

GUTS Dance, Brave Bodies Program Indigenous contemporary piece titled 'Kwatje' at Parrtjima 2022

# COMMUNITY GRANTS & EVENTS SPONSORSHIP GUIDELINES

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Sadadeen Primary School, Alice Can Dance,  
Bradshaw Primary School Performance 2021

# ACKNOWLEDGMENT

*Alice Springs Town Council acknowledges the traditional country of the Arrernte people. We recognise and respect their cultural heritage, beliefs and continuing relationship with the land on which Alice Springs Town Council is located and operates.*

## COMMUNITY GRANTS & EVENTS SPONSORSHIP PROGRAM OVERVIEW

The Alice Springs Town Council is committed to supporting initiatives and projects that contribute to the vibrancy and liveability of Alice Springs.

The Community Grants and Events Sponsorship Programs offer local community organisations, clubs, groups and schools funding support to increase activities that benefit the community and enhance the cultural, environmental, recreational, social connection and the economy in Alice Springs.

The objectives of the Community Grants and Events Sponsorship Programs are to:

- Enhance social connectivity and partnerships
- Promote accessibility, inclusion and diversity
- Enhance innovative opportunities for economic growth
- Improve community health, wellbeing and safety
- Advance social cohesion and reconciliation; and
- Actively promote environmental sustainability.



# PRIORITY AREAS

The Community Grants and Events Sponsorship Programs are funded across four priority areas outlined in the Alice Springs Livability and

Sustainability 2030 plan. Applications must ensure that the event or program responds to at least one of the priority areas:



## Pillar 1 Liveability

*Events and Programs that:*

Celebrate multiculturalism and/or specifically promote harmony and inclusion for members of Alice Springs' Culturally and Linguistically Diverse communities  
Specifically provide recreational or engagement opportunities for children and/or young people  
Specifically provide recreational or engagement opportunities for people with lived experience of disability  
Provide an opportunity for residents to engage in sport and recreation



## Pillar 3 Environment

*Events and Programs that:*

Initiatives that are designed to minimise waste, including food waste and recycling  
Enhance the community's adaptation to climate change including heat mitigation  
Increase the community's preparedness and/or ability to respond to environmental emergencies  
Increase food security within Alice Springs, including community gardens



## Pillar 2 Safety

*Events and Programs that;*

Assist in increasing community safety within Alice Springs



## Pillar 4 Economy

*Events and Programs that:*

Stimulate the night time economy in Alice Springs  
Stimulate the Central Business District of Alice Springs, including the Todd Mall



8CCC Community Radio, PA system provided for Mixing & Live Sound 101 workshop series with MusicNT and ASTC 2021



Children's Ground Tyerrtye Atyinhe single launch, 2023

# ELIGIBILITY

Applicants must:

- Be a not-for-profit community group, organisation or school
- Be incorporated or auspiced\*
- Have an Australian Business Number (ABN)
- Meet in the Alice Springs municipality and/or show that the grant will substantially benefit residents of Alice Springs
- Hold current public liability insurance (minimum \$20 million)
- Have satisfactorily acquitted previous funding received by Alice Springs Town Council

\*Auspice applicants must obtain a letter of agreement from the auspice organisation.

## What will NOT be funded?

- Projects, activities or events that do not align with Council's strategic goals
- Applicants that have not adequately acquitted previous grant funding
- Religious or political activities that seek to convert
- Fundraising activities
- Funding requests for travel expenses
- An applicant that has already received Council funding (including in-kind) for the same project within the same financial year
- Retrospective funding (projects that have already commenced or taken place)
- Ongoing staff salaries or operational costs
- School-based activities that do not involve the wider community
- Infrastructure on, or for, property owned by the Northern Territory Government (e.g. Blatherskite Park, Olive Pink Reserve)
- Activities which are the direct responsibility of government departments

# KEY DATES

## ROUND 1:

*(for activities between 1 January 2024 to 30 June 2024)*

- Applications open 1 August at 9am
- Applications closed 1 September at 5pm
- All applications notified of the outcome of their application in October/November.
- Events for this round to be delivered before end of next financial year.

