



# GREATER SHEPPARTON CITY COUNCIL SENIORS FESTIVAL GRANTS PROGRAM

2024 GUIDELINES

## **About this Grant Program**

The Seniors Festival Grant Program aims to support innovative and new opportunities for ageing peoples' participation in the Greater Shepparton region through social interaction, skill development and building lasting connections with organisations. The Seniors Festival Grant Program is inclusive and accessible to all people in the local community, including vulnerable cohorts of people experiencing additional disadvantage.

To align with the focus of the 2024 Victorian Seniors Festival, funding priority will be given to activities, programs and events that involve the following priority groups:

- Men
- LGBTIQ+ Seniors
- Aboriginal Elders
- Veterans
- Seniors with a disability
- Seniors from Multicultural and Multi faith groups.

For the 2024/2025 financial year a total funding pool of \$3,000 has been allocated to support community groups and organisations to lead Seniors Festival events within Greater Shepparton.

The Seniors Festival Grant Program will provide funding of between \$400 and up to a maximum amount of \$800.00 for a one off event.

Applicants wishing to make an application to this program, must contact the Coordinator Community Partnerships or the Team Leader Diversity via telephone (03) 5832 9700 or via email [positiveageing@shepparton.vic.gov.au](mailto:positiveageing@shepparton.vic.gov.au) to discuss their proposed application. Following discussions, applicants will be provided with a secure link to submit an application.

As this is a competitive process, not all applications will necessarily be funded even if they meet the eligibility criteria. In some cases, applicants may be offered partial funding.

## **What is a Seniors Festival event?**

Seniors Festival events are diverse and reflect the needs and interests of local ageing people.

This can be achieved via the following activities:

- live music concerts
- information sessions
- walking tours
- movies
- art displays
- festivals
- workshops

Please note, these are examples only and we welcome applications that respond to an identified need within the community.

## Program Objectives

The objective of this funding program is to facilitate projects which achieve some or all of the following:

- build new social connections and partnerships within communities, or reinforce those that already exist
- enable community members to acquire or develop a new skill
- strengthening ageing population participation in the community
- reducing social isolation and loneliness
- increase participation of priority groups including
  - men
  - LGBTIQ+
  - Seniors
  - Aboriginal Elders
  - Veterans
  - Seniors with a disability
  - Seniors from Multicultural and Multi faith groups.

## Expected timing for this grant program

Applications open: 1 July 2024 at 9:00am

Applications close: 11 August 2024 at 5:00pm

Notification of outcome: September 2024

Activity timeframes: Activity cannot start **until after** 1 October 2024

Please note late submissions **will not** be accepted.

## How to apply

Applicants wishing to make an application to this program, must contact the Coordinator Community Partnerships via telephone (03) 5832 9700 or via email [positiveageing@shepparton.vic.gov.au](mailto:positiveageing@shepparton.vic.gov.au) to discuss their proposed application.

Following discussions, applicants will be provided with a secure link to submit an application via Greater Shepparton City Council's Smarty Grants online portal.

## Who can apply?

The following table describes who is and who isn't eligible to apply for funding through this grant program:

APPLICANT TYPE	YES	NO
Not-for-profits, incorporated bodies, co-operatives or associations.	X	
Registered charitable organisations (refer to the Australian Charities and Not-for-profits Commission).	X	
Unincorporated bodies with an auspice.	X	
Schools and learning institutions – only for activities that are not curriculum based and the primary benefit is for the wider community.	X	
Applicants that have received funding from this grant in the current financial year that are applying for a separate event (applies only when a second grant is offered).	N/A	N/A
Individuals without an ABN.		X
Individual/Sole Traders (entity type with Australian Business Register).		X
For profits - commercial entities, registered businesses.		X
Applicants with outstanding acquittals for grant funding from Greater Shepparton City Council (including auspices).		X
Applicants with outstanding debts or arrears to Greater Shepparton City Council or in legal proceedings with Council.		X
An organisation involved in legal proceedings relating to winding up its operations, or experiencing insolvency or bankruptcy (this includes any legal bankruptcy-related actions against the organisations directors or officers).		X

## What if you are NOT incorporated?

If you are a not an incorporated body, you can still make an application by using an auspice. An auspice is an organisation that meets our eligibility criteria and agrees to support your application.

If you're successful, the auspice receives the grant money on your behalf so you can undertake the project work. If you are intending to make an application using an auspice you must obtain written approval from your proposed auspice before you submit your application and attach this to your application form.

