GLADSTONE
REGIONAL COUNCIL

COMMUNITY
Investment Program
Fundseeker Toolkit

CONNECTED
Communities Fund

COMMUNITY
Celebration Fund

REGIONAL
Enhancement Fund

COMMUNITY
Education Fund

Connecting Council and Community

Council's Community Investment Program provides financial and in-kind support to eligible organisations and community groups providing tangible and measurable commercial benefits to Council and the community. The Community Investment Program enables Council to:
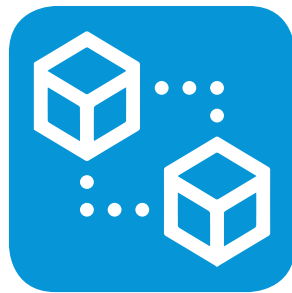
Empower our communities to identify and respond to local areas of need

Partner with organisations to deliver shared outcomes

Activate community participation amongst residents;

Build capacity within community sector; and

Contribute to the development of local students and sportspersons.

Council offers a number of funding streams for groups and organisations seeking funding assistance in the form of donations, sponsorship and/or grants.

CONNECTED
Communities Fund

Community Hall Subsidy, Sport & Recreation Operations, Performing Arts, Historical and Heritage Museums, Charity Waste Tipping Waiver

The Connected Community Fund enables Council to provide support for community connection, social inclusion, access and participation.

REGIONAL
Enhancement Fund

Sport & Active Recreation – Strategic Projects, Sport & Active Recreation Community Projects, Jumpstart City Heart, Environmental Care, Plant & Equipment, Development Fee Reimbursement

The Regional Enhancement Fund provides Council with the opportunity to provide support for the continued growth of our region, fund the reinvigoration and activation of our region and protect and preserve our natural assets.

COMMUNITY
Celebration Fund

Ignite, Impact, Destination, Signature, Community Event

The Community Celebration Fund celebrates the Gladstone Region, builds community pride, boosts our economy and positively promotes our region. The program is designed to meet and respond to Council's priorities and vision as outlined in the Gladstone Regional Council Regional Event Strategy. Applicants are required to align their initiative with one or more of these program criteria to be eligible to apply for funding.

1. Destination Profile Enhances the profile and appeal of the Gladstone Region.
2. Economic Impact Generates economic activity in the Gladstone Region.
3. Overnight Visitation Attracts external visitation specifically generating overnight visitor expenditure.
4. Sustainability Demonstrates financial and environmental sustainability.
5. Social & Community Drives social and community outcomes, including community pride and cohesion.
6. Regional Dispersal Demonstrates regional equity and dispersal.
7. Shoulder Season Is staged in a shoulder/low season and does not conflict with other event dates.

COMMUNITY
Education Fund

Regional Education Program - Bursary, Educational Development, School Engagement Subsidy

The Community Education Fund is designed to recognise academic achievement and encourage the development of knowledge skills for our community.

Each stream has its own set of funding guidelines available to view here;
www.gladstone.qld.gov.au/communityinvestment
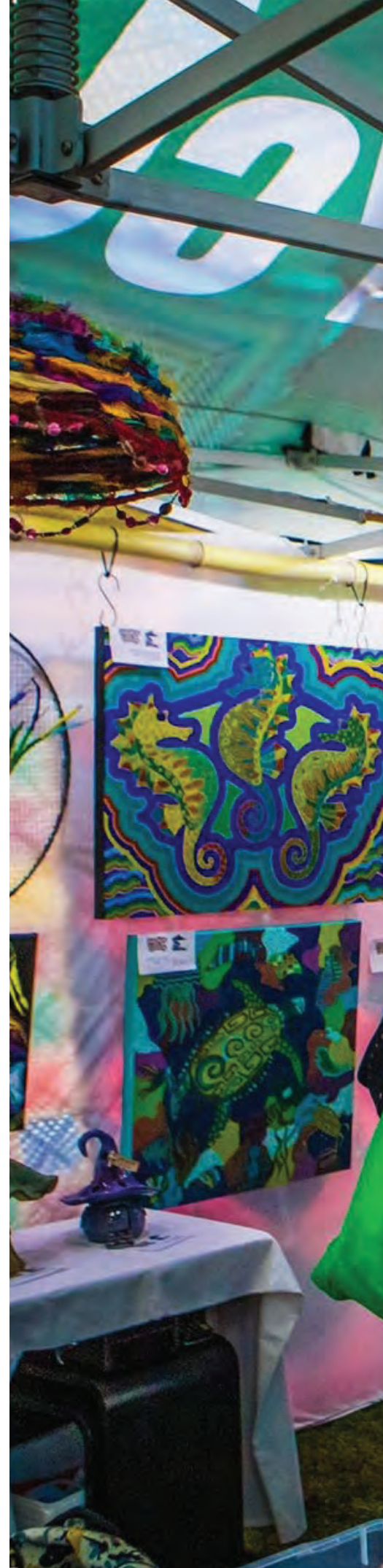
Before you apply – get organised

1. **Develop a project/event plan by asking:**

   - Why does this project/event need to happen?

