



Arts Activation Grants Guidelines

Council Approved

December 2017

For Review

December 2021

ARTS ACTIVATION GRANTS GUIDELINES

Purpose of Arts Activation Grants

The Arts Activation Grants offer funding and skill building opportunities to support community led ideas, big and small, which engage Moreland's community with the arts.

Objectives of Arts Activation Grants

- Build connection and pride in place through community led arts and cultural activities
- Support and encourage more people to engage with arts and culture in Moreland
- Build and support local capacity to develop and deliver quality arts and culture activities

Grant Types Available

- Activation Grants up to \$8,000 – for one off activities
- Annual Events funding for up to three consecutive years, up to \$8,000 – for events that can demonstrate they have delivered the objectives of the grants program for two or more consecutive years
- Small Event Grants up to \$1,000 – for small activations

Eligibility Requirements

Applicants can only make one grant application annually to either of these categories.

Activation Grants

All applications must meet the following criteria:

- Groups, organisations or individuals which are incorporated or auspiced by an incorporated entity
- Have appropriate public liability insurance or guarantee that it will be obtained upon notification of successful funding
- Have no outstanding grant acquittals or outstanding debts owing to Council

Annual Events

All applications must meet the following criteria:

- Must be a festival, event or activity which meets the objectives of the Arts Activation Grants and has proven to have run successfully for two years or more
- All eligibility requirements of Activation Grants above

Small Grants

All applications must meet the following criteria:

- Have appropriate public liability insurance or guarantee that it will be obtained upon notification of successful funding
- Have no outstanding grant acquittals or outstanding debts owing to Council

What will not be funded?

- Competitions, commercial activities, fundraising activities, fetes or reunions
- Organisational costs such as rent, utilities and/or insurances other than public liability insurance
- The purchase of capital equipment and infrastructure
- Activities that are staged at Coburg Lake Reserve
- Activities that are not open to the general public
- Activities where the key target audience is from only one specific community or cultural group
- Applicants seeking funding to cover outstanding loans or debts
- Applications where the recipient organisation/s promote and/or benefit directly from electronic gaming machines
- Applications submitted after the event has occurred (no retrospective funding)

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- Activities held outside Moreland
- Activities already partially or wholly funded by Council via other funding streams
- Applicants who have lobbied or canvassed Councillors or Council Officers
- Activities that have received Project Funding from the Community Grants Program for the same activity in the same financial year

Annual Grant Round Timeline

Grant Type	Grants Advertised	Applications Due	Expected Notification
Activation Grants up to \$8,000	April	June	Early August
Annual Events up to three consecutive years and up to \$8,000	April	June	Early August
Small Event Grants up to \$1,000	All year	All year	Within 4 weeks of application

Application

Applications need to be submitted online via Moreland City Council's Smarty Grants administration system. Council can accept video applications through Smarty Grants however please check with the Arts Officer for details on how to submit your video application. The online application form will include the questions outlined below:

Your Proposal

- What do you plan to do?
- Where have you chosen to have your event and why?
- What opportunities does it provide for people to engage with arts and culture which would otherwise not be possible?
- Who will you be bringing together?
- How will you ensure your event or activity is open and accessible to people? (e.g. is the site accessible by public transport? If indoors, how will you make sure people feel welcome to come? Are provisions made for people with disabilities? Does it cost to attend? How will people feel welcome?)
- Who is involved in delivering the event or activity? (who is in your project team and what are their roles, outline any collaborations or partnerships with other groups or organisations, list any artists you are hoping to work with or have already confirmed)

Budget

- Please submit a budget using the template provided. Your income and expenditure must total the same amount for your budget to be accepted as part of your application. The budget needs to be realistic, show other income sources (including in-kind support) and demonstrate why you need the grant.

Support Documents

- Please supply letters of support from partner organisations, community groups, artists or anyone else who thinks your idea is a good one and is offering to contribute.

Assessment Process and Criteria

Council is committed to ensure that the assessment of all grant applications is coordinated in a fair and transparent manner.

