

OFFICIAL



Murrindindi
Shire Council

GRANTS AND SPONSORSHIP PROGRAM GUIDELINES



Contents

GRANTS AND SPONSORSHIP PROGRAM GUIDELINES	1
Contents	2
An Overview	3
Who is eligible to apply?	4
What won't be funded	5
When is the funding available?	6
How do I apply?	7
Quick Response Grants	8
Community Projects Grants	9
Event Grants	10
Local Events	10
Events of Major Significance	11
Sponsorships	13
Individual Sponsorships	13
Special Purpose Grants	14
EV Charger Subsidy	14

Further information

Information on the Murrindindi Shire Council Grants and Sponsorships Program (GSP) is available through Council's website.
www.murrindindi.vic.gov.au/grants

Support and guidance for applicants who may require assistance to access application forms is available through Council's Community Wellbeing Department, call 03 5772 0333 or email grants@murrindindi.vic.gov.au

An Overview

The Murrindindi Shire Council Grants and Sponsorships Program aligns with Council's Strategic Directions outlined in the Murrindindi Shire Council Plan 2021-2025 and listed below.

- Resilient communities
- Beautiful townships and rural settings
- Growth and opportunity
- Our protected environment
- Transparency, inclusion and accountability

It also aligns with other key strategic plans including the [Murrindindi 2030 Vision](#).

We value partnerships

We recognise the value of the resources and skills applicants contribute to deliver projects and run events and activities.

This is why we want to work collaboratively with applicants, and we encourage you to get in touch with us if your project, event or activity is not an exact fit with these guidelines.

Applications that demonstrate contributions to the proposed project or activity are considered favourably. Resources can be in the form of cash, volunteer time, donated materials, other grant sources, skilled and unskilled labour.

Good governance is important

Good governance is important in the daily operations of all organisations, community groups and businesses.

Council's online grant application and management system improves the governance and transparency of our Grants and Sponsorships Program. It's also a place for you to keep your grant applications and reports.

We are committed to making grants as easy as possible while still meeting our governance requirements.



What will be funded?

The Program brings together Council's previous grants and sponsorship programs and includes the following funding streams:

- Quick Response Grants
- Sponsorships
- Community Projects and Events
- Local Events
- Events of Major Significance
- Special Purpose Grants

Who is eligible to apply?

Who can apply

Grants and sponsorships are available to not-for-profit community groups and organisations, social enterprises and businesses who:

- Are a legal entity with an ABN, ACN or are incorporated, or have an auspice that is a legal entity
- Are based within the Murrindindi Shire and/or can demonstrate the proposed activity will benefit the communities within Murrindindi Shire
- Have all due acquittals from previous Council grants and sponsorships acquitted
- Have no outstanding debts to Council
- Demonstrate the sponsorship or grant will be used for a purpose in accordance with

Council's objectives as stated in the Council Plan and other strategic plans

- Demonstrate they are able to deliver the proposed activity
- Show they have considered the environmental impacts of their activity
- Are able to contribute cash, in-kind or both to the activity, as specified in the program guidelines

The preference is for seed funding for new projects and events, however annual or repeat funding will not be overlooked.

Businesses are eligible to apply, who are able to demonstrate significant, compelling, broad community benefit.

Grant / Sponsorship	Individuals auspiced by a not-for-profit	Not-for-profit community groups and organisations	Social Enterprises	Businesses
Quick Response Grants	x	✓	✓	x
Sponsorships	✓	✓	✓	✓
Community Projects	✓	✓	✓	x
Local Events	x	✓	✓	x
Events of Major Significance	x	✓	✓	✓
Special Purpose Grants	As negotiated or specified in the guidelines of the special purpose grant			

Auspices

If your group or organisation is ineligible to apply, you may enter into an agreement with an eligible not-for-profit community group or organisation to auspice your application. Individuals seeking sponsorships require an

auspice to apply.

If the application is successful, the auspice must enter into an agreement with Council and is responsible for managing the grant funds. The auspice is legally accountable for the funds and must make sure the funds are spent as outlined

in the agreement with Council. The auspice will be required to meet any reporting requirements and meet all the eligibility conditions of the grant.

If an auspice is required, written evidence of an auspice agreement must be submitted at the time of application.

What won't be funded

Council encourages applications from not-for-profit community groups and organisations, social enterprises, businesses and individuals located in Murrindindi Shire. We support projects that represent good value for the amount of money or in-kind support requested.

Council does not provide grants for projects that do not align with Council's objectives or do not meet the relevant grant category funding criteria.