   - What are you proposing to do?

   - What will change because of this project?

   - How are you going to achieve this?

   - When are the key dates and milestones?

   - Where are the main activities happening?

   - Who is involved in the project? Do they have the skills to make it happen?

   - What costs are involved?

   If your project is simple, planning will be simple.

2. **Research and evidence**

   - Who has done this type of project before? Talk to subject experts. Learn from their experiences.

   - What are the statistics or results that support the need or benefit of your project?

   - Are any permissions required – consent from owner, planning approvals, permits?

3. **Identify potential funding sources**

   - Funding is competitive, so it is not wise to rely on a single funding source.

   - Research – what organisations fund the type of project you are planning? What are their priorities?

   - Consider various opportunities to generate income – fundraising, sponsorship, crowdfunding, ticket sales, membership fees, etc.

   - Be brave and creative – look for mutually beneficial partnerships.

   - Share the responsibility for grant seeking.

4. **Know your funder**

   - Read the relevant guidelines. What are the assessment criteria?

   - Look at types of projects they have funded in the past.

   - Ensure you are eligible – both your organisation and proposed project

Now you are ready to apply

1. Be clear and concise

- Refer to your project plan and summarise what you are going to do.

- Use clear, concise language – direct and to the point.

- Stay relevant – avoid fancy jargon.

- Write a reader friendly application.

2. Be a great communicator

- Tell your story – let your passion shine through.

- Stand out and sell yourself – why is your project important?

- Show that you can do it – provide examples of previous projects and experience.

- Don't assume the assessors already know about your organisation and the work you do (can be provided as an attachment).

- Have someone proofread your application.

3. Link with funder's objectives

- Consider How you will achieve the objectives listed by the funder.

- Use headings to ensure you address all relevant objectives of the grant you are applying for.

4. Support your application

- Attach evidence of support from community and any project partnerships.

- Include evidence of relevant permissions, permits, building approvals, etc.

- Provide any design plans, business or marketing plans, drawings, photos, etc.

5. Prepare a detailed and accurate budget

- Identify all costs related to the project.

- Be clear on what items are eligible.

- List all sources of income including ticket sales sponsorships and your own contribution.

- Make it realistic

6. Don't leave it to the last minute

- Check closing date and time.

- Allow time to gather all requested information.

- Allow time to revise and ask questions.

- Submit before the deadline.

Useful Links & Resources

- Council has developed a Gladstone Regional Events Strategy 2019 – 2024 to strengthen the region's profile and position as a nationally recognised event destination. https://www.gladstone.qld.gov.au/gladstone-regional-events-strategy

- Council has also developed the Gladstone Region Visitor Economy Strategy 2025 https://www.gladstone.qld.gov.au/downloads/file/2472/gladstone-region-visitor-economy-strategy-2025

- All infrastructure projects impacting on Council land or buildings must receive consent prior to any works commencing. Complete an application for consent https://www.gladstone.qld.gov.au/development-applications

- When holding events on Council land (e.g. park, beach or road) you will need a permit from Council. You can find information and the application form on Councils website. https://www.gladstone.qld.gov.au/book-park

- Our Community offers advice & training, useful and relevant templates, and links to further resources for not-for-profit groups on governance, marketing and budgets. https://www.ourcommunity.com.au/

- The Queensland Council of Social Service (QCOSS) - Community Door provides information for community-managed organisations to assist in all aspects of their operation. https://www.communitydoor.org.au

Other Funding

- GrantGuru Community – Free national grants list for NFP organisations. http://grantguru.com.au

- Indigo Gold – Free general list for grants over $10k, or monthly listing of grants under $10k – costs $82.50 per year (this could be something that you share with another organisation). https://indigogold.com.au/

- Queensland Council of Social Service - Free list of ongoing grants and information to help grant seekers. https://www.qcoss.org.au/grants/

- Tender Bridge – National listings support for schools and NFPs in education https://opac.acer.edu.au/tenderbridge/

Grant Writing Resources

There are quite a few websites that also provide grant writing tips. Here are a few useful tools:

- The Funding Centre https://www.fundingcentre.com.au/help/writing-grant

- Probono Australia https://probonoaustralia.com.au/news/2012/11/top-10-tips-for-grant-writing/

- NDIS Website has information, linkages and capacity-building resources, including tips for grant writing - https://www.ndis.gov.au/tools-and-resources/tips-grant-writing

- Strategic Grants Provides resources for not-for-profit organisations. https://www.strategicgrants.com.au/au/

Acquittal

An acquittal is a report submitted by the applicant detailing project or event outcomes and how funds received from Council were spent. This should align to the original funding application and the condition under which the funding has been provided agreement. All grant funding must be acquitted and must be completed online.

