

Cultural Festivals, Markets and Events Grants Application: 1 Jan - 30 Jun 2027

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Objectives:

Aligned with the Council Plan 2025–29, the Cultural Festivals, Markets and Events Grants (CFMEG) aims to:

- **Celebrate multicultural communities** through programming that reflects Melbourne's cultural diversity and lived experiences.
- **Increase opportunities for cultural festivals and local markets** by empowering multicultural communities to design and deliver events.
- **Strengthen social cohesion** by supporting events that bring diverse communities together and foster shared experiences.
- **Increase participation and belonging** by delivering inclusive and welcoming events for all residents and visitors.
- **Activate public spaces** with culturally vibrant events that encourage interaction, connection, and community pride.
- **Support community-led organisers** by reducing barriers to funding and enabling smaller organisations to deliver meaningful events.

Assessment Criteria:

Community Connection and Multicultural Impact (40%)

- Demonstrates contribution to social cohesion, inclusion, and belonging.
- Creates opportunities for cross-cultural engagement or shared experiences.
- Delivers meaningful benefits to diverse communities.

Programming Quality (22%)

- Features culturally meaningful, engaging, or community-led programming.
- Enhances the overall event experience.
- Is well planned, realistic, and achievable.

Accessibility and Inclusion (16%)

- Demonstrates strong inclusive practices (physical, cultural, social accessibility).
- Actively engages diverse communities in design and delivery.

City Activation and Alignment (9%)

- Supports a vibrant, year-round event calendar.
- Aligns with priorities such as cultural festivals, local markets, and community-led activations.
- Considers timing, location, and uniqueness.

Event Viability (13%)

- Presents a clear and realistic event plan and budget.
- Demonstrates organiser capability and safe delivery.

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- Demonstrates event is receiving other funding support.

Eligibility check list:

Eligible Events

Events must:

- Occur within the [City of Melbourne municipality](#).
- Be free and open to the general public.
- Attract a minimum of 1,000 attendees to the free programming.
- Begin between 1 January 2027 and 30 June 2027.
- Demonstrate co-contribution through other funding or income sources.
- Be presented by a legal entity with an ABN, that is not an individual or sole trader.
- Have a valid Certificate of Currency for public liability insurance of \$20 million.

Ineligible Events

The following are **not** eligible for funding:

- Private, fully ticketed, invitation-only events.
- Events held outside the City of Melbourne municipality.
- Fundraising events where proceeds support external causes.
- Events primarily focused on commercial sales, expos, or tradeshow.
- Events that are award ceremonies, conferences, PR opportunity, award ceremony, commercial theatre production, teaching program, lecture or university open day.
- The event (including components thereof) receives funding from another City of Melbourne program.
- Events that have an adverse effect on public health, safety, the environment or heritage.
- Events that will not comply with anti-discrimination / anti-vilification legislation and / or are incompatible with Council's policies, priorities or values. Council's priorities include those set out in the [Inclusive Melbourne Action Plan 2024-26](#) (IMAP).
- Events that sell or promote unethically sourced animal products or that exploit or use animals in harmful ways, for example, through exhibition or use in performances.
- Organisations that have an outstanding debt to City of Melbourne.
- Organisations that have failed to provide satisfactory acquittal reporting or conditions of previous funding received.
- Organisation undertakes canvassing or lobbying of Elected Members and / or employees of City of Melbourne in relation to the funding request during the application and assessment period.
- Organisation is in a legal conflict with City of Melbourne.
- The applicant is a Commonwealth or State Government Department, City of Melbourne employee or elected member of Council, or their immediate family. This does not include organisations they may be part of.
- Organisations that are insolvent.
- Organisations that conduct, or has conducted, themselves in a way that the City of Melbourne considers to be injurious or prejudicial to the character or interests of the City of Melbourne
- Organisations that request a grant for reimbursement of funds already spent or for debt reduction or operational deficits.

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Ineligible events will not advance to the assessment stage and applicants will be notified.

Get in touch:

If you wish to speak with us directly regarding the eligibility of your event, please contact us via email at eventgrants@melbourne.vic.gov.au.

Applications for events beginning from 1 July - 31 December 2027 will open early 2027.

City of Melbourne offers a wide range of grants and sponsorships to individuals, community organisations and businesses in the arts, recreation, events and business sectors. We recommend checking the [Grants and Sponsorships](#) webpage for any opportunities that may be suitable.

Applicant Details

* indicates a required field

ABN *

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity Name	
ABN Status	
Entity Type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information
ACNC Registration	
Tax Concessions	
Main Business Location	

Must be an ABN.

Sole traders are not eligible.

Event Organisation *

Organisation Name

Event Website *

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Must be a URL.

Organisation Address *

Address

Address Line 1, Suburb/Town, State/Province, and Postcode are required. Country must be Australia

Applicant Contact Details *

Title

First Name

Last Name

Applicant Contact Position *

Applicant Mobile Number *

Must be an Australian phone number.

