



# **Economic Development Sponsorship Grants**

Program Guidelines



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### Program Overview

Latrobe City Council is committed to the economic wellbeing of the businesses and communities within the municipality. A key objective of Council's Business Development Unit is to promote the area as one of tremendous opportunity, to support existing industries and businesses to prosper, cultivate alternative industries and nurture new enterprises. The objective is to increase local profitability and ultimately, create new jobs.

Latrobe City Council's Business Development Unit is committed to:

- Encouraging job creation, business growth and investment;
- Attracting new business and capital to the region;
- Supporting local organisations that enhance local economic development;
- Advocating on behalf of industry and businesses to governments and key industry organisations;
- Providing detailed information and feasibility studies on major regional business opportunities; and
- Facilitating investment in business infrastructure to support industry development

### Sponsorship Objectives

The objectives of the Latrobe City Council Economic Development Sponsorship are to:

- Recognise, protect and promote the region's competitive advantages;
- Support existing industries;
- Demonstrate innovative approaches to diversification of the economy and the creation of new jobs; and
- Identify and Encourage new economic opportunities.

The grant programs provide an opportunity for applicants to develop projects that complement the key objectives.

The Latrobe City Council Plan is available online and applicants are encouraged to review the relevant document/s prior to developing or submitting an application.

[Council Plan 2017 – 2021](#)

[Latrobe City Economic Development Fund](#)

### Important things to know before you start

- Read the guidelines carefully. It is important to have a full understanding of the guidelines before you start completing the online application.
- Applicants are eligible to receive sponsorship funding once per financial year.
- A Certificate of Currency is required as proof of Public Liability Insurance (PLI).

## Economic Development Sponsorship Grants

- All previous Sponsorships from Latrobe City Council, where the acquittal is due prior to the closing of the current funding round, must be acquitted to a satisfactory standard. Unacquitted, or insufficiently/unsatisfactorily acquitted sponsorship funding will deem the current application ineligible.
- A project may be open to the whole community or target participation from different community demographics. Successful projects will either have broad community benefit, or achieve deep and meaningful outcomes with particular community members.
- Sponsorship must not be regarded as a recurrent commitment from Latrobe City Council. There is no guarantee a project will be funded in the future.
- Council strongly encourages groups to undertake joint grant submissions. Council acknowledges the community and financial benefits that accrue through collaboration and cooperation, and accordingly supports strong partnership projects which will effectively and efficiently respond to local community needs;

## Sponsorship Programs

Economic Development Sponsorship - Minor	
<b>Description</b>	Economic Development Sponsorship provides assistance to economic development initiatives for a broad range of programs, services, and activities.
<b>Examples of Sponsorship</b>	<ul style="list-style-type: none"><li>• Venue hire</li><li>• In-kind support – Performing Arts technician labour, lighting &amp; sound hire.</li><li>• Award Sponsorships</li></ul>
<b>Maximum grant amount</b>	\$2,500
<b>Application dates</b>	Applications open all year or until funds are exhausted
<b>Assessment date</b>	<b>Round 1</b> – 22 July 2020 <b>Round 2</b> – 1 March 2021
<b>Application process</b>	Online application via SmartyGrants
<b>Reporting requirements</b>	Signed acquittal, a summary of income and expenditure, including copies of invoices and photos of completed project.

## Economic Development Sponsorship Grants

Economic Development Sponsorship - Major	
<b>Description</b>	Economic Development Sponsorship provides assistance to economic development initiatives for a broad range of programs, services, and activities.
<b>Examples of Sponsorship</b>	<ul style="list-style-type: none"><li>• Venue hire</li><li>• In-kind support – Performing Arts technician labour, lighting &amp; sound hire</li><li>• Award Sponsorships</li><li>• Event Naming Rights</li></ul>
<b>Maximum grant amount</b>	One off funding of \$8,000 (subject to annual application)
<b>Application dates</b>	Applications open all year or until funds are exhausted
<b>Assessment date</b>	<b>Round 1</b> – 22 July 2020 <b>Round 2</b> – 1 March 2021
<b>Application process</b>	Online application via SmartyGrants
<b>Reporting requirements</b>	Signed acquittal, a summary of income and expenditure, including copies of invoices and photos of completed project.

## General Guidelines

### Who is eligible to apply?

To be eligible to apply, applicants must:

- Be a not-for-profit, properly constituted legal entity or be auspiced by such a body which is able, and willing, to accept legal and financial responsibility for the project;
- Be an education institution, industry association or training organisation;
- Be free of debt to Latrobe City Council and have no outstanding Acquittals from previous Latrobe City Council sponsorship applications;
- Hold appropriate Public Liability Insurance; and
- Be based within the municipality of Latrobe City or provide services or benefits primarily to the Latrobe City Community.

**If you answered no to any of the above criteria, you are ineligible to receive funding.**

### Who is not eligible to apply?

- Government agencies or departments of State and Federal Government;
- Groups who have not acquitted previous grants provided by Latrobe City Council;
- Groups who have received Community Grant funding from Latrobe City Council in the same application round; and
- For profit private businesses and commercial organisations.