Instructions for completing online acquittals

- Follow the link below to log into SmartyGrants.

- Fill in the details under Login.

- Please use the same email address and password you used in your application. If you do not know the email address, contact a program support officer. If you have forgotten your password click on "Forgotten your password" and follow the instructions.

- After logging in, click on 'My Submissions' at the top right of the screen.

- Click on your relevant acquittal form near the top of the screen.

- If you are unable to find your acquittal form, please call the grants team on (07) 5420 8616 or email cas@gladstone.qld.gov.au quoting your application number.

- Complete and submit your acquittal form.

Access your online acquittal form (link to SmartyGrants)

> " Organisations cannot be considered for further council funding if previous grant acquittal conditions have not been met "

Acknowledgement of Council Funding through the Community Investment Program

As a condition of funding you are required to acknowledge Council's support of your event/project. The level of acknowledgement depends on the funding amount you receive from Council.

Please acknowledge Council in the following ways:

Community Investment Program	Promotional Tool			
	Acknowledgment Statement	Logo on Promotions	Sticker (if equipment purchased)	Signage (if applicable)
Connected Communities Fund				
- Community Hall Subsidy	✓		✓	✓
- Sport & Recreation Operations	✓		✓	✓
- Performing Arts	✓	✓	✓	✓
- Historical Heritage & Museums	✓	✓	✓	✓
- Charity Waste Tipping Waiver	✓	✓	✓	✓
Regional Enhancement Fund				
- Sport & Active Recreation – Strategic Projects	✓			
- Sport and Active Recreation – Community Projects	✓	✓		✓
- Jumpstart City Heart	✓	✓	✓	✓
- Environmental Care	✓	✓	✓	✓
- Plant & Equipment	✓	✓		✓
- Development Application Fee Reimbursement	✓			✓
Community Celebration Fund				
- Ignite Event	✓	✓		✓
- Impact Event	✓	✓		✓
- Destination Event	✓	✓		✓
- Signature Event	✓	✓		✓
- Community Event	✓	✓		✓
Community Education Fund				
- Regional Education Program	✓	✓		
- School Engagement Subsidy	✓	✓		

The Acknowledgement Statement

The acknowledgement statement should be used to acknowledge the funding you have received from Gladstone Regional Council. It is requested that the acknowledgement statement wording along with the applicable supplied social media tile is used at least once in the promotion of your project or event.

Please use the appropriate acknowledgement statement for the fund your project or event has been funded through;

CONNECTED Communities Fund

INSERT EVENT DETAILS is proudly delivered with the support of Gladstone Regional Council's Connected Communities Fund. Council is pleased to continue supporting connection, social inclusion, access and participation in events across our great region. www.gladstone.qld.gov.au/community-invesment #GRCConnectedCommunitiesFund

Example –

Gladstone Eisteddfod Association's 2019 Eisteddfod would not be possible without the support of Gladstone Regional Council's Community Investment Program – Connected Communities Fund. This fund enables Council to provide support for community connection, social inclusion, access and participation. www.gladstone.qld.gov.au/communityinvestment #GRCConnectedCommunitiesFund

REGIONAL Enhancement Fund

INSERT COMMUNTIY GROUP NAME, INSERT EVENT DETAILS would not be possible without the support of Gladstone Regional Council's, Community Investment Program -Regional Enhancement Fund. This fund provides Council with the opportunity to support the continued growth of our region, fund the reinvigoration and activation of our region and protect and preserve our natural assets. www.gladstone.qld.gov.au/community-investment #GRCRegionalEnhancementFund

COMMUNITY Celebration Fund

INSERT COMMUNTIY GROUP NAME, INSERT EVENT DETAILS would not be possible without the support of Gladstone Regional Council's, Community Investment Program - Community Celebration Fund. This fund celebrates events that build community pride, boost the economy and positively contribute to our region. www.gladstone.qld.gov.au/community-investment #GRCCommunityCelebrationFund

