

August 2023

Activation Grants

Guidelines 2023-24
(Grants up to \$25,000)

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Acknowledgment of Country

The City of Stonnington respectfully acknowledges the Traditional Owners of this land. We pay our respect to their Elders, both past and present. We acknowledge and uphold their continuing relationship to this land.

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 activity centres and creating a vibrant destination for all.

The Activation Grants seek to support the delivery of place specific activations with local businesses and organisations to bring placemaking, activations and unique experiences to public spaces within Stonnington's activity centres.

The Activation Grants program has a pool of \$150,000 in Financial Year 2023-24 and will provide multiple grants of up to \$25,000 to support business or community led unique experiences, entertainment and events to activate commercial precincts in the City of Stonnington.

Program objectives

The Activation Grants program aims to test new ideas in public spaces, support local businesses and create unique community experiences for locals and visitors alike. The following key objectives are priorities identified by our communities:

- increase visitation to our places
- increase economic activity in our municipality
- improve place perceptions and experience
- grow the local economy.

The program seeks to fund public space activation projects that:

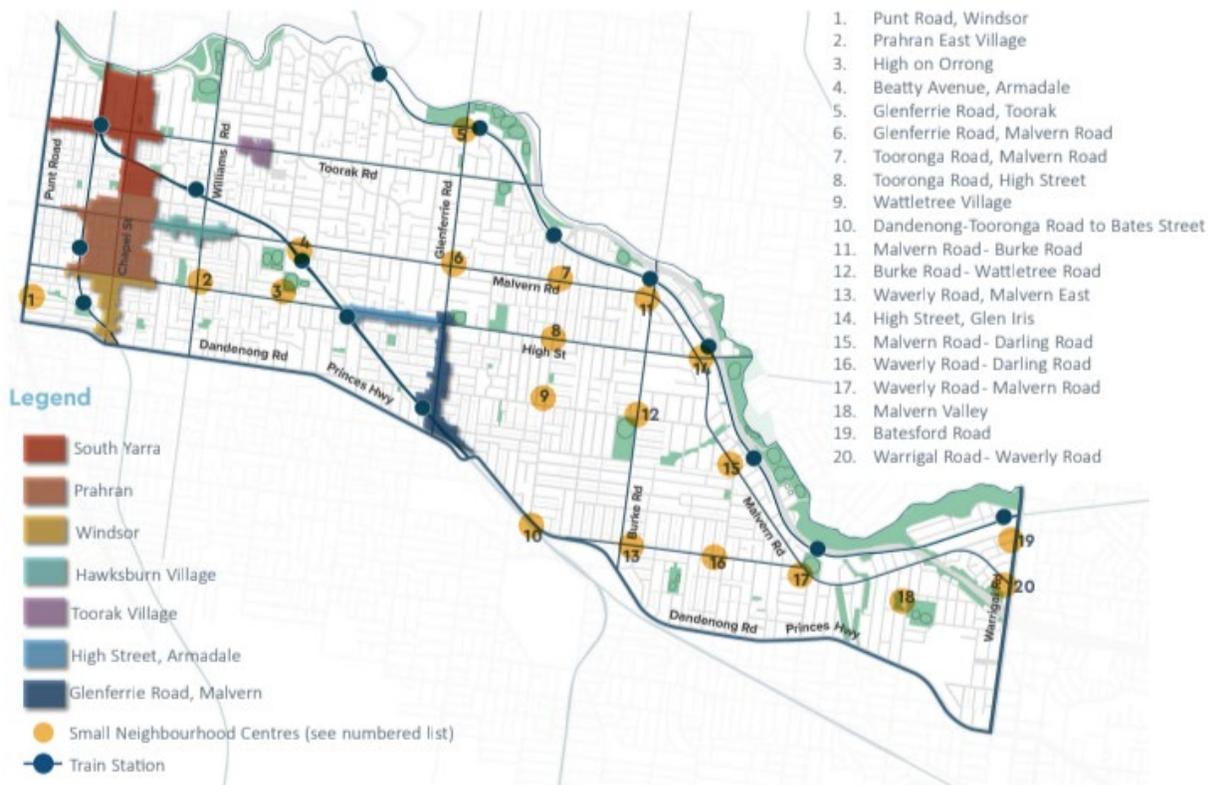
- act as a drawcard to encourage visitation and awareness of places
- provide direct economic benefit to the local businesses within activity centres
- are interactive and showcase local stories and culture
- respond to the specific place
- add colour and interest to the streetscape and the public realm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

City of Stonnington – context

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 activity centres, from clusters of local shops to renowned high streets and Australia’s largest shopping centre, Chadstone. Activity centres play a significant role in the liveability and character of Stonnington by providing places for socialising, working, shopping and living.