## Insurance

Applicants must have Public Liability Insurance with a minimum amount of \$20 million. The Certificate of Currency for this insurance will be required as part of the application process.

Applicants using an auspice would include a certificate of currency from the auspice organisation. A policy statement or receipt of payment is not an acceptable substitute for the certificate of currency.

## Permits and Approvals

Activities may require permits and approvals. These processes are separate to the grant application process and require additional time and budget in the project plan. You do not need to secure permits or approvals before applying for the grant, however obtaining these approvals will be a condition of the funding.

You must also be able to demonstrate you are aware of the necessary permits and approvals in your application.

### **What if my activity does not proceed?**

If you are successful in obtaining a grant and your activity does not proceed, you must contact the Coordinator Community Partnerships at Greater Shepparton City Council in a timely manner to discuss the circumstances of the activity not proceeding and organise returning the grant funds provided.

Failure to notify Greater Shepparton City Council of your activity not proceeding will deem future applications for all available grants ineligible.

### **Funded activities will:**

- be held within the month of the 2024 Victorian Seniors Festival (October)
- increase participation of priority groups including men, LGBTIQA+ Seniors, Aboriginal Elders, Veterans, Seniors with a disability and Seniors from Multicultural and Multi faith groups
- provide an inclusive, safe and accessible outcome for the community of Greater Shepparton
- demonstrate effective partnerships i.e. with other groups and/or across interest groups
- develop new audiences or broaden and diversify the participation base, in an area of need
- provide an incentive for seniors in celebration of the Festival, examples of this include ticket deals e.g. free, low cost, buy one – get one free etc.
- acknowledge Victorian State Government and Greater Shepparton City Council as sponsors of the project receiving funding.

### **The following activities will NOT be funded:**

- events that are ongoing, regular activities at a venue e.g. monthly markets, seasonal sporting events
- applications received after the closing date and time
- applications that propose capital works of any nature
- projects and activities that are discriminatory in any way, or contravene any legislation
- events and activities not accessible to the senior community
- events and activities not run during 2024 Victorian Seniors Festival (October)
  - events and activities held outside the Greater Shepparton municipality
  - events that due to their nature, are unlikely to be supported by relevant stakeholders
  - cost of Council services where fees are normally charged e.g. municipal rates, waste removal, building or planning permits or approvals, parking etc.
  - staffing costs
  - requests for retrospective purchases, where activities or projects have commenced prior to notification of the funding outcome
  - prizes, gifts, awards or sponsorship costs, such as trophies, medals, money and vouchers
  - political, gaming or gambling activities



- expenditure that can be considered core business e.g. utilities, administration fees, insurances, wages etc.
- additional funding for previously successful applications
- activities or projects that could commit Greater Shepparton City Council to ongoing funding
- applications where the applicant or auspice has an outstanding acquittal, or failed to meet obligations under previous funding agreements with Greater Shepparton City Council
- applications for events already funded in the same financial year.

## Budget

The budget must include details on all income (all sources of funding which will be used to deliver the project, including the requested amount from this grant) and all expenditure (costs involved in the project). **Income and expenditure must be equal.** Below is an example of the budget table within the application form.

Please provide a copy of quotes with your application for expenses exceeding \$1,000.00.

If your organisation is registered for GST the budget item/s should be filled in with the GST exclusive amount. If your organisation is not registered for GST your budget item/s needs to be filled in with the GST inclusive amount.

Please refer to the [www.ato.gov.au](http://www.ato.gov.au) website for further details.

Income	\$	Expenditure	\$
Council Event Grant	\$800.00	Music Equipment hire	\$250.00
		Musicians	\$250.00
		Marque Hire	\$300.00
<b>TOTAL</b>	<b>\$800.00</b>	<b>TOTAL</b>	<b>\$800.00</b>

It is also necessary to detail the in-kind contributions, if any, that will be made. Below is an example of this table within the application form.

If you have volunteers working on the project, include their contribution at the following values:

- \$25 per hour for unskilled labour
- \$40 per hour for qualified trades person
- \$65 per hour for machinery hire, including driver

Person or organisation	Task	Hours/Rate	Amount In Kind
Committee	Labour setup and remove display	10 hrs @ \$25	\$250.00
Recreation Reserve	Loan of tables and chairs		\$100.00
Joe Blough	Sound equipment and tech support	4 hrs @ \$40	\$160.00
Mary's Newsagents	Photocopy flyers		\$100.00
		<b>TOTAL</b>	<b>\$610.00</b>

### **How will applications be assessed?**

All applications received will go through the following assessment process:

- eligibility checks against criteria for the funding of this program
- panel assessment with broad representation from Council Departments.

