



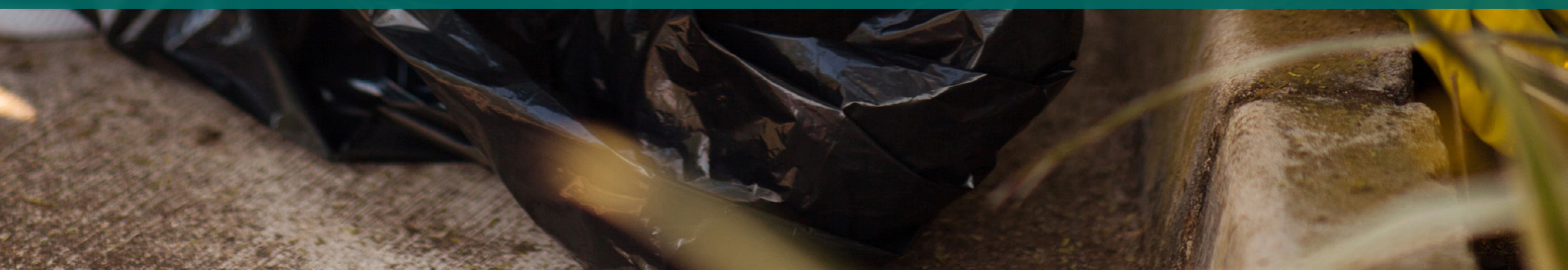
Grants for the Community Program Guidelines 2022/23

August 2022



ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the traditional inhabitants of the land on which we stand, the Aboriginal People, their spirits and ancestors. We acknowledge the vital contribution that indigenous people and cultures have made and still make to the nation that we share, Australia.



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GRANTS FOR THE COMMUNITY PROGRAM

Photography: Joy Lai

OVERVIEW



The Grants for the Community Program allocates small grants to not for profit community and sporting organisations, individuals, small businesses, social enterprises and performing arts organisations in the Willoughby Local Government Area (LGA).

Grant projects should provide community benefits to residents of the Willoughby LGA.

Our grants program is **open all year round**. Applications may be submitted at any time with a new funding pool made available on 1 July each year. Successful applicants should deliver their project within one year from when the grant is awarded.

The maximum amount that will be granted is \$7,500 excl. GST. The minimum that will be awarded is \$500 excl. GST.

Funding must be towards a specific project. Funding is non-recurrent and the applicants project should not lead to dependency on Council for ongoing support. It is expected that recipients will make some financial contribution to the overall cost of their project.

Priority for funding will be given to projects that help the community achieve the following:

- Community recovery in relation to the COVID19 pandemic
- Increased community resilience to respond to shocks and stresses
- Enhanced community connectedness
- Access to high quality entertainment and events

To be considered for funding, the applicant needs to demonstrate how their project will address one or more outcomes of Council's [Community Strategic Plan, Our Future Willoughby 2028](#).

The outcomes from the Community Strategic Plan are as follows and determine the five grant streams:

1 A CITY THAT IS GREEN

2 A CITY THAT IS CONNECTED AND INCLUSIVE

3 A CITY THAT IS LIVEABLE

4 A CITY THAT IS PROSPEROUS AND VIBRANT

5 A CITY THAT IS EFFECTIVE AND ACCOUNTABLE

Applicants *must* identify which of the five grant streams their project applies to. Details of each grant stream is outlined in pages 6 - 11 of these guidelines.

The Grants for the Community Program is guided by Willoughby City Council's *Grants and Awards for the Community Policy*.



GRANT STREAMS

A CITY THAT IS GREEN

Grants for green initiatives

Intended for projects that address local environmental initiatives, respond to climate change, address community resilience or undertake community education programs.

Eligible projects:

- Promote sustainable lifestyle and practices
- Reduce carbon and greenhouse gas emissions
- Enhance, protect and respect waterways, bushland, nature, wildlife and ecological systems
- Reduce energy, water and resource waste and/or encourage re-use and recycling
- Deliver community education in relation to any of the above issues
- Increase skills, capacity and knowledge relevant to sustainable business operations

Eligible applicants:

- Not for profit incorporated groups or groups with an auspice by an incorporated body
- Local small businesses
- Social enterprises



A CITY THAT IS CONNECTED AND INCLUSIVE

Grants for community development

Intended for projects that create inclusion, celebrate diversity, provide access to quality community services and connect people in the Willoughby LGA.

Eligible projects:

- Assist local organisations to develop inclusive, effective and community-based projects
- Encourage community participation and celebrate diversity
- Stimulate partnerships across the community
- Support and strengthen the sense of identity and social cohesion of local communities
- Connect people across the community, including transport projects
- Promote accessible services, including digital services

Eligible applicants:

- Not for profit incorporated groups or groups with an auspice by an incorporated body



A CITY THAT IS LIVEABLE

Grants for active lifestyles and creative spaces

Intended for projects that aim to build healthy and interactive programs, activities or events for the community, encourage physical and social wellbeing, and activate local spaces in creative ways.

