

City Reactivation Event Grants

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Introduction to the City Reactivation Event Grants

Melbourne is a globally recognised, locally loved, events city; delivering and supporting a diverse calendar of uniquely Melbourne events and creating memorable experiences for each and every visitor. The City of Melbourne acknowledges and embraces the role events play in building all aspects of a bold, innovative and sustainable city. We recognise the events industry in the City of Melbourne is facing unprecedented challenges during COVID-19. In partnership with the Victorian Government we're delivering a [\\$100 million recovery fund](#) that will reactivate the central city. This is an important and positive step in our journey to regenerate our city's economy and safely welcome people back.

City Reactivation Event Grants provide event organisers with an opportunity to access funding to contribute towards events being held within the City of Melbourne during 2021, to activate and reenergise the city.

This funding will help deliver new and exciting events within the City of Melbourne, supporting the events industry whilst also drawing Victorians into the city to support local businesses and hospitality.

Program Objectives

The City Reactivation Events Grants are designed to support event organisers to deliver events in a COVID safe manner and help encourage people back into the City of Melbourne. We will support publicly accessible events that create memorable, engaging and innovative experiences for locals and visitors to drive visitation into the city in support of city hospitality and retail. We will work with our new and current partners and the community to present a diverse and colourful range of events across the city.

The City of Melbourne has a number of key objectives that we are looking to achieve through these grants, including:

- Driving visitation to the CBD, shopping precincts, hospitality precincts, arts & culture;
- Economic Impact through increased spend for city businesses and supporting key industries;
- Creating 'Uniquely Melbourne' moments through the use of our unique assets and culture to stand out from suburbs;
- Positive Profile for Melbourne through amplifying storytelling and positive media for Melbourne; and
- Increasing positive audience reach and awareness for Melbourne
- Stimulate the events industry within Melbourne.

Eligibility Criteria

Applicants must meet the following eligibility:

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- Events must be held within City of Melbourne municipality [boundaries](#) during the 2021 calendar year.
- The Event Organiser must have a valid Australian Business Number (ABN). Noting a business, as defined by its ABN, will be considered eligible for one City Reactivation Event grant only.
- Events must be available to the public, accessible and attract a minimum of 500 people.
- Events must demonstrate that they comply with all Acts, Regulations and Statutory instruments in regards to current COVID-19 restrictions in the execution of a COVID-safe event.
- Events must be proactively marketed by the applicant, including maintaining a listing on [What's On](#) in the lead up to and duration of the event.
- Grants are to be used towards new activations or events, or for enhancing existing events to attract larger visitation numbers.
- Requests for more than \$25,000 must show they are not overly reliant on CoM funding, by demonstrating that a minimum of 30% of the event's costs will be self-funded or confirmed to come from other income streams.

*Organisations already receiving financial support from the City of Melbourne that wish to apply for a City Reactivation Event Grant, **must** contact the Event Partnership Team (EPP) before applying*

eventgrants@melbourne.vic.gov.au.

Ineligibility Criteria

Who is not eligible to apply?

- Applications that do not meet the eligibility criteria.
- Activities such as teaching programs/lectures, university open days, private functions, dinners and receptions, PR opportunities or commercial brand activations.
- Events held online or virtually.
- Events that are closed to the public, or where attendance is by invitation-only or membership.
- Events and/or activations that are already receiving support from the Victorian Government.
- Events located outside the City of Melbourne municipality.
- Events that fail to provide a COVID-Safe Plan, demonstrating how the event will be delivered in 2021 with the changing restrictions and requirements.
- Activities that pollute land, air or water, or destroy or waste non-recurring resources.
- Events that involve the use of exotic animals.
- Political or religious events that denigrate, exclude or offend parts of the community or not aligned with Council policies, priorities or values.
- Organisations that have an outstanding debt to the City of Melbourne or that have failed to comply with the terms and conditions of any previous funding agreement with City of Melbourne.
- Applications from City of Melbourne or State Government employees, immediate families and their contractors.
- Late applications.