## ROUND 2:

*(for activities between 1 July 2024 to 31 Dec 2024)*

- Applications open 1 February at 9am
- Applications close 1 March at 5pm
- All applications notified of the outcome of their application in April/May.



Alice Sings, End of the year concert, 2021

## COMMUNITY GRANTS & EVENTS SPONSORSHIP PROGRAM

*Council's Community Grants Program supports community organisations, clubs, groups and schools carrying out activities, programs or events that enhance the cultural, environmental, recreational, or social opportunity in Alice Springs.*

*The Program is open for two rounds each year and applicants can apply for a maximum funding amount of \$5,000 in grant funding.*

## **Community Grants Program Assessment & Criteria**

Council assesses each application on its merits. Eligible applications will be assessed using the questions and criteria listed in the application form. Percentage weightings are provided as a guide to the importance of each question in the assessment process.

An applicant seeking funding for a new program or event, or an innovative change to an existing event will be assessed favourably.

### **Event Sponsorship Program**

The Event Sponsorship Program supports events and festivals that have widespread appeal, drive visitation and stimulate economic growth to Alice Springs.

The Program is open for two rounds each year and is available for large scale events or festivals that will contribute to the vibrancy of the Alice Springs Municipality.

These events are required to deliver benefits in recognition of the Alice Springs Town Council support. The benefits are required to be equal to the value of the sponsorship investment, and may include benefits such as brand exposure, marketing and digital advertising, activations and signage.

## **Funding Term**

The Event Sponsorship Program will have a one-year term unless approved by Council where an applicant may be eligible for a maximum three-year term.

A three-year term is for large scale events or festivals and is funded at the discretion of Council and dependent on the quality of the application, satisfaction of assessment criteria and the strategic outcomes likely to be achieved.

It should be noted that the amount of funding available in Years 2 & 3 will be progressively discounted in order to encourage organisers to prioritise the long-term financial sustainability of ongoing events through innovation and/or other avenues of support. It will also help to ensure that Council is able to support the development of new events and festivals into the future.

## **Funding Level Available**

The Event Sponsorship Program are tiered into two categories which are reflective of the level of investment for the outcomes likely to be achieved. Funding will be provided based on the scale, impact and significance of the event.

Applicants are required to address how they will achieve all four outcomes for their chosen tier, noting an applicant applying for less than \$5,000 should consider applying for the Community Grant program.

Council assesses each application on its merits. Applications will be assessed using criteria listed on the application form with associated percentage weightings provided as a guide to the importance of each question in the assessment process.

An applicant seeking funding for a new program or event, or an innovative change to an existing event will be assessed favourably.

The Event Sponsorship Program is a competitive program, regularly receiving more applications than it can support. All applications are assessed against eligibility criteria and outcomes for applicants are determined by the strength of the application, alignment to the program objectives and priority pillars outlined in the *Alice Springs Livability and Sustainability 2030 plan*.

## TIER 1 COMMUNITY GRANT

Funding request  
\$0 – \$5,000

### Attendance and Audience Profile:

Local attendees  
The project or event  
encourages a sense of place,  
community and belonging

### Program/ Event Profile

Local exposure through  
marketing promotion  
Ability to position Alice  
Springs as the events or  
innovative ideas hub of the  
Northern Territory

### Promotion Benefits

Applicants are expected to offer  
a level of benefits to Council  
commensurate to the amount  
of funding requested including:

- Logo recognition across  
event assets (mandatory)
- Advertising (Digital, Press  
and Radio)
- Social media

## TIER 2 EVENT SPONSORSHIP PROGRAM

Funding request  
Year One: Up to \$10K  
Year Two: Up to \$7.5K  
Year Three: Up to \$5K

### Attendance and Audience Profile:

Local attendees  
The event encourages a  
sense of place, community  
and belonging

### Event Profile

Local exposure through  
marketing promotion  
Ability to position Alice  
Springs as the events hub  
of the Northern Territory

### Promotion Benefits

Applicants are expected to offer  
a level of benefits to Council  
commensurate to the amount of  
funding requested including:

- Event signage
- Logo recognition across  
event assets (mandatory)
- Advertising (Digital, Press  
and Radio)
- Foreword in an event program
- Social media

## TIER 3 EVENT SPONSORSHIP PROGRAM

Funding request  
Year One: Up to \$15K  
Year Two: Up to \$12.5K  
Year Three: Up to \$10K

### Attendance and Audience Profile:

Local attendees, intra-state  
and interstate visitors  
Identifies strategies to widen  
audience engagement  
The event encourages a  
sense of place, community  
and belonging

### Event Profile

National exposure in  
addition to notable local  
exposure through  
marketing promotion  
Positions Alice Springs  
on the national and/or  
international stage

### Promotion Benefits

Applicants are expected to offer  
a level of benefits to Council  
commensurate to the amount of  
funding requested including:

- Significant event  
signage (mandatory)
- Logo recognition across event  
assets (mandatory)
- Advertising (Digital, Press  
and Radio)
- Foreword in an event program
- Social media
- Event launch opportunities  
(joint media release and  
speaking opportunities)

TIER 1	TIER 2	TIER 3
<p><b>Environmental Sustainability</b></p> <p>Minimum 2 sustainability considerations integrated into event plan to reduce environmental impact.</p> <p>For example:</p> <ul style="list-style-type: none"> <li>Waste reduction/avoidance strategies i.e. water bottle refill stations</li> <li>Waste reuse strategies i.e. donate leftover edible food</li> <li>Waste recycling strategies i.e. use of Containers for Change program</li> <li>Use alternative energy sources/ equipment e.g. solar panels or biodiesel generators for outdoor events.</li> <li>Implement carbon neutral initiatives e.g. Build carbon offsets into the registration/ ticket cost or conduct a carbon audit</li> </ul>	<p><b>Environmental Sustainability</b></p> <p>Minimum 2 sustainability considerations integrated into event plan to reduce environmental impact.</p> <p>For example:</p> <ul style="list-style-type: none"> <li>Waste reduction/avoidance strategies i.e. water bottle refill stations</li> <li>Waste reuse strategies i.e. donate leftover edible food</li> <li>Waste recycling strategies i.e. use of Containers for Change program</li> <li>Use alternative energy sources/ equipment e.g. solar panels or biodiesel generators for outdoor events.</li> <li>Implement carbon neutral initiatives e.g. Build carbon offsets into the registration/ ticket cost or conduct a carbon audit</li> </ul>	<p><b>Environmental Sustainability</b></p> <p>Minimum 4 sustainability considerations integrated into the event plan to reduce environmental impact.</p> <p>For example:</p> <ul style="list-style-type: none"> <li>Waste reduction/avoidance strategies i.e. water bottle refill stations</li> <li>Waste reuse strategies i.e. donate leftover edible food</li> <li>Waste recycling strategies i.e. use of Containers for Change program</li> <li>Use alternative energy sources/ equipment e.g. solar panels or biodiesel generators for outdoor events.</li> <li>Implement carbon neutral initiatives e.g. Build carbon offsets into the registration/ ticket cost or conduct a carbon audit.</li> </ul>



Incite Arts (c); SWD Artist Brandon Williams on location for filming, 2022. Photographer Jenine Mackay



Central Craft, 'Come and Try Ceramics' 2022

## IN-KIND SUPPORT

*In-Kind support refers to the provision of services, equipment or materials at no charge.*

Unless specified, it is the responsibility of the applicant to ensure all equipment is collected and returned to the Alice Springs Town Council Depot at 37 Wilkinson Street, Alice Springs between 8–2.30pm, Monday to Friday.