### What will not be funded?

- Requests for the purpose of raising funds for other groups. Including fundraising projects with the primary purpose of fund raising for other organisations or individuals;
- Projects that deliver a religious or party political message where the purpose is to advance the organisation's religious beliefs, irrespective of what those beliefs or positions might be;
- Projects or events at venues where there are gaming machine; unless there is no appropriate alternative venue and the applicant has considered the potential impact to participants;
- Retrospective costs. This includes reimbursement of costs already incurred and funding for projects which have already taken place or began prior to the application being approved by Council;
- Payment of debts or loans;
- General operating expenses – funding will not cover expenses such as electricity, lease or rent payments, telephone, wages, salaries, project management costs etc. that are ongoing organisational expenses;
- The purchase of land;
- Repair of facilities damaged by vandalism, fire or other natural disasters where the incident should reasonably be expected to be covered by insurance;
- A project that is not open to the whole community or fails to target participation from different community demographics; and
- Applications for projects that engage in activities which promote discrimination, violence or anti-social behaviour.

### Sponsorship Conditions

Successful applicants will be required to:

- Enter into a Sponsorship Agreement and adhere to the conditions of the agreement. Additional funding conditions may be applied to your project during assessment;
- Expend the funds within 6 months of signing a Sponsorship Agreement, unless written approval has been given for an extension;
- Acquit the funds within 3 months of identified project completion, unless written approval has been given for an extension;
- Applicants who have an outstanding Acquittal form will not be able to apply for further funding;
- Return any underspent and excess funding to Latrobe City Council when submitting the Acquittal Form;
- Notify Latrobe City Council of any significant changes to the project, to what was originally submitted, by providing written request for a funding variation. This includes requests for extensions of time to acquit the project;
- Seek the appropriate permits and approvals to deliver the project. Approval of funding does not constitute permission to deliver your project. It remains your responsibility to seek the appropriate permits and approvals to deliver the project;

## Economic Development Sponsorship Grants

- Provide Latrobe City Council with any additional information requested to assist in assessing your application;
- Acknowledge Latrobe City Council's contribution on materials produced to support their project. This acknowledgement, depending on the amount of funding received, may include logo presence on supporting publications, displays or signage. You will be provided with copies of the Latrobe City Council, 'Supported by' logo and guidelines on its correct use when you receive your outcome notification.

### What is the process once your application is submitted?

1. Applications are checked for eligibility against the grant program guidelines.
2. All applications are assessed by Latrobe City Council Subject Matter Experts and weighted out of 100. Applications are assessed against the following criteria:

Assessment Criteria	Weighting
The applicant's capacity of delivering the project - This includes any quotes, budget information and plans in support of the application.	30%
The application address a community need and describes how the community will benefit from the project/activity.	30%
The application demonstrates other contributions e.g. monetary, voluntary services or in-kind support as part of the proposal.	25%
The application is consistent with the Council Plan, Economic Development Strategy and other strategic documents	15%

3. Recommendations will be developed by an internal panel and provided to Council for approval at an Ordinary Council Meeting.
4. Applicants will receive an email notifying them of the outcome of their application.
5. Successful applicants are required to complete a funding agreement and provide any further information requested.
6. If your sponsorship is for an event, you are required to liaise with Latrobe City Council's Senior Events Officer to ensure that the relevant Event Permit Conditions have been met a minimum 30 days prior to your event. Event funding is not provided until these conditions have been met.
7. For other sponsorship funding, on receipt of your funding agreement and any further information requested, funding will be deposited into your nominated bank account within 6 weeks.

**NOTE: The outcome notification email does not mean that your funds have been paid. You are required to complete a funding agreement prior to funds being paid into your nominated bank account. No grant funds should be spent until you have completed all relevant documentation and you have received your funding.**

**Applicants who fail to comply with the terms and conditions listed in the funding guidelines and supplementary agreements will be required to return the funding to Latrobe City Council.**

## Supporting Documents

You will be asked to upload the following attachments when completing your application:

Mandatory:

- Current Certificate of Public Liability that will be used to cover the project;
- If your project has an auspice organisation, you will need to attach a letter from the auspice organisation indicating that they accept full financial accountability for the project.

## Auspice

If your organisation is not a legal entity, you can approach an organisation that is a legal entity to auspice your project. We see auspicings as a great way to partner with likeminded organisations to deliver community projects.

The auspice organisation will partner with you to deliver your project and receive the funding on your behalf. The auspice organisation must meet the above eligibility criteria and provide a letter indicating that they accept full financial accountability for the project. The auspice organisation is not considered to be an applicant and may apply for their own funding.

## Acquittal

The Acquittal form will be a reconciled statement of income and expenditure associated with the sponsorship. It will ask the applicants to provide details on the outcomes of the project that were achieved as a result of the funding. You will also be required to attach:

1. Evidence of how Council's support for the project was recognised;
2. An actual income and expenditure budget for the project, including proof of purchase invoice and/or receipts for all items purchased using funding from Latrobe City Council; and
3. Photo evidence that showcases the completed project and community participation.

## Further information and assistance

For all sponsorship enquiries, including assistance and support available to help you submit your application, please contact:

Business Development Team

**Phone:** 1300 367 700

**Email:** [busdev@latrobe.vic.gov.au](mailto:busdev@latrobe.vic.gov.au)