### **The assessment panel will consider the following:**

- does your event, project or activity meet the objectives of the funding program
- is your event, project or activity a duplication of an existing event, project or activity
- does the application give priority to use of local suppliers for the delivery of the event
- will the event provide community benefit and is it accessible and inclusive
- that there is evidence of community support from the local community
- does the intended activity align with the following strategic documents:
  - Greater Shepparton City Council Plan 2021-2025
  - Greater Shepparton Positive Ageing Strategy 2023 - 2027
  - Reconciliation Action Plan 2023 - 2025
  - LGBTIQA+ Action Plan 2022 - 2025
  - Gender Equity Action Plan 2021 - 2025
  - Multicultural Action Plan 2023 – 2026
  - Universal Access and Inclusion Plan 2022 – 2026.

The Council Plan and strategic documents can be accessed at

[www.greatershepparton.com.au](http://www.greatershepparton.com.au)

Once applications have been assessed by the panel, a recommendation of funding will be presented to the relevant Department Director to provide final award of the grant funding under delegated authority.

### **Notification of outcome**

All applicants will be notified as to the outcome of their application via the email address provided in the application.

Please refer to the timetable on the website to confirm the date we aim to notify you of the outcome of your application.

Multiple applications from one organisation will not be funded under this program.

### **If your application is successful**

Successful applicants will be required to:

- enter into a funding agreement and adhere to the conditions of the agreement
- spend the grant money only as stated in the original application. Approval for any proposed variation to the project must be sought in writing via the Community Wellbeing Team and permission received, prior to any changes commencing
- return any unspent funds at the completion of the project, or the end of the agreement, unless prior approval has been obtained to expend the funds in another way
- complete an event management plan and obtain all necessary permits if conducting a community event

- obtain all necessary approval (e.g. from land owner) and permits (building / planning or other statutory requirements) associated with your project; failure to do so will result in the project being delayed or potentially stopped
- update any changes to key project contact details, including phone number, email or postal address.

### **If your application is NOT successful**

If your application is not successful you will be notified in writing and provided with an opportunity to discuss the outcome with the Coordinator Community Partnerships and Grants Coordinator.

In some cases the assessment panel may consider your application more suited to one of Council's other grant programs. If your application is more aligned with another funding program, Council will contact you and let you know.

If an application is made to an alternative funding stream within Council, only one funding application may be considered per financial year for the same activity.

If there are funds remaining in the grant pool, Council may choose to offer a second round of funding. Whilst unsuccessful applicants are eligible to reapply, we would recommend revising the application prior to ensure it fits the objectives of the program and assessment criteria before doing so.

### **Advertising and Promotion**

All media, promotional and social media assets require approval from Council's Communications and Engagement department prior to distribution.

This will include providing logo recognition of Greater Shepparton City Council and the Victoria State Government on all your promotional material relating to the event including, but not limited to posters, apparel, event programs and any other reasonably requested intellectual property. To access the current branding guidelines, please contact the Coordinator Community Partnerships on (03) 5832 9700

Council also require the opportunity to provide signage to be displayed at high profile locations at the event. This could include fence banners and/or tear drop flags. Event organisers will be responsible for the collection of items from Council, installation at the event and then return to Council.

Event organisers are strongly encouraged to promote their events on Council's Calendar of Events pages (both Greater Shepparton City Council and Shepparton & Goulburn Valley) by logging into: <https://greatershepparton.com.au/whats-happening/suggest-event> and <https://sheppandgv.com.au/events/promote-your-event>



## **Events Assistance**

In addition to providing grants, assistance and advice is available by Council's Major Events Team to organisers, who deliver an event in Greater Shepparton:

- specialised event advice (site planning, risk management, OH&S)
- assistance with promotion, marketing and advertising strategies
- assistance with selection of appropriate accommodation for external visitors
- assistance with selection of event and function venues and facilities for entertainment options
- assistance with pre and post touring options around the region
- assistance with obtaining appropriate event permits required in the region
- equipment assistance such as bollards, witches hats, event signage, branded signage, tear drops, star pickets and hydration trailer

For further assistance regarding events please visit:

[www.greatershepparton.com.au/visitors/major-event/events-assistance](http://www.greatershepparton.com.au/visitors/major-event/events-assistance)

## **Final Acquittal**

You will be required to report back to Council when your project is completed. The acquittal process is important because it enables Council to continuously evaluate the success of your event and our grant program.

