



ECONOMIC ACTIVATION AND EVENT GRANTS

GUIDELINES 2024 – 2025

GRANTS UP TO \$20,000



City of
STONNINGTON

**ACKNOWLEDGMENT
OF COUNTRY**

W **E**

WE ACKNOWLEDGE WE ARE ON THE TRADITIONAL LANDS OF THE WURUNDJERI WOI WURRUNG AND BUNURONG PEOPLES OF THE EAST KULIN NATIONS AND PAY OUR RESPECT TO THEIR ELDERS PAST AND PRESENT.

WE EXTEND THAT RESPECT TO ALL ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLES. WE ACKNOWLEDGE THEIR LIVING CONNECTION TO COUNTRY, RELATIONSHIP WITH THE LAND AND ALL LIVING THINGS EXTENDING BACK TENS OF THOUSANDS OF YEARS.

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INTRODUCTION

The City of Stonnington recognises the important role that events, public programming, activations and local businesses have in shaping the unique experiences and character of places, attracting people to commercial precincts and creating a vibrant destination for all.

The Economic Activation and Event Grants program seeks to support the delivery of place specific events and activations by local businesses and organisations to bring vibrancy and unique experiences to public spaces within Stonnington’s commercial precincts.

The Economic Activation and Event Grants program has a pool of \$100,000 in 2024-25 and will provide grants of up to \$20,000 to support business or community led unique experiences, entertainment, and events to activate commercial precincts in the City of Stonnington.

PROGRAM OBJECTIVES

The Economic Activation and Event Grants program aims to test innovative ideas in public spaces, support local businesses and create unique experiences for locals and visitors alike. The program aims to support the City of Stonnington’s Council Plan and Place-led Economic Development Strategy 2023-27:

IDENTITY AND DESTINATION

Increase visitation

Strengthen Stonnington’s unique identity as a destination of choice, to continue to attract and create advocates of residents, businesses, and visitors.



Define, celebrate and promote what our residents and visitors love about our individual neighbourhoods to guide Council programs, activations and capital works.

THRIVING AND DESIRABLE BUSINESSES

Increase economic activity

Grow Stonnington’s visitor and local economy across the municipality.

Enable swift business activation and growth.



PRIDE OF PLACE AND CHARACTER

Improve place perceptions

Provide safe, inviting, accessible and well-maintained streetscapes, neighbourhoods and public realm, as defined by our community, to promote pride of place and improved health and wellbeing outcomes.



INTRODUCTION

PROGRAM OBJECTIVES

The Economic Activation and Event Grants program seeks to fund precinct activation projects that:

- > act as a drawcard to encourage visitation and awareness of the City of Stonnington's commercial precincts
- > provide direct economic benefit to the local businesses within the precincts
- > are interactive and showcase local stories and culture
- > respond to the specific place
- > add activity and interest to the streetscape and the public realm
- > encourage sustainable practices and active transport usage
- > engage or collaborate with local communities to encourage greater connection to and pride in the precinct
- > support projects that reflect and provide opportunities for the diverse communities of the City of Stonnington's precincts
- > provide economic benefit to traders within the precinct
- > increase pedestrian foot traffic and dwell time.



CITY OF STONNINGTON

The City of Stonnington is located in Melbourne's inner southeast, alongside the Yarra River. It includes the suburbs of Armadale, Kooyong, Malvern, Malvern East, Prahran, Toorak, and parts of Glen Iris, South Yarra and Windsor.

