



**ECONOMIC  
ACTIVATION AND  
EVENTS GRANTS**

**GUIDELINES 2025 – 2026**

---

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.**

**i . l e**



# CONTENTS

<b>INTRODUCTION</b>	<b>4</b>
Program objectives	4- 5
What is an Activation	5
Business areas to activate / City of Stonnington	6-7
<b>OVERVIEW</b>	<b>8</b>
What will be funded	8
Event and activation projects that will not be funded	8
Event and activation examples	8
<b>ELIGIBILITY</b>	<b>10</b>
Who is not eligible to apply?	10
<b>GENERAL INFORMATION</b>	<b>11</b>
How to apply	11
Supporting documentation required	11
Budgeting & Co-contribution	12
<b>ASSESSMENT TIMELINE AND CRITERIA</b>	<b>13</b>
Timeline	13
Assessment criteria	13- 14
<b>TERMS AND CONDITIONS</b>	<b>14</b>
Right of refusal	14

# 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 aims to deliver vibrant projects in Council owned public spaces that bring new audiences and support local businesses for Stonnington’s commercial precincts.

The Economic Activation and Event Grants program has a total pool of \$100,000<sup>1</sup> in 2025-26 and will provide grants of up to \$20,000 to support business or community led experiences, entertainment, community and sporting events that partner with local businesses or community groups to activate commercial precincts in the City of Stonnington.

## GRANT 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 inform Council programs, activations and capital works.

### THRIVING AND DESIRABLE BUSINESSES

#### Increase economic activity

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



Encourage swift business activation and growth.

### PRIDE OF PLACE AND CHARACTER

#### Improve place perceptions

Contribute to providing 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.



<sup>1</sup> Subject to Council approval of FY25/26 budget

## WHAT IS AN ACTIVATION

Activations are interactive events or experiences that 'activate' public spaces by bringing new audiences to spend more time in local precincts, often partnering with local businesses to stimulate the local economy. Examples of activations can be arts and culture events, recreational and wellbeing activities or other community or business-led events and initiatives.

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

### The grants program will fund precinct activation projects that:

- > act as drawcards to encourage visitation and awareness of Stonnington's commercial precincts
- > provide economic benefit to the local businesses within the precincts through collaboration and engagement
- > are interactive and showcase local talent, 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
- > increase pedestrian foot traffic and dwell time.



# BUSINESS AREAS TO ACTIVATE

## CITY OF STONNINGTON

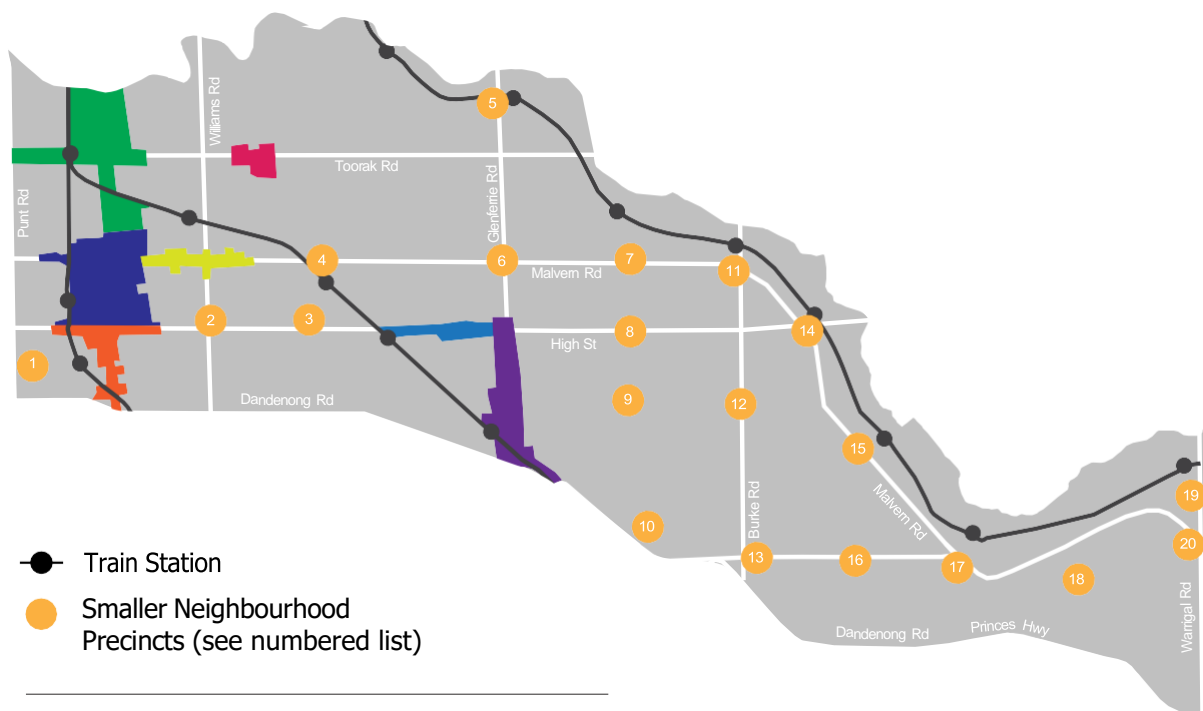
The City of Stonnington is located in Melbourne’s inner southeast, alongside the Yarra River. It includes the suburbs of Armadale, Kooyong, Malvern, Malvern East, Prahran, Toorak, and parts of Glen Iris, South Yarra and Windsor.

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 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.

