

LOVE YOUR WEST GRANTS PROGRAM GUIDELINES

2025/2026

LOVE
YOUR
WEST



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

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 2025-2029 and the Festivals and Activation Framework 2022-2026. These documents can be found on Council's website maribyrnong.vic.gov.au

PROGRAM OBJECTIVES

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 2025-2029 Strategic objectives of:

- **Thriving Community**
Council will drive innovation and future-focused growth to shape a resilient and adaptable city
- **Connected Community**
Council will build a connected, vibrant city where neighbourhoods thrive

Cover image: Projection as part of Gamelans Square in Byron Plaza, March 2025. Photo by Kit Webster.

FUNDING STREAMS

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 12pm Midday on 3 November 2025
- Outcome advised within 28 days of Grant Round closing
- Activity must be delivered between 1 February and 30 June 2026

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 12pm Midday on 3 November 2025
- Outcome advised within 28 days Grant Round closing
- Activity must be delivered between 1 February and 30 June 2026

ACTIVITIES THAT MAY BE FUNDED

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

ELIGIBILITY CRITERIA TO BE MET

- The applicant is a not-for-profit incorporated* organisation or a business or sole-trader registered within the City of Maribyrnong
- The proposed activity must occur within the boundaries of the City of Maribyrnong and be delivered between 1 February and 30 June 2026
- 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
- More than one application per stream from the same applicant
- 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

**Unincorporated not-for-profit organisations or groups can apply through an auspice agreement (see page 5)*

ASSESSMENT CRITERIA

CRITERIA

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

GRANT STREAMS

	Activation (Quick Response)	Night Time 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
- activate underutilised space in either the public or private realm
- imaginatively utilise public locations that help showcase Maribyrnong's assets
- have not been funded previously through Council's Love Your West Grants Program

BUDGET

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

Lobbying of the Mayor, Deputy Mayor, Councillors, employees of Maribyrnong City Council 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

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

FUNDING OBLIGATIONS

Successful applicants will be required to:

- Enter into a funding agreement with Council containing standard terms and conditions for the recipient's administration of grant funds
- Provide Council with copies of required documentation pertaining to the funded activity
- Secure and meet the requirements of any relevant permits and permissions for the activity
- Submit a written acquittal (including a financial reconciliation) through SmartyGrants to acquit the grant funds

PAYMENTS

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

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.

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

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

AUSPICE ORGANISATIONS

Unincorporated community groups can apply through an auspice agreement with an Australian incorporated not-for-profit organisation. An auspice is responsible for:

- Signing the funding agreement
- All legal and financial responsibility of the grant on the applicant's behalf
- Receiving and distributing grant funds under the funding agreement
- Ensuring all funded activities are complete
- Submitting an acquittal (including financial reconciliation) on the applicant's behalf

You can search for local incorporated organisations on the Australian Charities and Not-for-profits Commission website at www.acnc.gov.au. Council is not able to auspice projects.

A formal agreement should be in place between the applicant and the auspicings organisation. Some auspicings organisations will charge a fee which should be factored into your project budget.

SUBMITTING YOUR APPLICATION & PROCESS

READ

Love Your West Grants Program Guidelines
2025/2026
.....
Council Plan 2025–2029
.....
Festivals and Activation Framework 2022–2026

These documents can be found
on the Grants page of Council's
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

EXPLORE

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

SUBMISSIONS

Submit application via Smartygrants no later than 12pm
Midday on Monday 3 November 2025, including
attaching all required supporting material

APPLY NOW

festivalcity.com.au

ASSESSMENTS

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

KEY DATES

SUBMIT APPLICATIONS PRIOR TO:
12PM, 3 NOVEMBER 2025

DELIVER ACTIVITIES BETWEEN:
1 FEBRUARY and 30 JUNE 2026

IF SUCCESSFUL

Sign and return Funding Agreement
.....
Meet any permits/permissions, conditions, monitoring
and reporting requirements
.....
Deliver activity between 1 February and 30 June 2026
.....
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

IF UNSUCCESSFUL

Feedback provided to applicant