To proceed, you must agree to the above. *

☐ Yes, I agree.

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IF UNCERTAIN ABOUT THE EVENT'S ELIGIBILITY, PLEASE CONTACT THE EVENT PARTNERSHIP TEAM VIA EVENTGRANTS@MELBOURNE.VIC.GOV.AU

Overall Event Details

* indicates a required field

Event name *

Event description *

Word count:
Max 100 words

Event start date *

Must be a date and between 1/3/2021 and 31/12/2021.

Event end date

Must be a date and between 1/3/2021 and 31/12/2021.
For events held between January and February 2021 please refer to the Round One Application Form.

Main location(s) and/or venue(s) of event *

www.melbourne.vic.gov.au/sitecollectiondocuments/suburb-map-boundary-city-of-melbourne.pdf

Outline the total projected event attendance. *

Must be a number. No commas.

The event/s will be: *

- ☐ A completely free event
- ☐ A combination of free, and ticketed components at the event
- ☐ A fully ticketed, or an admission fee (including entry by donation) will be charged
- ☐ Invitation only or membership requirement

The City Reactivation Event Grants program does not support events that are closed to the public, or where attendance is by invitation-only or membership. Please contact the team before progressing any further via email eventgrants@melbourne.vic.gov.au

Do you agree to submit a COVID Safe Plan to the Victorian Government? *

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- ☐ Yes
☐ No

All events are required to submit a COVID Safe Plan as part of the COVID Safe Public Events Framework.

Can you provide a top line summary of a COVID Safe Plan that you intend to implement? *

<https://www.coronavirus.vic.gov.au/public-events-information-for-organisers#rpl-skip-link>. Note: Alternatively, you can upload your COVID Safe Plan at the end of this application under "Additional Information" "Supporting Documents". If you choose this method, please write "attached" in the above text field.

How do you plan to publicly promote your event? *

It is an expectation of every event that they will be listed on What's On Melbourne

Is this an existing or previously held event or activation? *

- ☐ Yes
☐ No

As an existing or previously held event, how is this grant going to drive additional visitation to the CBD? I.e. shopping, hospitality and/or arts and culture precincts. *

This may mean the event has expanded hours, days, activities or audiences. If your Event is an existing EPP partner describe how receiving this grant will increase attendance further to your original attendance figure.

As a new event, how is this grant going to drive visitation to the CBD? I.e. shopping, hospitality and/or arts and culture precincts. *

Outline how your event will meet the key program objectives. *

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Refer to Page 1 of the Application Form

Outline how your event will align to the City of Melbourne vision and goals, including accessibility and sustainability measures within your event. *

<https://www.melbourne.vic.gov.au/about-council/vision-goals/Pages/vision-goals.aspx>

Is this event already receiving support from the Victorian Government or the City of Melbourne? *

- ☐ Yes, Victorian Government
- ☐ Yes, City of Melbourne
- ☐ No

The City Reactivation Event Grants program does not support events and/or activations that are already receiving support from the Victorian Government.

Please contact the team before progressing any further via email eventgrants@melbourne.vic.gov.au

Which City of Melbourne program is this event receiving support from? *

Please contact the team before progressing any further via email eventgrants@melbourne.vic.gov.au

Organisation & Applicant Details

* indicates a required field

Organisation name *

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.

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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.

Website *

Must be a URL.

Street address *

Address

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

Postal address

Contact person *

Title

First Name

Last Name

Applicant position *

Applicant primary email

*

Must be an email address.

Applicant primary phone number *

Must be an Australian phone number.
Include area code.

Specify marketing engagement numbers for the event's digital/print channels.

Platform

URL/Publication Name

Following/Distribution

If additional lines are required,
please click the 'Add More' button

N/A where not relevant

No commas.

Must be a number.