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

## CITY OF STONNINGTON



- Train Station
- Smaller Neighbourhood Precincts (see numbered list)

### LARGER COMMERCIAL PRECINCTS

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

.....

---

## SMALLER NEIGHBOURHOOD PRECINCTS

- 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

\*Activations can only be held in Council owned spaces.

For a breakdown of types of spaces available for activation, refer to:

[www.stonnington.vic.gov.au/Community/Grants/Economic-Activation-and-Event-grants](http://www.stonnington.vic.gov.au/Community/Grants/Economic-Activation-and-Event-grants) click on:

**Map of available precinct sites**

# OVERVIEW

## WHAT WILL BE FUNDED

The grant funded activations must be: place specific; demonstrate economic benefit to local businesses; enhance local pride and character of precincts

### 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 2025 - mid-June 2026.
- > events or activations that take place across more than one City of Stonnington precinct or area are especially encouraged.
- > events or activations that are feasible in both indoor and outdoor Council-owned assets, within Stonnington's commercial precincts (including back up venues in case of inclement weather)

### WHAT WON'T BE FUNDED



- > Events or activations taking place outside commercial precincts within the City of Stonnington.
- > Events or activations that do not occur within the grant period November 2025 - mid-June 2026.
- > Events or activations that rely solely on the City of Stonnington for funding (applicants can only apply for up to 80% of total project costs).
- > Events or activations that are designed to attract visitation to a single business within a precinct rather than attracting visitation to the broader precinct.  
Events or activations 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.
- > Events or activations that are closed to the public or where attendance is by invitation or membership only.
- > Events or activations 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.



**Examples of what will be funded**

**SMALL, MEDIUM AND LARGE EVENTS**



**FESTIVALS**



**MARKETS**



**FAIRS, EXPOS, AND EXHIBITIONS**



**POP-UPS**



**STREET PERFORMANCES**



**HEALTH AND WELLBEING ACTIVATIONS**



**NIGHT-TIME ACTIVATIONS**



**SPORTING EVENTS**



**BUSINESS PRECINCT 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 an event or activation 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 for the delivery of the event or activation - either in-kind, cash and/or a mix of both.
- > Evidence of checking site availability.

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 via: [filmandeventpermits@stonnington.vic.gov.au](mailto:filmandeventpermits@stonnington.vic.gov.au).
- > Applicants must work with at least one business or community organisation partner to ensure successful delivery.

## 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.
- > Applicants that have not checked the availability of their site.
- > 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 belong to.
- > 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. Make an appointment to speak to our Permit Officer to discuss venue requirements.
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 plans, 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 (refer to budget template provided in SmartyGrants).
- > A Project delivery plan and timelines.
- > Confirmation of venue availability and back up venue availability as advised by Stonnington's Event Permits Officer.
- > 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.
- > A summary of the skills and qualifications of key personnel who will be working on the project.
- > A Marketing/promotion plan using the template provided.
- > A business engagement plan, with details of partnering with at least one business.
- > An outline of how you will evaluate the success of the event/activation.
- > 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 be prepared to have the relevant Event Permit documents ready.
- > Letters of support from local businesses, community members or organisations.
- > Upon completion, an acquittal report with evidence of business and audience engagement and copies of receipts will be required.

## BUDGETING AND CO-CONTRIBUTION

The maximum grant amount for each event or activation is up to \$20,000 (including GST). Applicants are also expected to make a financial or in-kind contribution of a minimum of 20% of the total project costs

To apply, the applicant should prepare a realistic project budget with a break-down of all expenses.

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 costs associated with the project, 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:**

- > Additional equipment required for the project (i.e tables and chairs, marquees, signage or sound and staging systems etc)
- > ongoing operating or general maintenance costs but not limited to 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	19 MAY 2025
INFORMATION SESSIONS	7 MAY; 4, 5 & 19 JUNE 2025
APPLICATIONS CLOSE	30 JUNE 2025
ASSESSMENT PERIOD	JULY 2025
CITY OF STONNINGTON ENDORSEMENT	AUGUST 2025
APPLICANT NOTIFIED	AUGUST 2025
ACTIVATION/EVENT DELIVERY	NOVEMBER 2025 - MID-JUNE 2026
ACQUITTAL DUE	30 JUNE 2025

KEY CRITERIA	WEIGHTING
<p><b>ALIGNMENT TO COUNCIL PLAN AND KEY STRATEGIES</b></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><b>LOCAL IDENTITY MERIT</b></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><b>VISITATION AND ECONOMIC IMPACT</b></p> <p>Demonstrate how the activation will partner with local businesses to attract visitation, stimulate the local economy and benefit local businesses and how this will be measured.</p>	45%
<p><b>COMMUNITY COLLABORATION</b></p> <p>Demonstrate an inclusive and accessible approach to how the grant recipient will collaborate with and celebrate the local community.</p>	10%
<p><b>CAPABILITY, EXPERIENCE AND FINANCIAL VIABILITY</b></p> <p>Demonstrate the capacity and experience of personnel to manage and deliver a successful project on time, to scope and on budget. Provide proof of delivering similar projects.</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 met.

During the application process, canvassing or lobbying of Councillors, 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.
- > Successful applicants must deliver audience surveys to measure the success of their projects. Council will provide a template and QR code for this.



## 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
- > not submitting 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.

## GUIDELINES QUESTIONS

[placemaking@stonnington.vic.gov.au](mailto:placemaking@stonnington.vic.gov.au)

## PERMIT QUESTIONS

**Email**

[filmandeventpermits@stonnington.vic.gov.au](mailto:filmandeventpermits@stonnington.vic.gov.au)

**Phone:** (03) 8290 133