Eligible projects:

- Contribute to the development of arts and culture in the Willoughby LGA
- Develop local creative skills and cultural pursuits
- Express the cultural diversity of the Willoughby LGA
- Deliver new or reinvigorated events within the Willoughby LGA that is of value to the Willoughby community and/or attracts visitors to Willoughby City
- Contribute to the building of healthy and active communities
- Promote participation in community sports

Eligible applicants:

- Not for profit incorporated groups or groups with an auspice by an incorporated body
- Community sporting organisations
- Individual sportspersons
- Local creative arts groups and individuals



A CITY THAT IS PROSPEROUS AND VIBRANT

Grants for business and economic development

Intended for projects that create and enhance employment opportunities, assist in the creation and development of new start-ups and social enterprises, encourage local employment and economic activity, or foster innovation and sustainable ideas.

Projects may also promote the Willoughby LGA as a vibrant community via the delivery of events or performances at The Concourse, Zenith Theatre and other venues by agreement.

Eligible projects:

- Projects by local small businesses, start-ups and social enterprises with a focus on innovation or that have a direct positive impact on the local community
- Promote local economic activity and employment
- Undertake research into a new product or process with commercial potential
- Establish E-commerce platforms
- Promote Willoughby LGA as a vibrant, creative and artistically diverse community
- Encourage the implementation and development of innovative arts programs and projects

Eligible applicants:

- Not for profit incorporated groups or groups with an auspice by an incorporated body
- Local small businesses
- Social enterprises
- Local creative arts groups and individuals



A CITY THAT IS EFFECTIVE AND ACCOUNTABLE

Grants for community development

Intended for projects that respond to an identified need and focus on community capacity, community leadership, fostering partnerships within the community and building safer communities.

Eligible projects:

- New local community services that meet the needs of a diverse Willoughby community
- Encourage innovative and effective programs that address identified gaps in local service provision
- Increase the capacity and skills of the local community
- Support high quality service delivery

Eligible applicants:

- Not for profit incorporated groups or groups with an auspice by an incorporated body





ELIGIBILITY CRITERIA

ELIGIBILITY CRITERIA

ELIGIBLE APPLICANTS

To be eligible for funding, you must:

- Be a not for profit, incorporated group or group with an auspice by an incorporated body. Profit making organisations may apply within the Green or Prosperous and Vibrant grant streams.
- Be a community sporting group or individual athlete (Liveable grant stream only)
- Offer services to residents in the Willoughby LGA
- Meet the grant eligibility criteria
- Demonstrate in your application the ability to successfully deliver the project
- Demonstrate in your application how the project aligns with at least one of Council's CSP priorities
- Only submit one application per applicant per year
- Have current Public Liability Insurance (\$10 million)



INELIGIBLE APPLICANTS

Who *cannot* apply:

- ✗ Applicants who have failed to comply with previous funding requirements
- ✗ Applicants that are in a position to self-fund their project
- ✗ Applicants with considerable opportunity to access funding from other sources
- ✗ Applicants that are already receiving considerable in kind assistance from Council. For example, free or discounted venue hire over \$10,000 per annum.
- ✗ Government departments or agencies.
- ✗ Individuals who are not endorsed by a recognised body
- ✗ Individuals who have received funding in the previous year. Applications may be re-considered if undertaking a new partnership or part of a community based project.
- ✗ Council staff can not apply for personal funding under Council programs

ELIGIBILITY CRITERIA

INELIGIBLE PROJECTS

Willoughby City Council does not fund:

- x Projects outside of the Willoughby LGA
- x Retrospective projects (i.e., projects that have already commenced)
- x Salaries of employees who will be supervising or working on the project as part of their usual duties (i.e., recurrent funding for staff positions)
- x Upgrades to Council owned property
- x Payment of public liability insurance
- x Major capital works projects (i.e., total project value is more than \$7,500)
- x Projects that could be perceived as benefitting a political party or associated groups
- x Projects that could be perceived as divisive within the community
- x Projects that have been funded by Council for three consecutive years running
- x Individual sports applicants that have received a grant in the past three years

LOWER PRIORITY PROJECTS

- Applicants who have been funded within the previous 12 months
- Projects or programs that have previously received Council funding

INCORPORATION

All organisations applying for grants *must* be incorporated.

Non-incorporated groups *must* ask an incorporated organisation to act as their Auspice (i.e., to apply for and manage the grant on their behalf). The Auspice Body must hold current Public Liability Insurance of at least \$10 million. If the application is successful, payment will be forwarded to the Auspice Organisation which will then be responsible for the application of the grant money to the project. The Auspice Organisation will also be responsible for acquitting and reporting on the funded project on completion (as outlined in the successful applicants funding agreement).

