

Grants Information Session

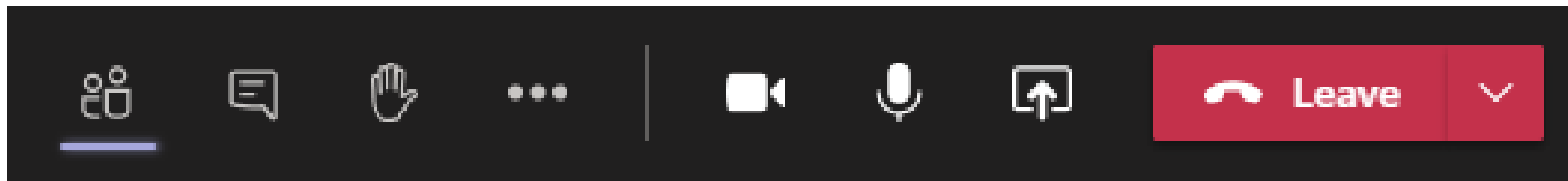
2021



Mildura Rural City Council

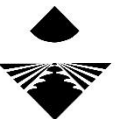
Online Housekeeping

- Microphones on mute
- Camera off
- Chat Function.



Grants Available

- Arts Development
- Recreation Development
- Recreation Facilities Upgrade
- Events Funding & Support.





Am I Eligible?

Each grant program has specific guidelines, criteria and eligibility requirements.

As a minimum, all applicants must:

- be incorporated (or auspiced)
- hold current Public Liability Insurance.



Impacts of COVID-19

Our Recreation Development, Arts, Events and Funding grants will also be assessed on how they consider and address the impacts of COVID-19.

The following question in the online application must be addressed and will be assessed:

How has COVID-19 impacted your group and how will this project address the impact?

Project ideas and suggestions are available in the current Guidelines.





Impacts of COVID-19

If Successful there may be additional requirements depending on the COVID-19 situation to ensure that the activity, project or event is COVID safe and compliant with Chief Health Officer directives at the time.



Arts Development Grant

- AIM** Aimed at extending opportunities for participation in and experience the arts, establishment of new arts organisations, audience and market development, educational opportunities, conservation and preservation of cultural heritage, as well as professional assistance.
- FUNDING** Up to \$2,000.
- EXAMPLES** Opportunities for engagement and participation in visual or performing arts, history and heritage; Collaborations with or fees for arts professionals; Exhibition development and displays; Artistic and Production Development; Advertising and promotion; Education, Workshops, Mentoring and Skill Development.



Recreation Development Grants

- AIM** To encourage the provision of new and existing local leisure initiatives at a grass-roots level.
- It also aims to expand the range and quality of recreation opportunities available to people across our municipality.
- FUNDING** Up to \$3,000 on a \$2:\$1 basis.
- EXAMPLES** New or modified competitions, coaching clinics, training and development opportunities, purchase of minor equipment.



Recreation Facilities Upgrade Grants

- AIM** Aims to assist in improving opportunities for locals to participate in and enjoy sport and recreation.
- Local groups can use the grant to complete improvement works on facilities such as renovations, upgrades or new buildings.
- FUNDING** Up to \$15,000 on a \$2:\$1 basis.
- EXAMPLES** Construction or upgrades for new or existing buildings/facilities, resurfacing of playing surfaces, installation of lights or planning such as feasibility studies, business or strategic plans.



Event Funding & Support Grant

- AIM** To position the Mildura region as a major event destination with a vibrant year round calendar of events that contributes to the economic and social well-being of our community.
- GOALS**
- Drive overnight visitor expenditure**
Attract external visitation, extend length of stay and increase overnight visitor expenditure.
 - Showcase Mildura**
Build Mildura's destination brand profile through events that align with the region's competitive advantages, attracting significant media profile.
 - Vibrant and sustainable events**
Facilitate vibrant events that captivate visitor imaginations in a diverse year-round calendar.
 - Creative community**
Encourage creativity, community connectedness and civic pride through event participation.