Applicant Email *

Must be an email address.

Event Details

* indicates a required field

Event name *

Brief event description *

Must be no more than 50 characters.

Event start date *

Must be a date and between 1/1/2027 and 30/6/2027.

Event end date *

Must be a date and no earlier than 1/1/2027.

Event location and /or venue *

Is the location/venue confirmed? *

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☐ Yes

☐ No

Your event is: *

☐ Free

☐ Ticketed

☐ Combination of free & ticketed

Fully ticketed events are ineligible for funding through Cultural Festivals, Markets and Events Grants.

To be eligible for funding, the event must deliver free programming that attracts a minimum of 1,000 attendees.

Free event programming

With consideration to the program Guidelines and Key Objectives, please provide a detailed overview of the proposed free programming for each day of the event including timings.

This information may be updated as the event approaches, however it is intended to give assessors an understanding of the planned activities and overall event experience.

E.g: Welcome to Country, Market Stalls, Food Trucks, Staged Performers, Chinese Drummers, Italian Dancers, Roving Performers etc.

Projected free attendance *

Must be a number and at least 1000.

Ticketed programming

Please outline the ticketed programming elements associated with the event including an accurate description of each component. *

Please include all elements of ticketed programming here. EGCC cannot be used for this portion of the event.

Ticketed projected attendance *

0

Must be a number.

Attendance

Total projected event attendance

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This number is calculated.

How have you calculated the projected attendance? *

Eg: attendance at previous events, registrations etc.

Is this the first time the event has been held? *

☐ Yes

☐ No

How many years has this event been running for? *

Previous Event Year	Ticketed Attendance	Free Attendance	Total Attendance
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	Must be a number, 0 if free	Must be a number	

Capacity To Deliver Events

Approximately how many people will be involved in the delivery of this event, including volunteers? *

What previous experience does your organisation / team have to deliver the event? *

Please include links to videos of previous events, event website, plus any additional documentation of successful event delivery.

Upload any supporting evidence of previously run events:

Attach a file:

Eg: event images and videos showcasing programming and crowd size

If you have an event proposal or any other documents to help support and describe the above please upload here:

Attach a file:

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This is not required. Please only upload if you have additional supporting documentation.

Funding Request & Event Budget

* indicates a required field

Cash Grant: Cash grants up to \$20,000 excluding GST are available per event.

In-kind Grant: An in-kind grant (relating to event permit fees) of up to \$20,000 including GST is available per event. In-kind grants relate to the partial or full waiver to event site hire fees for City of Melbourne's public outdoor spaces only. This excludes any cost associated with other City of Melbourne permits such as planning or food and health permits.

Total Grant: The maximum total of funding available per application is \$20,000 excluding GST, the total grant value is calculated by combining both cash and in-kind support.

What type of funding are you applying for? *

- ☐ Cash only
- ☐ In-kind only
- ☐ Cash and in-kind support

Cash funding request:

Cash funding request: *

\$

Requests for cash funding must be a no more than \$20,000 exc GST.

Will you be using City of Melbourne managed public outdoor spaces for the event? *

- ☐ Yes
- ☐ No

An Event Permit is not required

In-kind funding is not applicable. Please chose 'Cash only' for the type of funding that you are applying for.

In-kind funding request for Permit Fees

An Event permit is required if your event is to be located on a public space owned and managed by the City of Melbourne. Fees assicated with an event permit can be used as in-kind.

When applying for an event permit, the Event Operations Team will advise of any additional requirements that must be met to receive a permit for your activity.

Apply for an Event Permit [here](#) before proceeding with your grant application.

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For further information about event permits contact the Event Operations Team on (03) 9658 9658, or via email at events@melbourne.vic.gov.au.

Please provide the Booking Reference number (BP/IB ####) and Event Permit quote as provided by the Event Operations Team.

Booking Reference - BP/IB Number

For example - BP 1234

In-kind amount request (for event permit fees): *

\$

Must not exceed \$20,000 inc GST.

Total request

Total funding amount requested:

Total funding must not exceed \$20,000 exc GST.

Event Budget

How will you submit your event budget? *

- ☐ Upload a file
- ☐ Enter budget (income and expenses) manually

Upload Event Budget

Please ensure the event budget provides a detailed breakdown of income and expenditure including in-kind contributions and other income sources i.e commercial sponsors, ticket sales, government sources, funding agencies.

Events must demonstrate co-contribution through other funding or income sources, otherwise will be deemed ineligible for funding.

You may attach your own budget, or alternatively a template can be downloaded [here](#).

Please provide the budget breakdown of the overall and free components if your event is ticketed.

Upload the budget here *

Attach a file:

Please upload a breakdown of your full event budget (not just where City of Melbourne funds will be allocated).