PUBLIC LIABILITY INSURANCE

All successful applicants *must* have current public liability insurance of a minimum of \$10 million. Grant applicants *must* provide a certificate of current public liability insurance via the Smarty Grants portal.



GRANTS PROCESS

GRANTS PROCESS

HOW TO APPLY?

Willoughby City Council uses the online SmartyGrants program for all grant submissions. Applicants need to complete an application form online in the SmartyGrants portal, which is accessible from Council's web page. Applicants are required to register with SmartyGrants in order to access the online application form.

Applicants *must* provide the following documentation with their online grant application:

- ☐ The organisations certificate of incorporation
- ☐ A copy of public liability insurance or quote for public liability insurance which would cover the proposed project to the value of \$10 million
- ☐ Most recent annual report or statement of income and expenditure
- ☐ Quotes for any budget items over the value of \$500
- ☐ Any other document relevant to the proposed project, such as letters of support, project plans, photographs etc.

Applications without the supporting documents listed above will not be assessed.

ASSESSMENT PROCESS

| | | |
|---|-------------------|--|
| 1 | Assessment | <p>All applications will be assessed by specialist Council officers against the eligibility and selection criteria outlined in these guidelines.</p> <p>Some applications may also be assessed by an expert panel that includes one or more external community representatives with expertise relevant to the grant stream.</p> <p>Failure to meet the threshold and eligibility criteria will result in the application not being processed for assessment.</p> |
| 2 | Approval | <p>Grant funding recommendations are presented to Councillors for endorsement.</p> |
| 3 | Notification | <p>Successful and unsuccessful applicants will be notified in writing of the outcome within two (2) weeks of Council endorsement.</p> |
| 4 | Funding agreement | <p>For grant funding to be awarded, successful applicants must accept the terms and conditions of the grant and enter into a funding agreement.</p> |

GRANTS PROCESS

ASSESSMENT CRITERIA

Council Officers will assess applications according to the following threshold and weighted criteria.

The applicant *must* meet the following *threshold criteria* for their application to be assessed:

- The applicant is an eligible organisation or individual
- The applicant has attached mandatory documents (i.e., copy of certificate of incorporation, copy of current public liability insurance and supporting financial information)
- Evidence that the project cannot be self-funded by the applicant is provided
- The applicant has fully acquitted all previous grants or has received approval from Council for an extension
- The applicant has not received funding for the past three (3) consecutive years for a project that is the same and/or similar to the project outlined in the application

Council Officers will assess applications for all grant streams based on the following *weighted criteria*:

- **Project plan (40%)**
 - a. The project has been properly researched and well planned
 - b. The project is feasible and will deliver a social or environmental outcome
 - c. The project involves participation and/or audience from the local community
 - d. The project demonstrates tangible benefits to the local community, environment or economy
- **Evidence of a sound budget (20%)**
 - a. The applicant is contributing to the cost of the project, including in-kind support
 - b. The applicant has provided a project budget and supporting financial information (where applicable)
 - c. The applicant does not have the ability to self-fund the project
- **Relevance to Council Plans and Strategies (40%)**
 - a. The applicant clearly demonstrates how the project will contribute to the priorities set out in Council's *Community Strategic Plan* or a Council endorsed Sub-Plan (e.g., *Operational Plan*, *Affordable Housing Strategy*, *Volunteer Strategy*, *Disability Inclusion Action Plan*, *Active Transport Strategy*)
 - b. The project addresses an identified gap and/or high priority area in local service provision
 - c. The project will generate sustained social, economic or environmental benefits to the community and/or key stakeholders

ACQUITTAL

Grant recipients are required to report on and acquit their grant using the performance measures outlined in their funding agreement. The acquittal report helps Council to understand the level of impact your project has had on Willoughby's community, economy or environment.

Upon completion of your project, an acquittal report will be uploaded to your SmartyGrants portal and must be completed by the due date. You will be required to provide detailed financial statements and receipts to account for the expenditure of the grant funding.

GRANTS PROCESS

CONDITIONS FOR SUCCESSFUL APPLICANTS

- Funds must be used only for the purposes detailed in the grant, unless Council agrees to variation in writing.
- Successful applicants must provide an invoice of the amount granted. If the applicant is registered for GST, a tax invoice must be provided.
- An acquittal report must be completed at the end of the grant through SmartyGrants. Future applications will not be considered if an acquittal report is not submitted.
- Applicants must acknowledge Council support on publicity material and public statements made about the project.

RELATED DOCUMENTS

These Guidelines should be read in conjunction with the following Council policies and documents/legislation, which are available on Council's website.