Event Funding & Support Grant

Fund	Description	Economic Benefit	Funding amount	Application Round	Assessment Criteria
Hallmark Events (Tier 1)	May be supported where the event drives overnight visitor expenditure, showcases Mildura, creates a vibrant and sustainable event and encourage community connectedness and pride through participation.	>\$3M with minimum 10,000 unique visitors to the region	\$300,000	Open all year	<ul style="list-style-type: none"> Economic & tourism impact (50%) Profile of Mildura (10%) Community impact & benefits (10%) Event content (10%) Capacity & capability (20%)
		\$2-\$2.99M	\$37,501 - \$50,000	Annual Funding Round open February.	
		\$1.51-\$1.99M	\$25,001 - \$37,500		
		\$1-\$1.5M	\$20,001 - \$25,000		
Major Events (Tier 2)	May be supported where the event is established and drives overnight visitor expenditure, showcases Mildura, creates a vibrant and sustainable event and encourage community connectedness and pride through participation.	\$0.76-\$1M	\$15,001 - \$20,000	Annual Funding Round open February.	<ul style="list-style-type: none"> Economic & tourism impact (50%) Profile of Mildura (10%) Community impact & benefits (10%) Event content (10%) Capacity & capability (20%)
		\$0.51-\$0.75M	\$10,001 - \$15,000		
		\$0.25-\$0.5M	\$7,501 - \$10,000	Multi-year agreements available subject to conditions as outlined below.	
		\$0.15-\$0.249M	\$5,001 - \$7,500		
Community Events (Tier 3)	Events that generate marketing and media opportunities that builds the profile of the Mildura region and/or attract over 1000 people and are targeted primarily at a local audience but also attract visitation from outside the region	N/A	\$3,500-\$5,000		<ul style="list-style-type: none"> Profile of Mildura (25%) Participation and Engagement (30%) Meaningful experiences (15%) Community Development (20%) Capacity and capability of applicant (10%)

Event Funding & Support Grant

Fund	Description	Economic Benefit	Funding amount	Application Round	Assessment Criteria
Community Events (Event Support Grant)	For small events attracting less than 1000 people, a non-competitive grant is available. The event contributes to making Mildura a great place to live; creates a sense of community by bringing people together; and delivers important messages, information and knowledge.	N/A	\$2,500	Annual Funding Round open February	<ul style="list-style-type: none"> • Participation and Engagement (S/N) • Meaningful experiences (S/N) • Community Development (S/N) <p>*Non-competitive application process</p>
Civic Events	Support for community led Australia Day & Christmas Carols events to enhance community spirit and encourage participation across all community.	N/A	As outlined in appendix A	Annual Funding Round open September	<ul style="list-style-type: none"> • Australia Day or Christmas Carols event held in the Mildura municipality

Event Funding & Support Grant

Fund	Description	Economic Benefit	Funding amount	Application Round	Assessment Criteria
Business Events and Conferences	Business events, including meetings, incentive trips and conferences which provide an opportunity to grow the visitor economy for the Mildura region. The event encourages the engagement with local businesses to deliver the event and stimulate the local economy. There are opportunities for delegates to experience Mildura's highlights and encourages friends and family to accompany on the trip or return in the future.	>\$0.76M	\$20,000	Funding open all year.	<ul style="list-style-type: none"> • Attracts overnight visitation to the Mildura Region • Supports local businesses and stimulates local economy • Creates opportunities to market Mildura as a tourist destination
		\$0.51-\$0.75M	\$15,000		
		\$0.25-\$0.5M	\$10,000	Multi-year agreements available, subject to successful delivery of agreed outcomes.	
		\$0.15-\$0.249M	\$7,500		
		\$0.1-\$0.149M	\$5,000		
		\$0.05-\$0.1M	\$2,500		

Event Funding & Support Grant

EXAMPLES

Priority will be given to funding infrastructure and services required to deliver a safe and compliant event (e.g. first aid services, traffic management).
Council services (e.g. venue hire, waste management)
Marketing and advertising.