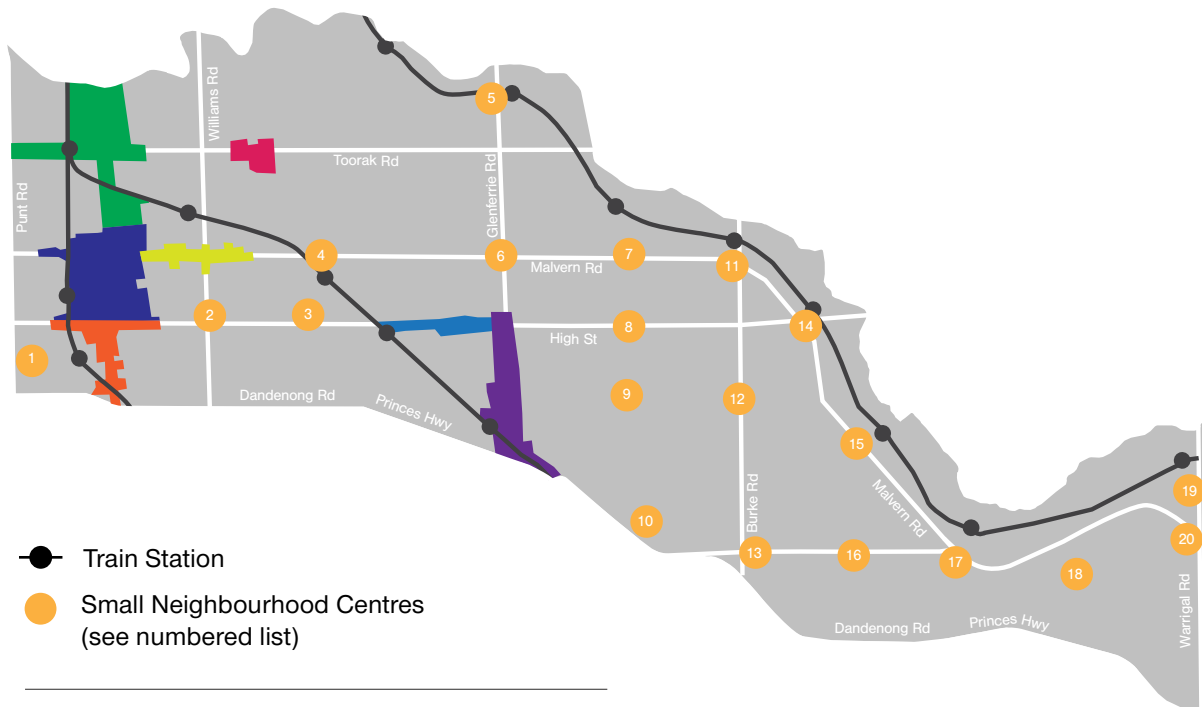
The municipality has a range of commercial precincts, from clusters of local shops to renowned high streets. Commercial precincts play a significant role in the liveability and character of Stonnington by providing places for socialising, working, shopping and living.

Each of the City of Stonnington's commercial precincts has its own economic, community and environmental role depending on its size and position and can be categorised in the hierarchy as outlined below.

- > **Stonnington's larger commercial precincts:** predominately located in the western half of the municipality, having a broader economic role, attracting visitors from within and beyond Stonnington.
- > **Stonnington's smaller neighbourhood precincts:** predominantly located in the eastern half of the municipality, serving a local population and providing day-to-day services for residents and workers.

INTRODUCTION

CITY OF STONNINGTON



COMMERCIAL PRECINCTS

- South Yarra
- Prahran
- Windsor
- Hawksburn Village
- Toorak Village
- High Street, Armadale
- Glenferrie Road, Malvern

SMALL NEIGHBOURHOOD CENTRES

- 1 Punt Road, Windsor
- 2 Prahran East Village
- 3 High on Orrong
- 4 Beatty Avenue, Armadale
- 5 Glenferrie Road, Toorak
- 6 Glenferrie Road, Malvern Road
- 7 Tooronga Road, Malvern Road
- 8 Tooronga Road, High Street
- 9 Wattleree Village
- 10 Dandenong-Tooronga Road to Bates Street
- 11 Malvern Road – Burke Road
- 12 Burke Road – Wattleree Road
- 13 Waverly Road, Malvern East
- 14 High Street, Glen Iris
- 15 Malvern Road – Darling Road
- 16 Waverly Road – Darling Road
- 17 Waverly Road – Malvern Road
- 18 Malvern Valley
- 19 Batesford Road
- 20 Warrigal Road – Waverly Road

OVERVIEW

ABOUT THE PROGRAM

The City of Stonnington's Economic Activation and Event Grants program aims to support creative, innovative, dynamic and contemporary activation projects that are place specific, with the intention to provide economic benefit to local businesses, while enhancing the character of the precinct.

WHAT WILL BE FUNDED



Grants of up to \$20,000 are available to support:

- > businesses or registered not-for-profits that implement free public and accessible event and activation initiatives that will improve public realm experiences and drive visitation to the City of Stonnington.
- > events or activations that are free to the public and accessible to people of all abilities.
- > events or activations that are delivered within the program timeline: November 2024 - mid-June 2025.
- > events or activations that take place across more than one City of Stonnington precinct or area are especially encouraged.
- > events or activations that may be proposed in both indoor and outdoor Council-owned assets, within our commercial precincts.