COMMUNITY Education Fund

INSERT COMMUNTIY GROUP NAME, INSERT EVENT DETAILS would not be possible without the support of Gladstone Regional Council's, Community Investment Program – Community Education & Development Fund. This fund recognises academic achievement and encourages the development of knowledge and skills for our future. www.gladstone.qld.gov.au/community-investment #GRCCommunityEducation&DevelopmentFund

Use of Council's Brand

Please use Council's logo and words as provided in all promotional materials including;
- Newsletters
- Websites
- Brochures
- Posters and flyers
- Advertisements
- Event Invitations
- Other digital applications and Social Media Platforms
- Annual Reports
- Correspondence to supports, members, participants etc
- Promotional videos
- At events

Please also use council's acknowledgement statement when acknowledging Council's investment in:
- Event announcements and messages via Master of Ceremonies
- Media Statements
- Speeches

Logo appearance in promotion
Council's corporate logo must appear prominently in all promotional and publicity activity, material and publications relating to the funded project or event. Council will provide the applicant with electronic logo files for this purpose. All successful grant applications will receive a copy of the logo. Please forward collateral featuring the council logo to Council's Marketing Specialist for approval.

Stickers
Where applicable a sticker provided by council is to be placed on the purchased equipment funded by the grant program. Decisions about the size and placement of stickers will be made in consultation with the Community Investment Officer and Marketing Specialist.

Signage
Council acknowledgment is required to appear as signage displayed prominently and neatly on or near the primary site of the project or event or in the building. Standard acknowledgement signage is available from Council for this purpose. It is the responsibility of the applicant to arrange collection, return and installation of any signage requested by Council.

Acquittal
As part of Council's grant conditions, it is a requirement to demonstrate how Council was acknowledged for the funding in your acquittal. Please attach evidence of promotional materials, photographs of the event or any details that can show our officers how Council's investment in your event/project was acknowledged.

Attachments;
1. Gladstone Regional Council Logo in three versions
2. a) Standard Colour Logo
3. b) White horizontal (for use on dark backgrounds)
4. c) Black horizontal
5. Social Media Tiles for each fund. Please use only the tile that applies to the fund your project or event has benefitted from.

Definitions

Active Recreation
Means an activity engaged in for the purpose of relaxation or enjoyment with primary activity/focus requiring physical effort. These activities are not based on formal completion and generally lack prescribed rules.

Applicant
An individual or organisation or group applying for funding through the Community Investment Program.

Acquit
To advise Council of the outcomes of assistance provided through a Sponsorship grant through the on-line form provided.

Assessment Criteria
Criteria that have been developed for assessing applications received and guiding funding distribution.

Community Investment Team
A team within Gladstone Regional Council responsible for grants and sponsorship administration.

Community Organisation
Means an entity that carries out activities for a public purpose or an entity whose primary object is not directed at making a profit.

Development Application Fee
Means a fee associated with the initial lodgement of a new application for building work, operational works, plumbing work, material change of use or reconfiguring a lot.

Donation
Means a contribution of goods or cash to a community organisation without an expectation of direct counter-supply or serviceable deliverables, given unconditionally and voluntarily.

Grant
Means a financial payment from Council for non-commercial projects, activities or items which meet specific criteria within a formal application, assessment and acquittal process and any financial or other assistance given is conditional upon agreed terms and conditions.

Incorporated Association
Means an organisation incorporated under the Association Incorporation Act 1981 or other relevant legislation.

In-kind contribution
Means the provision of any service, product or use of facility that would normally attract a fee and includes services procured by Council from external suppliers at its costs. This contribution may be provided in lieu of and/or in addition to a monetary contribution.

Not-For-Profit
Means an organisation which does not operate for the profit, personal gain, or benefit of a particular person, people or members.

Plant and equipment
Means any machinery or tool asset with a life of more than one year. For the purpose of this policy, it does not include any stage or audio equipment.

Project
Means a service, event, activity or equipment purchase for which an organisation might seek assistance.

Public Interest
Means the extent to which the community will be enhanced through funding the delivery of perceived benefits (social, educational, economic, environmental, cultural, and sport and recreational) of proposed projects and activities, having regard to competing interests/or priorities.

Sponsorship
Means a mutually negotiated arrangement entailing the provision of funds and/or in-kind contribution associated with an event, organisation or project, and results in tangible benefits (advertising, publicity or other) to Council as the sponsoring organisation.

Sport
Means human activity capable of achieving a result requiring physical exertion and/or physical skill, which by its nature is competitive and is generally considered a sport.

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