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on the bottom right side of the table.		
Instagram		
Facebook		
Twitter		

Is the event delivery organisation different to the applicant organisation? *

- ☐ Yes
☐ No

Event Delivery Organisation Details

Organisation *

Organisation Name

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		

Contact person *

Title First Name Last Name

<input type="text"/>	<input type="text"/>	<input type="text"/>
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Phone number *

Must be an Australian phone number.
Include area code.

Email address *

Must be an email address.

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Grant Request

* indicates a required field

Specify the grant amount you are applying for: *

\$

Must be a dollar amount.

No commas. If applying for over \$100k grant please contact eventgrants@melbourne.vic.gov.au before proceeding.

Event Budget

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

Total Event Income *

\$

Must be a dollar amount.

No commas.

Total Event Expenditure *

\$

Must be a dollar amount.

No commas.

Upload the budget here *

Attach a file:

For a Level 1 grant request, please demonstrate 30% of the event's costs will be self-funded or confirmed to come from other income streams. See the guidelines for more information.

Grants are to be used towards new activations or events, or for enhancing existing events to attract increased visitation into Melbourne in line with state government restrictions around a COVID safe event.

Indicate how you propose to allocate and spend the requested cash grant:

If additional lines are required, please click the 'Add More' button on the bottom right side of the table.	No commas. Must be a dollar amount.
	<input type="text"/>
	\$ <input type="text"/>

Additional Information

* indicates a required field

Supplier Information Sheet *

Attach a file:

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Please complete and upload the attached Supplier Information Sheet if you are a new recipient of City of Melbourne funding or your supplier information has changed. <https://www.melbourne.vic.gov.au/SiteCollectionDocuments/supplier-information-sheet.doc>

If there is anything else that you would like to add to support the application include it here.

Upload any additional supporting documentation here.

Attach a file:

E.g letter of recommendation, official event proposal, COVID Safe Plan etc.

Checklist

- 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.
- I accept that my application will not be accepted if it is submitted after the deadline as specified on the City of Melbourne website and/or if it does not have all the required information and/or material.
- 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.
- If this application is approved, I consent to the City of Melbourne publishing the name of the event and the amount on its website www.melbourne.vic.gov.au.
- I acknowledge and understand that the grant level offered to an event (if any) is determined by the available budget and how well the event supports the Council to achieve its goals and that this amount may differ to the amount requested.
- I agree to be added to the Event Partnership Program database, and to be contacted via email regarding event grant and other event-related opportunities. I understand that my choice to subscribe or not has no bearing on the assessment of this application.

Declaration *

☐ Yes

How did you hear about the Events & Activations Grants Program? *

- ☐ City of Melbourne website
- ☐ I'm a previous EPP applicant/recipient
- ☐ Internet search
- ☐ Melbourne Magazine
- ☐ Newsletter article
- ☐ Newspaper or online article
- ☐ Social media (City of Melbourne Facebook, Twitter, Instagram, LinkedIn)
- ☐ Word of mouth / referral
- ☐ Other:

At least 1 choice must be selected.
Select up to three options only.

Privacy Statement:

The City of Melbourne is committed to protecting your privacy.

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All information collected on this form is securely stored in SmartyGrants and City of Melbourne computer systems. The information requested on this form is being collected by City of Melbourne (via SmartyGrants) for the purpose of assisting with the assessment of applications for grants.

The information will be disclosed to internal parties for the purpose of assessing your application. In addition, the information you provided on page one (the name of the event, the main location of the event and the date/s of the event), may be disclosed to external parties for the purpose of scoping Melbourne's broader event calendar.

No other information will be disclosed to any external party without your consent, unless required or authorised by law. Your personal information is collected to ensure that Council can contact you in a timely manner in relation to your application.

If you wish to notify Council of any changes to the personal information provided, contact the EPP team via email at eventgrants@melbourne.vic.gov.au.

By submitting an application you consent, if your application is successful, to Council publishing the name of the event and the amount awarded on its website at <http://www.melbourne.vic.gov.au>.

This information may also be used for promoting the City of Melbourne's grant/sponsorship programs more generally.