For the purposes of the City of Stonnington Economic Activation and Event Grants program, an event or activation is defined as an interactive activity that grows visitation, interaction with the local businesses, and increases dwell time and spend within a precinct. It can include a temporary static exhibit or installation.

The event or activation must be temporary in nature and not alter or permanently change the infrastructure within the precinct.

WHAT WILL NOT BE FUNDED



- > Projects taking place outside commercial precincts within the City of Stonnington.
- > Projects that do not occur within the grant period November 2024 - mid-June 2025.
- > Projects that rely solely on the City of Stonnington for funding (e.g. applicants can only apply for up to 80% of total project costs).
- > Projects that are designed to attract visitation to a single business within a precinct rather than attracting visitation to the broader precinct, or that are on private property.
- > Proposals for activities such as private functions, dinners and receptions, promotional opportunities or commercial brand activations.
- > Events or activations held purely online.
- > Activations that are closed to the public or where attendance is by invitation or membership only.
- > Projects that have detrimental environmental impact or produce large quantities of waste.
- > Structures requiring pegging/digging into ground – Council will only consider weighted temporary structures with the ability to provide proof of safety specifications.

OVERVIEW

Examples of events and activations that can be considered as part of the Economic Activation and Event Grants program include, but are not limited to:

SMALL, MEDIUM AND LARGE EVENTS



FESTIVALS



MARKETS



FAIRS, EXPOS, AND EXHIBITIONS



POP-UPS



STREET PERFORMANCES



TEMPORARY PUBLIC ART INSTALLATIONS



CREATIVE LIGHTING INSTALLATIONS



HEALTH AND WELLBEING ACTIVATIONS



NIGHT-TIME ACTIVATIONS



ELIGIBILITY

To be eligible for an Economic Activation and Event Grant of up to \$20,000, applicants must:

- > be a registered business or be an incorporated association (not including entities funded by the Special Rate Schemes in Stonnington) or not-for-profit (NFP) and have an Australian Business Number (ABN). **Note:** individuals or community groups that are not incorporated must formally enter an auspice arrangement with a not-for-profit incorporated organisation that has an ABN.
- > provide proof of current Public Liability Insurance of no less than \$20 million
- > have no pending acquittals or debts to the City of Stonnington
- > be over the age of 18 years
- > propose a project within at least one precinct within the City of Stonnington
- > submit a concept overview and relevant documentation that addresses the assessment criteria outlined in these guidelines
- > make a co-contribution of a minimum of 20% of total project budget to the delivery of the event or activation - either in-kind, financial and/or a mix of both.

Additionally, please note:

- > The City of Stonnington will only accept one event or activation concept per application annually.
- > Applicants must hold/seek the relevant permits required for the event or activation to ensure it meets safety and compliance requirements. It is advised that applicants seek advice regarding relevant permits at email filmandeventpermits@stonnington.vic.gov.au.
- > Applicants are encouraged to work with delivery partners, local community groups or local creative organisations to ensure successful delivery. This will be viewed favourably in any application.

WHO IS NOT ELIGIBLE TO APPLY?

Economic Activation and Event Grants will not be awarded to:

- > entities funded by the Special Rate Schemes in Stonnington
- > applications that do not meet the eligibility or assessment criteria
- > political organisations or businesses that have a political purpose
- > government departments or agencies, foundations or grant making bodies
- > businesses with a primary focus on fundraising
- > an employee or Elected Member of the City of Stonnington or their immediate family. This does not include an application from an organisation that an employee, Elected Member or their immediate family member may be part of an applicant who has outstanding debts to the City of Stonnington.
- > an applicant who is in legal conflict with the City of Stonnington
- > an applicant who has failed to provide satisfactory acquittal reporting for any previous City of Stonnington funding
- > an applicant who has already received City of Stonnington funding (including in-kind) for the same project within the same financial year
- > an applicant who has already applied for City of Stonnington funding (including in-kind) for the same project within the same financial year and been refused
- > an applicant who conducts themselves in a way that the City of Stonnington considers to be injurious or prejudicial to the character or interests of the municipality.

GENERAL INFORMATION

HOW TO APPLY

1. Register online at the City of Stonnington's [SmartyGrants](#) online platform and preview a copy of the application form and requirements.
2. Attend an information session to gain additional information and insights into lodging an application. Please go to the [Economic Activation and Event Grants page](#) to see session times and to book your preferred session.
3. Plan, research and gather information required for the application.
4. Complete and submit an application online via [SmartyGrants](#).
5. Complete all questions and upload supporting documents before the closing date and time.
6. Submit one application per event or activation only.
7. On submission, you will receive an electronic reply acknowledging receipt from [SmartyGrants](#). No further editing or supporting materials will be accepted once the application has been submitted.