TYPE OF SUPPORT	AVAILABLE	DESCRIPTION
<b>Equipment</b>		
<b>Bins</b>	50	Delivered, Emptied and Collected by the Depot.
<b>Portaloo trailer units</b>	4 trailers (8 units)	To be collected and dropped off to the Depot.
<b>Marquees</b>	4	Note: Cleaning fee of \$270 per trailer is to be arranged by event organiser and is not included as In-Kind.
<b>Chairs</b>	100	To be collected and dropped off to the Depot.
<b>BBQ trailer</b>	1	To be collected and dropped off to the Civic Centre
<b>Ablution Block</b>	3	To be collected and dropped off to the Depot, \$30 gas fee applies
<b>Cinema Package</b>	1	To be collected and dropped off to the Civic Centre
<b>Mobile Grandstand</b>	3	Delivered and Collected by the Depot.
<b>Giant Games</b>	6	To be collected and dropped off to the Civic Centre
<b>Water Truck</b>	1	Driven and actioned by Depot
<b>Traffic Management Signs</b>	50	To be collected and dropped off to the Depot
<b>Water Bollards</b>	20	Delivered, Emptied and Collected by the Depot
<b>Labour</b>		
<b>Public toilets</b>	N/A	ASTC Staff to open Civic Centre Public Toilets out of hours.
<b>Permits</b>		
<b>Public places permit</b>	N/A	Fee waiver for events in Council owned public places
<b>Sporting Oval permit</b>	N/A	Fee waiver for events on ovals
<b>Andy McNeill Room</b>	N/A	Fee waiver for use of Andy McNeill room

## Access and Inclusion

To the extent that it is practicable, successful applicants are required to provide universal access to Council-supported events and activities.

Each project or event should consider:

- Level access to the event (i.e. no steps or other barriers preventing accessibility)
- Accessible toilets and designated parking
- Clear directional signage

A detailed outline of the accessibility of your project or event is required as part of the acquittal process.

## Environmental Impacts

Council supports events and projects that take measures to reduce environmental impact. For detailed information on Council's Environmental Initiatives, visit Council's Environment Initiatives webpage.

Each project or event should consider:

- Avoidance of single use plastic (SUPs)
- Energy efficiency
- Appropriate waste management

A detailed summary of the environmental impact of your project or event is required as part of the acquittal process.

# GENERAL INFORMATION

## Assessment process

Council regularly receives more funding applications than the available budget can accommodate. Therefore, successful applications are those that best satisfy the assessment criteria.

Applications are assessed by a minimum three-person funding panel, which may recommend full, part or no funding to the Alice Springs Town Council as the decision-making authority.

## How to Apply?

All applications must be submitted online through the Alice Springs Town Council SmartyGrants portal. It is recommended that you discuss your application with the relevant Council Officer prior to submission to ensure you are applying for the most suitable program.

The following information will be required during the online application process, so please ensure you have this information prior to commencing the application process.

1. The applicant organisations Australian Business Number and GST Status
2. A Certificate of Incorporation for the applicant organisation
3. A copy of Public Liability Insurance (PLI) to the value of \$20 million for the applicant organisation to deliver the proposed project.
4. A clear project budget with income and expenditure forecasts. Note: it is recommended that you provide quotes for expenses included in your application.
5. Written evidence of all confirmed partners and other contributions.
6. If another organisation is auspicing your application, you will need to an Auspicing Agreement Form.

## Permits and Fees

Applicants must apply for a permit to undertake activities on Council land and should factor this fee into their application.

## Multiple Applications

Applicants may apply for funding for several projects, however each project may only receive a Community Grant or Event Sponsorship once in a financial year.

## Acknowledgment of Council's Support

All Alice Springs Town Council grant funded projects and activities must be listed on Council's online community calendar at [www.alicesprings.nt.gov.au/events](http://www.alicesprings.nt.gov.au/events).

All Marketing and promotional material must display Council's logo and be approved by the Alice Springs Town Council's Marketing Department, please email: [marketing@astc.nt.gov.au](mailto:marketing@astc.nt.gov.au) for approval.

## Acquittals

All successful grant recipients must submit a grant acquittal within 14 days of project completion.

## Council's Rights

The Alice Springs Council reserves the right to request further information in considering any application, as well as the right to reject any application for any reason.

## Lobbying of Elected Members and Administrative Staff

Applicants or anyone representing the interests of applicants must not lobby or seek to influence the decision-making of Elected Members and administrative staff during the period between submitting a funding application and a determination by Council.



## **Alice Springs Town Council**

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