You will be required to report back to Council within six weeks of the agreed completion date for the project. The financial acquittal is an income and expenditure statement for the grant confirming funding has been spent on the activity in accordance with the funding agreement. This must include all invoices that were incurred using the funds received from the grant and photos of the event.

Council officers may request meetings with the applicant to check the progress or undertake an independent audit of the records of the applicant as they relate directly to the grant.

It is the responsibility of the applicant to maintain accurate financial records for the grant and make them available in the event of an audit by the Council into the use of the grant.

An organisation which fails to submit their acquittal documents is ineligible to apply for any future funding from Council until their acquittal is completed and approved by Council.

## **First Nations People Engagement**

All applicants intending to apply for an event grant regarding First Nations Peoples must provide confirmation of engagement with Local First Nations Community members and/or Traditional Owners (Yorta Yorta Nations).

Council strongly supports First Nations People events that are inclusive and considerate of Local First Nations Community and their important history and connection to land. It is highly recommended applicants are able to demonstrate consideration and respect for First Nations Peoples. This can include an Acknowledgement of Country or official Welcome to Country performed by a recognised local First Nations person.

## **Access and Inclusion**

Council is committed to providing dignified equitable access for all. It is important applications are inclusive of people living with a disability, as well as their families and carers. This may include considerations to the following:

- accessible parking at the venue
- provision of accessible facilities such as toilets, ramp access and accessible seating
- consideration for assistance animals
- acceptance of Carer Cards and/or Companion Cards for carers
- information available in accessible format, such as large print and signage
- if required, use of interpreters, such as Auslan for people who are hearing impaired.

## **LGBTIQA+ Inclusion**

Council is committed to providing dignified equitable access for all. It is important applications are inclusive of all. This may include considerations to the following:

- plan/partner your event with key local LGBTIQA+ partners, peak bodies, sponsors and ally organisations
- use inclusive event marketing and messaging.
- foster inclusively during the event registration process
- incorporate LGBTIQA+ topics into the programming
- use pronoun name tags, badges, stickers and/or ribbons to express identity.

## **Cultural Diversity**

Council strongly supports the cultural diversity within our municipality and ensuring our community is inclusive of all. It is therefore important applicants demonstrate consideration in their planning to create an inclusive, accessible and welcoming event environment. This can include demonstration of the following:

- advertising events in plain English
- ensuring the event is open to everyone
- availability of culturally appropriate foods
- ensuring all published materials avoids acronyms and jargon
- take religious and cultural occasions into consideration when planning events
- considerations of uniform alterations for religious dress wear practices
- availability of interpreters and translated information

## **Environment**

When planning your event, consideration should be given to how you can avoid negatively impacting on our environment and promote sustainability.

Sustainable event management (also known as event greening) is the process used to produce an event with particular concern for environmental, economic and social issues. There are many areas where organisers can have a positive impact when hosting an event.

Greening practices are practical things that can be done to encourage sustainable living and Council encourages the following greening practices should be considered when planning or implementing your event:

- eco-procurement or green purchasing
- waste minimisation and management
- energy efficiency
- water conservation
- emissions reduction
- single-use plastics
- enforce the Victoria Government's plastic ban where relevant
- align with Greater Shepparton City Council's plastic policy.

### **Gender Equality**

Council has a duty to promote gender equality through the Gender Equality Act 2020. Applicants to Council's grant programs are encouraged to demonstrate evidence of how your organisation considers and promotes gender equality within their policies, programs and services.

Greater Shepparton City Council will consider the equitable reach of this funding program during the assessment and final decision-making processes.

### **Contact Details**

Greater Shepparton City Council  
Community Wellbeing – Coordinator Community Partnerships

**Phone:** (03) 5832 9700

**Email:** [positiveageing@shepparton.vic.gov.au](mailto:positiveageing@shepparton.vic.gov.au)

**Website:** <https://greater-shepparton.com.au/>



## CONTACT US

**Business hours:** 8.15am to 5pm weekdays

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**Mail:** Locked Bag 1000, Shepparton, VIC, 3632

**Phone:** (03) 5832 9700

**SMS:** 0427 767 846

**Fax:** (03) 5831 1987

**Email:** [council@shepparton.vic.gov.au](mailto:council@shepparton.vic.gov.au)

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