- *Grants and Awards for the Community Policy*
- *Willoughby Community Strategic Plan, Our Future Willoughby 2028*
- *Resilient Willoughby Strategy and Action Plan*
- *Local Government Act 1993 (Section 356)*

NB: This is a small grants program that is non-recurrent and should not lead to a dependency on Council for ongoing support. It is expected that recipients will make some financial contribution to the overall cost of their project.

If you require further clarification, please call Willoughby City Council on 9777 7982 to ensure that your project complies with the objectives of the Grants for the Community Program.

APPENDIX A: SAMPLE BUDGET – GRANTS FOR THE COMMUNITY PROGRAM

EXAMPLE A

| INCOME | | EXPENDITURE | |
|---|-------------|---|-------------|
| Willoughby City Council Grant (pending) | 3500 | Materials and resources x 40 participants | 1000 |
| Marketing Flare (in kind) | 500 | Facilitator (10 sessions x \$200) | 2000 |
| WayForward (in kind) | 1000 | Flyers printing | 500 |
| | | Marketing (in kind) | 500 |
| | | Admin (in kind) | 500 |
| | | Youth mentoring (in kind) | 500 |
| TOTAL | 5000 | TOTAL | 5000 |

EXAMPLE B

| INCOME | | EXPENDITURE | |
|--|--------------|---|--------------|
| Willoughby City Council Grant (pending) | 4000 | Venue hire and AV staff | 4000 |
| Australia Council for the Arts (confirmed) | 10000 | Materials | 500 |
| The Willoughby Art Association (in kind) | 2100 | Marketing | 1000 |
| | | Flyers | 500 |
| | | 10 x Microphones | 1330 |
| | | Video camera | 500 |
| | | Two theatre follow spots | 70 |
| | | Lighting operator | 480 |
| | | Jazz Band (2 x rehearsals and performances) | 5500 |
| | | 2 x Speakers | 120 |
| | | Facilitator (10 sessions x \$200) (in kind) | 2000 |
| | | Admin (in kind) | 100 |
| TOTAL | 16100 | TOTAL | 16100 |

APPENDIX B: TIPS FOR GRANT WRITING

Preparation and planning

Map out the needs of your project:

- Brainstorm with your team to identify key factors of the project
- Is the project realistic, achievable and measurable?
- What is the purpose of your project?
- Develop a realistic timeline
- Outline the costs and a detailed budget
- How is it offering value to the participants and wider community?
- Decide on clear roles and responsibilities within your team

Read the grant guidelines

- Make sure you meet the selection criteria
- Check you are eligible to apply and understand the guidelines
- Be aware of deadlines. Do not leave it until the last minute.
- **Tip:** If you need to fundamentally change your project to suit the grant provider, then it is the wrong grant program for you. Leave it for another time or a different grant program.

Is this the grant for you?

If you are unclear whether your project meets the selection criteria, contact the grant provider to clarify any questions that you may be unsure about.

- Look at the previous projects that have been funded
- Identify the organisation's aims and priorities

Identify other potential funding sources

There are many funding opportunities out there. Funding is competitive and you may not get the grant you apply for.

- Consider other ways to include other organisations in the project – partner together, share resources, in-kind donations or volunteers
- Seek sponsorship from local businesses or larger companies
- Organise fundraising events
- Apply for grants from other government agencies or businesses
- Ask for donations
- Include membership fees

Standing out!

Sell yourself by writing a compelling grant application.

- What is it that makes your project worth funding?
- Let your passion for the project show and be clear about the planning, delivery and benefit of the project.
- Demonstrate the need for the project and show you have support from the community
- Demonstrate how your project will create meaningful experiences for the participants
- Highlight why your project deserves funding

Communicate clearly

Applying for grants is a competitive process so ensure you present your application clearly and concisely.

- Aim to attract the attention of the assessor within the first paragraph of the application
- Outline what, when, why and how you plan to deliver the project
- How does the project meet the needs of the community?
- Ensure the tone of your application is well-reasoned with a clear concise message
- Use dot points where suitable

Budget and costing

Applications often fall short because of an unclear budget.

- It is important to provide an accurate breakdown of all budget items in your application.
- Remember to include and attach quotes

Note: the level of funding contributed by the applicant and/or other organisations to the project will be considered in the application assessment.

Relevant experience and support

Where applicable, demonstrate that you and your team have the experience and skills to deliver a successful project or event. If relevant, provide references and previous successes.

Final steps

- Double check your application and have another person review before submitting
- Check you have attached all required documents

Good luck and happy grant writing!



WILLOUGHBY
CITY COUNCIL

Reviewed August 2022

ADDRESS

Level 4, 31 Victor Street, Chatswood, NSW 2057

PO Box 57 Chatswood, NSW 2057

PHONE

02 9777 1000

EMAIL

email@willoughby.nsw.gov.au