- Each of Stonnington’s activity centres 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 activity centres: predominately located in the western half of the municipality, have a broader economic role, attracting visitors from within and beyond Stonnington.
- Stonnington’s smaller neighbourhood activity centres: predominately located in the eastern half of the municipality, serving a local population and provide day-to-day services for residents and workers.
- Chadstone Shopping Centre: a major hard-top activity centre and a key driver of Stonnington’s visitor economy.



About the program

The City of Stonnington's Activation 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

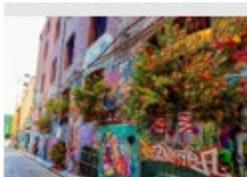
Grants of up to \$25,000 are available to support:

- businesses or registered not-for-profits that implement free public and accessible activation initiatives that will increase public realm experiences and drive visitation to the City of Stonnington
- delivery of innovative activation initiatives that benefit at least one of the 27 activity centres identified above
- activations that must be free to the public and accessible to people of all abilities
- activations that must be delivered within the program timelines: 1 December 2023 – 30 June 2024.

For the purpose of this grants program, an activation is defined as a temporary static exhibit or interactive activity that grows visitation, interaction with the business community, dwell time and spend within a precinct.

- The activation itself may not be the main reason for a visit to the precinct, but it will enhance the experience.
- The activation must be temporary in nature and not alter or permanently change the infrastructure within the precinct.

Activation examples



Temporary green walls



Outdoor art classes



Temporary creative installations



Fun sustainable initiatives



Creative lighting



Outdoor sporting events



Public space entertainment

Other examples of activation concepts can be considered as part of this grant program include, but are not limited to:

- precinct-specific public exhibitions or performances
- temporary public art installations
- creative lighting installations and projections
- temporary public urban garden initiatives
- community health and wellbeing activities
- intergenerational activities and games
- experimental projects in the public realm that lead visitors through a precinct, e.g., augmented reality trails.

Activation projects that will not be funded

- Projects taking place outside the boundaries of activity centres within the City of Stonnington.
- Projects that do not occur within the grant period (1 December 2023 – 30 June 2024).
- Projects that rely solely on the City of Stonnington for funding (e.g., applicants cannot apply for 100 per cent of total project costs).
- Projects that are single business focussed (i.e., related to attracting visitation to a single business within a precinct rather than attracting visitation to the broader precinct).
- Proposals for activities such as private functions, dinners and receptions, PR opportunities or commercial brand activations.
- Activations held purely online.
- Activations that are closed to the public or where attendance is by invitation only or membership.
- Projects that have detrimental environmental impact or produce large quantities of waste.

Eligibility

To be eligible for an Activation Grant of up to \$25,000, applicants must:

- be a registered business or be an incorporated association or not-for-profit (NFP) and have an Australian Business Number (ABN)

individuals or community groups that are not incorporated must formally enter an auspice arrangement with a not-for-profit incorporated organisation that has an Australian Business Number (ABN)

- provide proof of current Public Liability Insurance of no less than \$20,000,000
- have no pending acquittals or debts to the City of Stonnington
- be over the age of 18 years
- propose a project within one of the 27 activity centres within the City of Stonnington boundaries
- submit a concept overview and relevant documentation that addresses the assessment criteria outlined in these guidelines
- make a co-contribution to the delivery of the activation - in-kind, financial or a mix of both.

Additionally, please note:

- The City of Stonnington will only accept one activation concept per application annually.
- Applicants must hold or seek the relevant permits required for the activity. Permits that may be required for the activation are not guaranteed, despite awarding of grant.
- 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?