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Assessment Process

1. Council's Arts Officer will assess each application to confirm that it is eligible
2. A panel of at least four officers from across Council and one representative of Moreland Arts Board will assess the eligible applications against the Assessment Criteria. The panel will be chaired by the Unit Manager Arts and Culture and provide recommendations for funding to the Director Social Development.
3. A report with recommendations of funding endorsed by Director Social Development.

Assessment Criteria

The application will be assessed and scored by a panel of Council officers who will examine how clearly it shows these qualities:

Assessment Criteria	Score	%
The proposed activity aligns with the Grants objectives	Yes or No	n/a
<u>Artistic need and quality</u> - The application demonstrates a strong need for arts and cultural activity in that place and proposes a quality arts experience to meet that need	Score out of 5	25%
<u>Audience development outcomes</u> - The application proposes an initiative that will create new arts experiences or increase arts audiences in Moreland and has taken measures to ensure accessibility	Score out of 5	25%
<u>Capacity</u> - The application outlines roles and responsibilities of a project team who will manage and deliver the arts activities; demonstrates a collaborative approach with a range of partners; builds the capacity and experience of community organisations to deliver arts activities; engages local artists	Score out of 5	25%
<u>Budget</u> - The budget is balanced, realistic, shows other income sources, including in-kind support	Score out of 3	15%
<u>Support Documents</u> – Is the application supported at a community level? Have they supplied letters of support?	Score out of 2	10%
Total	Score out of 20	100%

Conflict of Interest

Council Officers involved in the assessment of applications must declare any conflict of interest that exists, including but not limited to, personal or business connections with any applicant. The Council Officer would then be required to step down from participating in any vote or decision making process undertaken in regard to the specific applicant.

Lobbying

Lobbying or canvassing Councillors or Council employees in relation to any grant application is prohibited. This includes asking Councillors or Council employees to recommend your project to assessment panel members or to discuss the application with assessment panel members on your behalf. Any application submitted where the applicant, or applicant's representative, has canvassed or lobbied a Councillor or Council employee will be deemed ineligible.

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Capacity Building

A number of capacity building activities are offered to community as part of the Arts Activation Grants. These include, but are not limited to:

- Grant Writing Mentor Program
- Event Planning Mentor Program
- Professional Development Workshops

In addition, successful applicants are provided:

- A toolkit to explain and help navigate Council requirements for holding events and activities in Moreland
- A 'Council Buddy' as a key contact to assist with any questions they have and to be an internal advocate for your event or activity.
- For groups and organisations funded under the Annual Events category, Council will support the group or organisation with long term and succession planning.

Funding Terms and Conditions

Successful applicants will be required to:

- Enter into a funding agreement with Council which sets out the conditions and reporting requirements.
- Attend at least one initial meeting with Council officers to receive an Arts Activation Grants Tool Kit and meet designated 'Council Buddy'
- Use the grant funding for the project outlined in the application and in line with the budget submitted in the application. Any budget variances of more than 20% of the funding provided need to be approved by Council before proceeding and unspent funding will be returned to Council
- Be covered by an appropriate public liability insurance policy
- Acknowledge Arts Moreland and Moreland City Council by using logos on all promotional material relating to the activity with the accompanying text 'This event has been proudly supported by Moreland City Council through the Arts Activation Grants'
- Obtain any relevant legal permissions with regards to copyright and intellectual property rights
- Submit a financial acquittal (a true statement of actual income and expenditure after the activity is completed) via SmartyGrants, including receipts upon request
- Ensure a representative attends an acquittal meeting at the end of the financial year. This meeting is held with other program participants and constitutes the grant acquittal. It is also an opportunity to reflect on the activity and share experiences with other grant recipients.
- Obtain an event permit if the event is held on Council owned open space. The event permit cost is waived for successful grant applications however each event permit also requires a bond which cannot be waived.

Copyright and Intellectual Property

Where an activity will use copyright material, or another entity's intellectual property, it is the applicant's responsibility to seek and obtain all the necessary permissions.

All intellectual property rights within the application and delivery of event will be held exclusively by the applicant/s.