

MAY 2017 v1



COMMUNITY DEVELOPMENT GRANTS PROGRAM

CIVIC BANNER QUICK RESPONSE GRANT GUIDELINES



City of **HOBART**

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Introduction

City of Hobart Civic Banner Quick Response Grant is a marketing grant and provide financial assistance for not-for-profit community organisations and commercial entities delivering projects with a community benefit, for the installation of banners using the City's civic banner program.

City of Hobart civic banners are a highly effective way to publicise an upcoming event, activity or community campaign to reach a wide audience. There are a number of locations across Hobart that can be booked and more information can be found in the [Civic Banner Guidelines](#).

To be eligible, marketing must be for events and activities that are sporting, cultural, recreational, community or tourism related.

Given the popularity of the civic banner program, banners may be booked for 2 or 3 week periods depending on availability.

It is recommended that a lead of time of at least six weeks is allowed for the manufacture of banners.

Production costs for the banners and any amount outstanding after the 'in-kind' assistance given for installation are to be paid by the applicant, for pricing please see the [Civic Banner Guidelines](#).

Strategic Plan and Vision

Our vision for 2025 (from the [Capital City Strategic Plan 2015-2025](#)) is that Hobart will be a city that:

- offers opportunities for all ages and a city for life
- is recognised for its natural beauty and quality of environment
- is well governed at a regional and community level
- achieves good quality development and urban management
- is highly accessible through efficient transport systems
- builds strong and healthy communities through diversity, participation and empathy
- is dynamic, vibrant and culturally expressive.

Guidelines

These guidelines outline the eligibility and assessment criteria for Civic Banner Quick Response Grant. All applications must comply with these guidelines.

What can you apply for?

The City of Hobart provides marketing grants as an 'in-kind' amount for the installation of civic banners.

Organisations can apply for only one Civic Banner Quick Response Grant, per project, each financial year. This means that applicants may also apply for other grants in the City of Hobart's grants program simultaneously and in consecutive rounds, but not for the same project. For further information, see ['What is a project?'](#) in these guidelines.

How much can your organisation apply for?

Civic Banner Quick Response Grant

Up to \$1,000 for the installation of banners

Note that production of banners will still need to be paid by the applicant. To determine a rough guide to the production costs for civic banners, please refer to the [Civic Banner Guidelines](#). Civic banners are produced through third parties and no responsibility is taken by the City for this process.

The production of banners must be organised by the applicant and manufacture can take **up to six weeks**.

When can you apply?

Civic Banner Quick Response Grant applications can be submitted at any time throughout the financial year (2018-19) until the total fund for the financial year is expended.

The civic banner program is highly sought after and has many bookings throughout the year. It is essential that you contact the City prior to submitting your application to ensure:

- there is availability for your preferred dates
- there are funds available.

Please contact the Communications and Marketing Division on (03) 6238 2890.

Who can apply?

To be eligible for funding, an applicant must be one of the following types of organisations:

Incorporated and unincorporated, Not-For-Profit Organisations

Incorporated, not-for-profit organisations are eligible to apply for the Civic Banner Quick Responses Grant. For the purpose of this grant, a not-for-profit organisation is one which is not operating for the profit or gain of its individual members, whether these gains would have been direct or indirect.

A not-for-profit organisation can still make a profit/surplus, but this profit must be used to carry out its purposes and must not be distributed to owners, members or other private people.

For more information about not-for-profit status, please visit the website of the [Australian Tax Office](#).

Commercial and Profit-Making Organisations:

Applications from commercial (profit-making) entities that operate or provide services in the City of Hobart will be considered on the condition that the outcome of these projects be focused on benefits to the community.

Australian or Tasmanian Government Agencies:

Applications from Australian or Tasmanian government agencies that operate projects or provide services in the City of Hobart will be considered on the condition

that the outcome of these projects be focused on benefits to the community or they meet the other grant criteria for project eligibility.

Who can't apply?

The following are not eligible to apply:

- local government agencies and bodies
- applicants who have received a City of Hobart grant for the same project within the same financial year (see '[What is a project](#)' in these guidelines)
- individuals
- applicants who have not correctly acquitted a previous City of Hobart grant.

How to Apply

All grant applications need to be made via the City of Hobart website, hobartcity.com.au/grants. Applications cannot be submitted by mail or email.