GENERAL

Webinars available upon request.

To keep informed with what is happening in the events space sign up for our monthly e-newsletter.



Important Milestones

- 1. Grants Open:** Monday, 1 February 2021
- 2. Applications Close:** By 4pm, Monday 15 March 2021
- 3. Council Decision:** 26 May 2021
- 4. Applicants Notified:** Early June
- 5. Funds Distributed:** June 2021* (Events from July)

** Funds are distributed subject signed funding agreement & invoice being received.*



Developing a Project Plan

Tips for a Successful Application

2021



Mildura Rural City Council

Planning to Succeed?

You Need a Project Plan

- What do you hope to achieve with your project? Do you want to solve an issue or capitalise on an opportunity in our Community?
- You may have a project in mind, but you are not sure how you will fund it?
- YOU NEED A PLAN!
- To get started, you need to answer the following 7 questions:
What? Why? Who? When? How? Where? How Much?





What?

- What is your idea?
- Describe what you would like to do.
- What objectives will you achieve with funding?
- What will you call your project?



Why?

- Why is your project so important to our Community?
- How will the Community benefit?
- Why should MRCC support this project?
- What will happen if you cannot fund this project?
- Demonstrate evidence of the Community need for this – Show us the data!



Who?

- Who will be involved? Call a meeting with your group or other groups who maybe interested to brainstorm your idea, identify ways you could collaborate.
- Talk to the Grants representative at Council. Is there already a similar project out there or in the pipeline, or other groups working on a similar idea?
- Who will it benefit? Be specific!
- Importantly – who will be responsible to deliver the project?





When?

- When will the project happen?
- What are the critical dates across the life of the project?





Where?

- Where will the project occur? What is the physical location?
- Could a venue be provided in-kind?
- Note: Consider venues that have all ability access and easy to get to if people are using public transport.



How Much?

- Develop a budget.
- Identify major costs – get 2 quotes for items you need to purchase over \$1,000.00.
- Think about the less obvious costs too – freight, admin in-kind – what could be donated?
- Your groups ability to contribute financially (money in reserve, fund raising, volunteering, etc.)
- Who else could contribute financially?



Prepare your Budget

What should the budget look like?

Project Costs - (Expenditure)	\$	Project Income	\$
Table and Chairs	\$4,674.00	Mildura Rural City Council Grant	5,998.61
24 x black pants	\$1,288.00	Organisation Cash Contribution	4,670.20
24 x black pants	\$1,199.76	In-Kind Contribution \$20/hour Unskilled Volunteer x 10 hours	200.00
Crockery	\$2650.00	Fundraising	
Cutlery	\$1250.00	Donations	
Glassware	\$1017.85	Other Grants	
1 set scales	\$77.20		
	\$10,868.81		\$10,868.81

Develop a Plan

- Answer the What? Why? Who? How? When? Where? How Much? questions.
- Once your group have clear answers to these question, you will have a strong foundation for a competitive project application.
- Call and speak to the MRCC Grant representatives at anytime, we are here to help!



Next Step

- **When do I need to acquit funds?**
12 months from receiving funds.
- **What evidence will I need?**
Council will require evidence: receipts, media, advertising, Council's recognition and a brief report of your project.



How do I apply?

1. **Contact us** to discuss your project or event idea.
2. **Log on** www.mildura.vic.gov.au/grants
3. **Preview** application form.
4. **Apply** for any necessary permits or land manager consent.
5. **Submit application** By 4pm, Monday 15 March 2021.



Need more information?

Contact Council **(03) 5018 8100** and ask for the relevant officer:

Arts Development

Antonette Zema

Events Funding & Support

Michelle Nicholas

Recreation Grants

Sue O'Brien





Questions?

Please email your project specific questions to:
grants@mildura.vic.gov.au