



Community Sponsorship

Program Guidelines



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Program Overview

Latrobe City Council has a proud history of working in partnership with the community to meet local needs. One of the ways Latrobe City Council supports community groups is through the Community Sponsorship program, which delivers funding for projects that:

- Reflect our community's priorities and vision as set out in Council and Community Plans;
- Strengthen communities and provide opportunities for enhanced participation in public life and community groups;
- Provide benefits to the local community;
- Improve accessibility or inclusion for minority groups (including cultural, disability or LGBTQI);
- Provide health, wellbeing and safety to the community; and
- Contribute to the social, cultural, environmental and economic development of our community.

The Community Sponsorship program represents a significant contribution by Latrobe City Council to local activities. Sponsorship funding is a way of acknowledging the contribution that individuals and groups make to the Latrobe City community life.

Sponsorship Objectives

The objectives of the Latrobe City Council sponsorship program align with Latrobe City Council's Plan 2021-2025 and Municipal Health and Wellbeing Plan

Latrobe City's Community Vision:

In 2031 Latrobe City will be known for being smart, creative, healthy, sustainable and connected. It will be the most liveable regional city and at the forefront of innovation.

Working together we are a diverse, connected and resilient community, supporting the equitable diversification of our economic base and transition towards a low emissions future.

We are known as a community that is equitable, liveable and sustainable, with a continued focus on healthy lifestyles supported by high quality recreational and cultural facilities and a natural environment that is nurtured and respected.

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 2021-2025 \(5MB\)](#)

[Living Well Latrobe - Municipal Public Health and Wellbeing Plan 2017-2021](#)

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.
- Ensure you completing the correct application form for the sponsorship you are requesting.
- Applicants are eligible to receive sponsorship funding once per financial year.
- A Certificate of Currency is required as proof of Public Liability Insurance (PLI).
- All previous Sponsorships from Latrobe City Council 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.
- Variation requests for projects and change of project dates must be sought in writing and permission received, prior to any changes commencing. This includes requests for extensions of time to acquit the project.

Sponsorship Programs

| Community Sponsorship - Minor | |
|--------------------------------|--|
| Description | Community Sponsorship provides assistance to community groups for a broad range of community programs, services, and activities. |
| Examples of Sponsorship | <ul style="list-style-type: none">• Venue hire• Venue access vouchers & memberships - Latrobe Leisure• In-kind support – Performing Arts technician labour, lighting & sound hire. |
| Maximum grant amount | \$2,500 |
| Application dates | Applications open all year or until funds are exhausted |
| Assessment date | Applications are assessed on the 15 th of each month. If your application is received after this date, it will be assessed on the Assessment Date of the following month. |
| Application process | Online application via SmartyGrants |
| Reporting requirements | Signed acquittal, a summary of income and expenditure, including copies of invoices and photos of completed project. |

Community Sponsorship

| Community Sponsorship - Major | |
|--------------------------------|--|
| Description | Community Sponsorship provides assistance to community groups for a broad range of community programs, services, and activities. |
| Examples of Sponsorship | <ul style="list-style-type: none"> • Venue hire • Uniforms • Major Community Events • In-kind support – Performing Arts technician labour, lighting & sound hire |
| Maximum grant amount | One off funding of \$20,000 (subject to annual application) |
| Triennial Funding | \$20,000 Funding available for a three year period: Year 1 \$20,000 Year 2 \$20,000 Year 3 \$20,000 |
| Application dates | Round 1 – 4 July 2022 to 1 August 2022 Round 2 – 20 February 2023 to 20 March 2023 |
| Application process | Online application via SmartyGrants |
| Reporting requirements | Signed acquittal, a summary of income and expenditure, including copies of invoices and photos of completed project. |

NOTE: Triennial applications are subject to annual evaluation and review. Funding must not be regarded as a recurrent commitment from Latrobe City Council. There is no guarantee a recurring project will be funded in the future.

| Natural Disaster Relief Fund | |
|--------------------------------|--|
| Description | To support community fundraising events which are raising funds for communities affected by natural disasters. |
| Examples of sponsorship | <ul style="list-style-type: none"> • Venue hire • In-kind support for assistance with advertising, traffic management plans and permit administration. • In-kind support for Performing Arts technician labour, lighting & sound hire |
| Maximum grant amount | \$2,000 |
| Application dates | To be activated if a natural disaster occurs with Gippsland |
| Application process | Online application via SmartyGrants |
| Reporting requirements | 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 free of debt to Latrobe City Council and have no outstanding Acquittals from previous Latrobe City Council sponsorship applications; with the exception of the Annual Maintenance and Operational Support Grants.
- 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.

Further Eligibility Criteria – Triennial Funding Only

To be eligible for Triennial sponsorship funding, applicants must demonstrate:

- The sustainability of the event/project by providing a three year budget. Successful sponsorship recipients are expected to be financially self-sufficient by the end of year three.
- The Economic benefit the event will provide to Latrobe City.
- The Community Capacity – Applicants must indicate the number of attendees expected at the event. To be eligible for triennial funding, the number of attendees must be over 2,000.
- Applicants must demonstrate their capacity to deliver a long term event. (3+ years)

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.
- Applications from schools or educational institutions, unless the proposed project can demonstrate significant involvement of and benefits for the wider community. Projects with participation limited to the school community will not be considered.

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;
- Funding for trophies, awards, scholarships, subscriptions, prizes, and honorariums;
- 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;

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- Projects or events at venues where there are gaming machines, gambling and betting; 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 12 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;
- 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.

Cancellation of an event

If your event is cancelled due to unforeseen circumstances and cannot be postponed to a later date in the same funding period, you will be required to advise Councils Grants Officer and Senior Events Officer immediately of the cancellation and return any unspent funds to Latrobe City Council. You will then be able to reapply for funding for the same or similar event, once you have been able to secure a date and have been able to replan the event logistics.

In the instance that your event can be postponed to a later date (within the same financial year) contact Councils Senior Events Officer to confirm the date change and request transfer of grant funds.

Variation to an event or project

Variation requests for projects and change of project dates must be sought in writing and permission received, prior to any changes commencing. This includes requests for extensions of time to acquit the project.

All variation requests must be sent in writing to Latrobe City Council's Sponsorship and Grants Officer at grants@latrobe.vic.gov.au.

You will be notified in writing the outcome of your variation request. You must not proceed with any variations to your project or event until you have received your outcome notification email.

Applicants who fail to comply with the process mentioned above will be required to return the funding to Latrobe City Council.

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 an internal panel 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 addresses 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, Municipal Health & Wellbeing plan 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 community group is not a legal entity, you can approach an organisation to auspice your project. We see auspicing 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:

Community Sponsorship and Grants Officer

Phone: 0428 661 071

Email: grants@latrobe.vic.gov.au

For all enquiries regarding delivering an event in Latrobe City and Event Permit Conditions, contact the Senior Events Officer:

Phone: 1300 367 700