024  
(Round 1)

.....  
Council Plan 2021–2025

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Festivals and Activation Framework 2022–2026

These documents can be found on the Grants page of Council's [festivalcity.com.au](http://festivalcity.com.au) website

## DISCUSS

First time applicants are required to contact Council's City Experience and Visitation Unit prior to applying to discuss their application and eligibility for a grant

### CITY EXPERIENCE AND VISITATION UNIT

PH 03 9688 0200 or email [festival.city@maribyrnong.vic.gov.au](mailto:festival.city@maribyrnong.vic.gov.au)

## EXPLORE

Explore such things as venue availability, obtain quotes, reserve parks/venues if applicable etc

## SUBMISSIONS

Submit application minimum 6 weeks before proposed activity delivery date, and prior to 13 November 2023 (unless total pool of grant funding has been expended prior), including attaching all required supporting material

### APPLY NOW

[festivalcity.com.au](http://festivalcity.com.au)

## ASSESSMENTS

Submission assessed by Panel and applicant notified within 28 days of receipt of outcome

### KEY DATES

SUBMIT APPLICATIONS PRIOR TO:  
13 NOVEMBER 2023 (unless unless total pool of grant funding has been expended prior)

DELIVER ACTIVITIES PRIOR TO:  
30 JUNE 2024

## IF SUCCESSFUL

Sign and return Letter of Agreement

.....  
Meet any permits/permissions, conditions, monitoring and reporting requirements

.....  
Deliver activity prior to 30 June 2024

.....  
Funding acquittal due within 4 weeks of activity being completed

### QUERIES

Contact the City Experience and Visitation Unit for any queries or additional information

PH 03 9688 0200 or email [festival.city@maribyrnong.vic.gov.au](mailto:festival.city@maribyrnong.vic.gov.au)

## IF UNSUCCESSFUL

Feedback provided to applicant