The Activation Grants will not be awarded to:

- 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.

How to apply

1. Register online at *SmartyGrants* 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.
3. Plan, research and gather information required for the application.
4. Complete and submit the application online via *SmartyGrants*.
5. Complete all questions and upload supporting documents before the closing date and time.
6. Submit one application per 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, so allow ample time and crosscheck.

Supporting documentation required

- Activation Concept Plan
- Sketches, designs and site plans
- Project budget, including verified quotes with assumptions if necessary
- 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
- Project budget, and evidence of other funds required to deliver the activation
- Marketing plan and examples of creative to support the application
- A written assessment of how the proposed activation will benefit the relevant activity centre and achieve the program's objectives (no more than 300 words)
- Provide evidence of the proposed co-contribution to the delivery of the activation - either in-kind, financial and a mix of both
- Be ready to apply for the relevant permits to conduct the activity. No guarantee can be given that these will be granted.
- 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 receiving funding

Support provided by City of Stonnington

Application assistance

Applicants are encouraged to contact a City of Stonnington officer to discuss any proposed ideas, specific needs or additional support that may be required to complete and submit an application. placemaking@stonnington.vic.gov.au.

Concept assistance

Where required, our team will be there to assist with the development of the activation concept, providing experience, expertise, and recommendations to help create a placemaking focused activation concept.

Contribution

The maximum contribution offered by the City of Stonnington for each activation concept is up to \$25,000 (including GST). Applicants are expected to make a financial or in-kind contribution to their proposed project, in addition to the funds received from the City of Stonnington.

The applicant should prepare, as part of their quotation submission, a project budget showing how the funding requested has been derived. The submission must also clearly articulate any assumptions and exclusions.

Funds must be spent in accordance with approved budget in your application. Any changes to approved activations will need to seek approval, including but not limited to, date, programming and duration. Changes are not guaranteed to be accepted for funding.

The combined activation 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, 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.

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

Date	Details
1 September 2023	Applications open
1 October 2023	Applications close
Throughout October 2023	Assessment period
30 October 2023	City of Stonnington endorsement
November 2023	Applicant notified
June 2024	Activations delivered

Assessment criteria

Applications will be assessed by a panel of City of Stonnington officers and external experts, against the following criteria.

Key criteria	Weighting
1. Activation merit Demonstrate how the project will activate the precinct as well as its strategic alignment to the Council Plan and other relevant strategies.	15%
2. Visitation Demonstrate how the project will attract visitation to the chosen precinct and how this will be measured.	15%
3. Economic impact and benefit Demonstrate how the project will stimulate the local economy and benefit local businesses and how this will be measured.	15%
4. Community collaboration and benefit Demonstrate how the project will collaborate with the local community, celebrate the diversity of the local community and its inclusive and accessible approach.	15%
5. Project management experience and capability Demonstrate the capacity and experience of personnel to manage and deliver the project on time and on budget.	20%
6. Financial viability of project Demonstrate that the project plan and budget are realistic and offer value for money.	20%

Applications will be kept confidential and not be disclosed to any person outside the application and assessment process.

Applications will be assessed on their eligibility and ability to deliver on the program objectives. Eligible applicants are not guaranteed funding.

Only the strongest applications will receive funding through a competitive assessment process.

Ineligible applications will be withdrawn from the assessment process. All funding decisions are final.

All applicants will be notified of the result of their application.

Terms and conditions

Applicants are required to comply with the following terms and conditions. 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 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 a Councillor, City of Stonnington employee or assessment panel member in relation to their application.
- No additional grants can be applied for or used in conjunction with the Activation grant fund for the same project.
- Upon successful application, applicants must sign an agreement which 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 project 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 if the funded recipient is unable to meet project costs.
- The City of Stonnington must receive 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.

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 closing time
- submission does not substantially address the guidelines
- submission is deemed likely to cause offence to the community
- applicant does not submit materials as consistent with deliverables.

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

Every effort will be made to process questions promptly.

Additional information

Auspicings

Often auspice organisations will enter into agreements to assist individual artists and local community groups so that valuable community projects get off the ground. Auspicings 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 that is not incorporated. To apply for the grant you will need to enter into 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 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 before 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