SUPPORTING DOCUMENTATION REQUIRED

- > Sketches, design and/ or site plans, event or activation concept plan, detailed safety and construction diagrams, steps taken to deliver the activation, including a stakeholder and community engagement plan.
- > Project budget, including quotes, as well as evidence of other funds required to deliver the activation.
- > Project delivery plan and timelines.
- > Certificate of incorporation or registration of business name.
- > Public Liability Insurance for up to \$20 million coverage; including personal volunteer accident insurance and professional indemnity insurance if required.
- > Skills and qualifications of key personnel who will be working on the project.
- > Marketing/promotion plan using the template provided and examples of design creative to support the application.
- > A written assessment of how the proposed event or activation will benefit the precinct and achieve the program's objectives (no more than 300 words).
- > Provide evidence of the proposed minimum of 20% co-contribution to the delivery of the event or activation - either in-kind, financial and/or a mix of both.
- > If successful, all applicants must apply for and receive the relevant Event Permit from Council.
- > Letters of support from relevant community members, local traders or organisations, if available.
- > If successful, on completion of the activation, an acquittal report will be a requirement of funding.

GENERAL INFORMATION

CONTRIBUTION

The maximum contribution offered by the City of Stonnington for each event or activation concept is up to \$20,000 (including GST). Applicants are expected to make a financial or in-kind contribution of a minimum of 20% of the total project budget to their proposed project, in addition to the funds received from the City of Stonnington.

The applicant should prepare, as part of their submission, an itemised project budget showing how the funding amount has been arrived at, and the submission must also clearly articulate any assumptions and exclusions.

Funds must be spent strictly in accordance with the budget provided to Council. Any changes to approved activations will need to seek prior approval from Council, including date, programming and/or duration. Changes are not guaranteed to be accepted for funding.

The total budget will need to cover all costs associated with the project and the successful applicant's scope of work, including, but not limited to: investigations, meetings, reporting, engineering, permits, equipment, supply and install of electrical and lighting systems, materials, transport, delivery fees, maintenance, risk assessment, insurances, design, fabrication, installation, traffic management plan if required, decommissioning, bump-out and other associated works.

Additional claims for disbursements will not be accepted.

The City of Stonnington's contribution will not cover:

- > ongoing operating or general maintenance costs such as staff wages, salaries and remuneration, rent, utilities bills, administration overheads, stock and personal expenditure
- > expenditure incurred prior to the program open date.



ASSESSMENT TIMELINE AND CRITERIA

TIMELINE	
APPLICATIONS OPEN	1 JULY 2024
APPLICATIONS CLOSE	1 AUGUST 2024
ASSESSMENT PERIOD	AUGUST 2024
CITY OF STONNINGTON ENDORSEMENT	SEPTEMBER 2024
APPLICANT NOTIFIED	OCTOBER 2024
ACTIVATION/EVENT DELIVERY	NOVEMBER 2024 - MID-JUNE 2025

KEY CRITERIA	WEIGHTING
<p>ALIGNMENT TO COUNCIL PLAN AND KEY STRATEGIES</p> <p>Demonstrate how the project will align with the Stonnington Council Plan and other relevant Council strategies, including the Place-led Economic Development Strategy.</p>	5%
<p>LOCAL IDENTITY MERIT</p> <p>Demonstrate how the project will activate the precinct, and respond to the local place identity or character of the local area.</p>	15%
<p>VISITATION AND ECONOMIC IMPACT</p> <p>Demonstrate how the activation will attract visitation, stimulate the local economy and benefit local businesses and how this will be measured.</p>	45%
<p>COMMUNITY COLLABORATION</p> <p>Demonstrate an inclusive and accessible approach to how the grant recipient will collaborate with and celebrate the local community.</p>	10%
<p>CAPABILITY, EXPERIENCE AND FINANCIAL VIABILITY</p> <p>Demonstrate the capacity and experience of personnel to manage and deliver a successful project on time, to scope and on budget.</p> <p>Demonstrate that the project plan and budget are realistic and offer value for money.</p>	25%

TERMS AND CONDITIONS

Applicants are required to comply with the following terms and conditions. The City of Stonnington has the right to exclude an application if these terms and conditions are not adhered to.