Grants and sponsorships are not available for:

- Projects that have started (that is, no retrospective funding)
- Projects that do not strengthen Murrindindi Shire communities
- Activities that do not align with the strategic objectives of the Council Plan or other key strategic plans
- Activities that duplicate existing services or programs
- Permanent staffing costs or ongoing operational costs
- The payment of bonds
- Programs or activities considered the responsibility of State and Federal Government
- Projects that directly contravene Council policy
- General donations to charities (however, Council may provide grants to specific projects run by charities where they meet the criteria)
- Activities that could be perceived as benefiting a political party or party political campaign
- Overtly religious activities that could be perceived as divisive within the community
- Activities that inhibit basic human rights, discriminate or encourage discriminatory behaviour
- Projects that are harmful to our residents or communities

- Projects that unnecessarily destroy or waste non-recurring natural resources, pollute land, air or water
- Activities that market, promote or advertise products or services in a misleading or deceitful manner
- Statutory fees and other statutory charges collected on behalf of state government or other authorities including development applications, health inspection fees, health approvals, street closures and other approvals



When is the funding available?

The Program has seven funding categories. The categories and round information are outlined below. Round dates are published on Council's website at www.murrindindi.vic.gov.au/grants.

Funds	Grant/Contribution	Eligible Applicants	Assessment Frequency
\$200 - \$2,500	Quick Response Grants	Social enterprise, not-for-profit community groups and organisations	Monthly
	Individual Sponsorships	Individuals auspiced by a not-for-profit organisation	Quarterly
\$1,000 - \$5,000	Sponsorships	Business, social enterprise, not-for-profit community groups and organisations	Quarterly
	Community Projects	Business, social enterprise, not-for-profit community groups and organisations	Quarterly
	Local Events	Business, social enterprise, not-for-profit community groups and organisations	Quarterly
Up to \$20,000	Events of Major Significance	Business, social enterprise, not-for-profit community groups and organisations	Quarterly
	Special Purpose Grants	As negotiated or specified in the guidelines of the special purpose grant	

How do I apply?

Application process

Application forms are available on Council's website at www.murrindindi.vic.gov.au/grants

Council completes eligibility checks after applications are submitted. Council may contact the applicant to provide advice on how their application may be strengthened or if further information is needed. Applicants are also welcome to contact Council for advice and support in preparing the application or project.

Applications commenced but not submitted will not be assessed. Council does not accept submissions after the grant round has closed.

Application support and information sessions

Funding for grants and sponsorships is limited and it is important that applications provide a considered response to each question. Applications also need to provide the requested supporting documentation.

Applicants are encouraged to speak to the grants team to obtain advice and assistance before commencing their application.

To learn more about Council's Grants and Sponsorship Program, including how to prepare an application you can:

- Visit the Grants and Sponsorships page on Council's website www.murrindindi.vic.gov.au
- Contact Council's Grants team on 03 5772 0333 or by email at grants@murrindindi.vic.gov.au

Agreements

All successful applicants are required to enter into an agreement with Council.

Agreements vary according to the size of the sponsorship or grant. Smaller contributions require the acceptance of terms and conditions, and larger contributions require a more formal grant agreement.

The grant agreement outlines the reporting, monitoring and acquittal requirements for the grant. It also outlines the dates and times of payments, as well as the deliverables required for each payment.



Quick Response Grants

Quick Response Grants provide support to social enterprises and not-for-profit community groups and organisations for smaller projects, projects with short timelines and are ideal for applicants new to grants processes.

Typical projects

- Hall hire fees for public gatherings
- Equipment replacement
- Purchase of item to enable participation
- Replacement of essential equipment
- Essential and urgent minor repairs

Max project duration	6 months
Max grant amount	\$200 to \$2,500.
Round frequency	Applications are assessed monthly
Eligible applicants	Not-for-profit community groups and organisations Social enterprises

Supporting documents

Applicants need to submit quotes or qualified cost estimates with their application. Receipts are required on completion.



Assessment Criteria

Applications will be assessed against the following criteria:

The project need. The genuine need for the project/activity and requested financial assistance.

The alignment to the Council Plan 2021-2025. Projects must align to Council objectives as described in the Council Plan.

Project impact. The value for money in encouraging or enabling participation, and building community capacity.

Community Projects Grants

Community Projects Grants are provided to support our communities:

- In improving the liveability of our towns and places
- Build connections
- Create opportunities for participation in community and civic life
- Improve personal and community health and wellbeing
- Protect our natural environment and
- Assist communities to plan for the future.

Projects that have a partnership approach are encouraged.

Max project duration	up to 18 months
Max grant amount	\$1,000- \$5000
Round frequency	Quarterly
Eligible applicants	Individuals, not-for-profit groups, social enterprises.