Total Event Expenses

A full breakdown of your event expenses are required, not just where City of Melbourne funds will be allocated.

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Edit the text in the 'Description' column. Add and delete rows below as required.

Description	Total Cost
e.g. venue hire	\$
e.g. equipment hire	\$
e.g. multicultural performers	\$
e.g. advertising spend	\$
e.g. permits and licences etc	\$

Total Event Income

Events must demonstrate co-contribution through other funding or income sources, otherwise will be deemed ineligible for funding.

Edit the text in the 'Income' column. Add and delete rows below as required.

Income	\$ amount	Funding status
	Must be a dollar amount.	
Your organisation's contribution	\$	
City of Melbourne (grant you are applying for)	\$	
Other grants or sponsorships (specific details required)	\$	

Program Objectives

* indicates a required field

Community Connection and Multicultural Impact

List the community groups the event will engage with, and outline how they will be integrated in the event. *

Example list of Community Groups:

- Aboriginal community
- Childcare centres
- LGBTIQ+ community
- International residents
- International students
- Multicultural communities

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- Older Adults
- People with disability
- People facing social and economic barriers
- People without housing
- Precinct associations
- Schools
- Sport and recreation clubs

Acknowledgement of Traditional Owners and/or Welcome to Country

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An Acknowledgement of Traditional Owners and/or a Welcome to Country should be given at all events receiving funding through the Event Grant for Community and Culture. This recognises that City of Melbourne has a strong and proud Aboriginal history and complex ownership and land stewardship systems stretching back many thousands of years and it pays respect to the Traditional Owners.

Please read [here](#) to understand the difference between an Acknowledgement of Traditional Owners and a Welcome to Country.

Accessibility and inclusion

Event organisers must consider accessibility as an important part of their planning and put measures in place to ensure that the event site is accessible to everyone.

Outline the accessibility and inclusion measures that the event will implement: *

Waste

City of Melbourne is committed to reducing the environmental impact of all events in the city.

Waste management requirements: All successful events must supply separate bins for general rubbish and mixed recycling, ensuring clear and appropriate signage. If the event includes retail food services, hosts must also provide organics recycling to facilitate the separation of food waste and garden organics.

Single-use plastics requirement: All successful events must comply with the Victorian Government's Single-Use Plastics Ban.

Event Marketing and Acknowledgement Opportunities

* indicates a required field

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How will you promote/advertise the event? *

This section expands as you type.

Specify marketing engagement numbers for the event's channels.

Platform	URL/Social Media Handle/P ublication Name	Followers / Distribution
	N/A where not relevant	No commas. Must be a number.
Event website		
Facebook		
Instagram		
Print		
Email marketing (eDM/ newsletter)		

What City of Melbourne acknowledgement opportunities will the event provide? *

- ☐ Event signage (Council logo use where applicable).
- ☐ Event website and marketing materials.
- ☐ Verbal acknowledgement during the event (where appropriate).
- ☐ Speaking opportunity for Councillors (if applicable).
- ☐ Other:

Additional Information

*** indicates a required field**

Is your event embargoed? *

- ☐ Yes
- ☐ No

Please advise what date your event will be launched publicly. *

Must be a date.

It was easy to access and understand information about this program *

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- ☐ 1 - strongly disagree
- ☐ 2 - disagree
- ☐ 3 - undecided
- ☐ 4 - agree
- ☐ 5 - strongly agree

The application form was easy to access and understand *

- ☐ 1 - strongly disagree
- ☐ 2 - disagree
- ☐ 3 - undecided
- ☐ 4 - agree
- ☐ 5 - strongly agree

Is there any feedback or suggestions you would like to provide about the Cultural Festivals, Markets and Events Grants?

How did you hear about the Cultural Festivals, Markets and Events Grants *

I agree to be added to the database *

- ☐ Yes
- ☐ No

To be contacted via email regarding event funding and other event-related opportunities.

By submitting this application I declare that *

- ☐ I have reviewed the information that I have provided and the statements I have made in this application form, and it is correct and they are true to the best of my knowledge. I will inform the City of Melbourne if key details such as the date(s) of the event, the location and programming change before I am notified of the outcome of my application. If this application is approved, I consent to the City of Melbourne publishing the name of the event and the amount of funding received on its website, www.melbourne.vic.gov.au. I acknowledge and understand that the level of funding offered to an event (if any) is determined by the available budget and how well the event supports Council to achieve its goals, and that this amount may differ from the amount requested. If this application is approved, I acknowledge that I am responsible for completing an Event Risk Assessment, ensuring appropriate Public Liability Insurance is in place, and complying with all applicable legislation and regulatory requirements, including the Victorian Child Safe Standards and the Worker Screening Act 2020 (Vic), where relevant to the event. I further acknowledge my responsibility to ensure that all staff, volunteers, contractors and participants involved in the event meet any required child safety and working-with-children screening obligations.