During the application process, canvassing or lobbying of Elected Members, employees of the City of Stonnington or assessment panel members in relation to any fund application is prohibited. No further consideration will be given to an application submitted by an applicant that canvasses or lobbies an Elected Member, City of Stonnington employee or assessment panel member in relation to their application.

- > No extra grants can be applied for or used with the Economic Activation and Event Grant for the same project.
- > Upon successful application, applicants must sign an agreement that details all funding obligations and applicants must complete and submit all required documentation as a condition of funding.
- > The City of Stonnington has the right to request progress information such as financial records relating to the event and activation at any time. This information must be provided within five business days.
- > The City of Stonnington will not be responsible for shortfalls in project budgets.
- > The City of Stonnington must receive prominent acknowledgement as a sponsor on all printed and digital promotional material.
- > No late or incomplete applications will be accepted.
- > The City of Stonnington retains the right to request the repayment of any unspent grant funds.



RIGHT OF REFUSAL

The City of Stonnington may refuse any applicant who fails to comply with the outlined conditions, including as a consequence of the following:

- > submitting after the deadline
- > a submission that does not address the guidelines
- > a submission that is deemed likely to cause offence to the community
- > the applicant does not submit materials consistent with deliverables.

The City of Stonnington reserves the right, at its absolute discretion, not to enter into a contract with any applicant, not to proceed with a submission and not to proceed with any project in relation to an Economic Activation and Event Grant for any reason.

PROGRAM QUESTIONS

Questions to clarify matters within the conditions and guidelines may be asked during the timeframe that applications are open and directed to placemaking@stonnington.vic.gov.au.

ADDITIONAL INFORMATION

AUSPICING

Often auspice organisations will enter into agreements to assist individual artists and local community groups so that valuable community projects get off the ground. Auspicing can be viewed as a larger organisation assisting an individual or community group to apply for a grant and then manage/oversee elements if successful.

Your application will require an auspice if you are an individual or community group not incorporated. To apply for an Economic Activation and Event Grants you will need to enter an auspice arrangement with a not-for-profit incorporated organisation that has an Australian Business Number (ABN).

WHAT IS AN INCORPORATED ORGANISATION?

An incorporated organisation, or incorporated association, is incorporated in a state or territory under that jurisdiction's laws. Incorporation establishes it as a not-for-profit legal entity separate from its individual members. You can recognise an incorporated association by the word 'Incorporated' or the abbreviation 'Inc.' after its name.

Often arts, cultural, recreational, and diverse community groups are established as an incorporated organisation. An incorporated organisation must meet the requirements and regulations of the state or territory in which it is incorporated. More information about incorporated organisations can be found on the [Consumer Affairs Victoria website](#).

WHAT DOES THE AUSPICE ORGANISATION DO?

The auspice organisation is responsible for ensuring that the grant funds are utilised as outlined in the formal 'Sponsorship Agreement'. This includes:

- > receiving, banking, managing and administering the grant funds
- > ensuring that the applicant uses the funding on time
- > making sure the money is accounted for (acquitted)
- > signing the acquittal form.

An auspice organisation may also provide additional support and/or request additional involvement, such as:

- > providing insurance for the project
- > acting as a mentor for the successful applicant
- > monitoring project progress
- > administering a fee for auspice services, negotiated between you and the organisation.

WHAT AUSPICE ARRANGEMENTS ARE REQUIRED FOR A GRANT APPLICATION?

As part of the grant application, you are required to provide the auspice organisation's contact information, financial documents, evidence that they are an appropriate legal entity (such as their Certificate of Incorporation), and an Auspice Agreement Form.

It is important to spend time with the auspice organisation so that they understand your proposed project and you both agree with the auspice arrangement. Once a written Auspice Agreement Form has been obtained and signed, you must provide a copy as part of the application.

WHAT IF AN AUSPICE AGREEMENT IS NOT RECEIVED IN TIME?

Preferably, we would like applicants to have finalised their auspice agreements prior to submitting their applications. However, if for some reason the final agreement has not been received prior to submission, a one-week extension to submit your agreement can be granted. After this time, pre-eligibility checks of applications will commence. If you require this extension, please include in your grant application all correspondence had with your auspice organisation and advise that the agreement will be provided within the week. It is the applicant's responsibility to submit this agreement via email to placemaking@stonnington.vic.gov.au.