Typical projects

Projects or activities that:

- Enhance Council's public image through association with an activity
- Deliver a community benefit
- Provide a value for money
- Align with the Murrindindi Shire Council Plan 2021-2025 Objectives
- Acknowledge Council's contribution
- Invite Council to participate in the event in a meaningful way
- Foster civic pride by highlighting the culture and profile Murrindindi Shire is known for
- Showcase our diverse range of community, recreation and visitor opportunities and experiences.

Supporting documents

Applicants need to submit quotes in the applications and receipts after the project



Assessment Criteria

Applications will be assessed against the following criteria:

Benefit the proposed project will provide to the community. How the local community benefit from the activity or event.

Benefit Council will receive as a contributor to this project. The opportunities Council will be offered to provide or distribute information, speak, be interviewed, have prize/award naming rights or any other means to participate in a meaningful way.

Showcase the things Murrindindi Shire is known for. How the activity or event will showcase our rural towns or communities, natural environments/landscapes or the diverse community, recreation and visitor experiences on offer in Murrindindi Shire.

Ability to deliver. Applicants need to show how the project will be delivered in a quality and timely way.

Event Grants

Events support is provided to foster growth in the area's events offering by supporting the development of sustainable events that benefit the community, encourage participation, increase visitor numbers, encourage repeat visitation and promote our rural towns and beautiful natural assets.

There are two levels of Events Support grants:

- **Local Events** which support the development of small or new events that attract local and regional visitors.
- **Events of Major Significance** which support events that attract state-wide visitors and encourage overnight stays.

Local Events

This category supports events to establish and grow. Funds can be accessed to start new events or grow niche events looking to improve financial sustainability.

Typical events

Events that attract local, regional and state wide visitors, and align with Murrindindi Shire's key objectives

Expected outcomes

Assessment Criteria

Applications will be assessed against the following criteria:

Benefit the proposed project will provide to the community. How the local community benefit from the activity or event.

Benefit Council will receive as a contributor to this event. The opportunities Council will be offered to provide or distribute information, speak, be interviewed, have prize/award naming rights or any other means to participate in a meaningful way.

Showcase the things Murrindindi Shire is known for. The activity or event should showcase our rural towns or communities, natural environments/landscapes or the diverse community, recreation and visitor experiences on offer in Murrindindi Shire.

Ability to deliver. Applicants need to show that the project will be delivered in a quality and timely way.

Events are expected to deliver one or more of the following outcomes:

- Increased visitor yield for Murrindindi businesses
- Increased opportunities for Council to distribute or gather information
- Raised awareness of activities that align with Council values and strategic objectives
- Increased awareness of our rural towns and the culture and profile Murrindindi Shire is known for
- Increased participation
- Social and economic benefit to the region

Max project duration	up to 12 months
Max grant amount	\$1,000- \$5000
Round frequency	Quarterly
Eligible applicants	Individuals, not-for-profit groups, social enterprises.

Supporting documents

Applicants need to submit quotes with their application. Receipts are required on completion

Events of Major Significance

Events of Major Significance Grants support the delivery of large events that are significant in terms of visitation, length of stay and yield to local businesses and communities.

Typical event costs

Funding will be allocated to marketing and other associated event costs that attract a large number of state-wide visitors, such as:

- Events that are part of a recognised event series (e.g. A Day on the Green)
- Marquee events that have a major sponsor/promoter associated with them
- Nationally recognised competitive events
- Significant State or National trade shows/expos
- Multi-day events

Expected outcomes

Events are expected to deliver one or more of the following outcomes:

- Generate visitation from across the state
- Projected attendance of 1,000 persons or more
- Generate additional overnight stays and maximise repeat visitation
- Align with Murrindindi Shire's key products, experiences or marketing strengths

Supporting documents

Applicants need to submit the following documents with their application:

- Quotes
- Marketing plan and products
- Event management plan
- Guidelines for other grants if seeking funding for leveraging purposes
- Other documents relevant to the proposed project or activity

Max project duration	24 months
Max grant amount	Up to \$20,000
Min applicant contribution	50% of the event cost
Round frequency	Quarterly
Eligible applicants	Individuals, not-for-profit groups, social enterprises, businesses
Important information	Please contact Council to discuss your project before you apply

Assessment Criteria

Applications will be assessed against the following criteria:

Visitation generated to the town or Shire as a result of the event. Applicants will need to demonstrate how the event will attract visitation from across the state and interstate and explain the basis for their projected attendance figure.

Potential for growth into a sustainable annual event. Applicants will need to outline their plans to make the event sustainable within 3-5 years.