When you start your application you will need to register by setting up a username and password. You are able to start and save your application, exit the program and then return to it at various times before finishing it.

If you do not have access to a computer, are unable to complete an application online, or are having difficulty submitting your application, please email marketing@hobartcity.com.au or telephone (03) 6238 2434 and we will be happy to assist you.

Project Eligibility

What is a project?

To be eligible, projects must be sporting, cultural, recreational, community or tourism related, and preference will be given to a project that:

- is held within the Hobart municipal area
- will increase visitation to Hobart
- will provide direct economic benefits to the City
- is a national or international event of significant civic value.

Where a project has received a grant through another City of Hobart Community Development Grant within the same financial year, including in a consecutive round (for example, a festival), it is not eligible for a Civic Banner Quick Response Grant.

Ineligible Applications

Applications will be ineligible if they do not comply with the eligibility criteria listed in these guidelines, and if:

- the applicant has received another grant for the same project within the same financial year
- the applicant has not fulfilled the conditions of a previous grant by its due date
- the project has the potential to make significant profit and/or where other funding sources are considered to be more appropriate

- the application is for funding that will pay for projects that have already occurred or commenced.

Assessment Criteria

Projects eligible for funding will be assessed against the criteria listed below. Projects must meet all the following assessment criteria, however, this is not a guarantee of support.

While applications can be submitted from organisations for projects which have been funded in previous years, this does not automatically ensure continued grant support. The City does attempt to direct funding to assist new projects.

The assessment criteria are:

1. Project requirements

Evidence that the project is related to either sporting, cultural, recreational, community or tourism.

A copy of the banner artwork, or if not available, a mock up with a final proof to be provided prior to production.

Evidence that the dates for installation are available and have been tentatively booked.

2. Preference projects

If applicable, evidence that the project aligns with one or more of the following goals listed in 'What is a project', including:

- is held within the Hobart municipal area
- will increase visitation to Hobart
- will provide direct economic benefits to the City
- is a national or international event of significant civic value.

3. Project budget

Evidence of sufficient funding to pay for production of banners (if not reusing previous banners) and any partial payment that may remain for the installation of banners.

Assessment Process

Each application will be assessed on its merit against the assessment criteria.

City officers will have a 3 working day review period to contact applicants after the grant application has been received to clarify technical points such as eligibility, if necessary, or to request the provision of supplementary information that would assist the assessment panel in their deliberations.

The assessment panel, consisting of two or more relevant City officers, will assess each application according to the criteria. The panel will make recommendations to the City of Hobart's Associate Director Communications and Marketing, as to which

applications should receive a Civic Banner Quick Response Grant, based on decisions made as a result of the assessment process.

The City of Hobart's Associate Director Communications and Marketing is delegated to approve funding for Civic Banner Quick Response Grant applications. This decision is final.

Details of successful applications, including applicant name, grant amount and a description of the project will be made publicly available on the City of Hobart's website and as an agenda item for the relevant Economic Development and Communications Committee meeting.

Notification

All applicants will be advised of the funding decision within four weeks from the date of receipt.

Successful Applications

A formal Grant Agreement will be sent to successful applicants. In general, the City of Hobart will not make a Grant Agreement for substantially less than the amount requested in the application, however, where the City is unable to provide the full amount requested any lesser assistance will involve consultation with the applicant at this stage. Inability to comply with the Grant Agreement may result in withdrawal of support.

Please note that there may be a partial cost still owing for the civic banner program. If this is the case, an invoice will be sent out by the relevant officer.

Recognition of City's Assistance

Successful applicants must acknowledge the City's assistance for their project.

Please refer to the [Grant and Partnership Acknowledgement Guidelines](#) for details of the expectations in terms of acknowledging City's assistance.

Unsuccessful Applications

Unsuccessful applicants may discuss their application with the relevant City officer. If your application is not successful, the decision does not necessarily reflect the worthiness or community benefit of the proposal.

Further Information and Enquiries

Documentation

Copies of all City of Hobart documents referred to in these guidelines can be found via the hyperlinks in this document or via the City of Hobart website hobartcity.com.au/grants. All documents that need to be provided by you must be included with your grant application unless otherwise indicated.

Contact Officers

For further information specifically regarding a project proposal for a Civic Banner Quick Response Grant, please contact:

Samantha Skillern (03) 6238 2434

Marketing Coordinator – Communications and Marketing skillerns@hobartcity.com.au