Capacity to deliver event. Applicants will need to demonstrate they have, or have access to, the skills and experience required to deliver their event.

Potential to attract State or Federal government grant funding. Applicants will need to outline the alignment of their event to available State or Federal government grant programs and provide evidence of correspondence with the funder. Leveraging opportunities are viewed favourably.

Potential to generate visitor spend, overnight stays or return visitation. Applicants will need to demonstrate how their event will stimulate increased visitor spend, overnight stays or return visitations.

Benefit to the community. Applicants will need to describe the benefit to the community as a result of this event.

OFFICIAL

Alignment to Murrindindi Shire's strengths. Applicants will need to explain how the event aligns with Murrindindi Shire's key products, experiences or marketing strengths and aligns with Council values and strategic objectives

Provide opportunities for businesses in Murrindindi Shire. Applicants will need to outline how the event will work with, or provide benefit to, businesses in Murrindindi Shire.

Benefit to Council. Applicants will need to outline any opportunities the event will provide to Council to gather or distribute information and how Council's contribution to the event will be recognised



Sponsorships

Sponsorship provides financial support to eligible individuals, social enterprises, groups and organisations and promotes the role of Council. Sponsorship is a transaction in which Council provides a financial or non-financial contribution for an event, projects, service or activity, in return for agreed promotional benefits.

Individual Sponsorships

Applicants can apply for sponsorship if they are participating in an official cultural, sporting or recreation event at state, national or international level.

Expected outcomes

Individual Sponsorships are expected to deliver one or more of the following outcomes:

- Provide promotional opportunities for the Murrindindi Shire
- Barriers to participation and competition are reduced
- Local competitors are provided with the best opportunities for success

Supporting documents

Applicants need to submit the following documents with their application:

- Quotes
- Evidence of selection or participation in the event
- Evidence of a co-contribution other than practicing proposed activity
- Receipts on completion

Max project duration	12 months
Max grant amount	Up to \$1,000
Round frequency	Quarterly
Eligible applicants	Individuals

Sponsorships

Organisations are able to apply for sponsorship for projects such as:

- Events
- Awards
- Programs
- Naming rights (ie the Murrindindi Shire Council Grandstand)

Expected outcomes

Sponsorships are expected to deliver one or more of the following outcomes:

- Provide significant promotional opportunities for the Murrindindi Shire
- Align with Murrindindi Shire's key objectives

Supporting documents

Quotes are an application requirement where applicable, as are receipts on project completion.

Max project duration	24 months
Max grant amount	Up to \$5,000
Round frequency	Quarterly
Eligible applicants	Individuals, not-for-profit groups, social enterprises, businesses

Assessment Criteria

Applications will be assessed against the following criteria:

Benefit to the community. Applicants will need to describe the benefit to the community as a result of this sponsorship.

Benefit to Council. Applicants will need to outline any opportunities the event will provide to Council to gather or distribute information and how Council's contribution to the event will be recognised

Special Purpose Grants

EV Charger Subsidy

The EV Charger Subsidy provides up to \$2,000 for the purchase and installation of EV (electric Vehicle) chargers for tourist accommodation premises. The fund for the subsidy has \$30,000 allocated per year. Applicants should meet the following conditions:

- The business is a registered provider of overnight accommodation and is listed in the Murrindindi Shire's business register.
- The business holds an ABN.
- The property has a solar power system that contributes to the property's power requirements or has a green energy supply.
- A business can only apply for one charger subsidy in any one year. No more than two grants per business will be provided.
- The chargers must have at least 7kW charging capacity.
- Chargers are to be installed at locations for the convenience primarily of accommodation guests and not the property owner.
- Electricians based in Murrindindi Shire are to be used for the installation.
- Once installed the availability of an EV charger is to be included in the business advertising material and any online booking service.
- When not required for accommodation guests, the chargers are to be made available for other EV users at a cost no higher than 30% of the power purchase costs for the business.

- Once installed, the EV charger is to be listed on Plugshare or other EV charger locality apps to advise EV drivers of the charger's availability.

Supporting documents

Applicants need to submit the following documents with their application:

- Quotes
- A site plan

Applicants need to submit the following documents with their acquittal:

- receipts for the charger and the electrician's work;
- copy of the electrical compliance certification;
- copies of advertising material for the property showing the EV charger entry
- A screen shot of the Plugshare or other online listing

Max project duration	12 months
Max grant amount	Up to \$2,000
Round frequency	Quarterly
Eligible applicants	Accommodation businesses

Assessment Criteria

Applications will be assessed against the following criteria:

Eligibility. Evidence of eligibility must be provided.