Events Grants 2026/27

# Guidelines

# Events
Grants

Colac Otway
SHIRE

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## 1. Acknowledgement

Colac Otway Shire Council respectfully acknowledges the Gulidjan and Gadubanud peoples of the maar Nation as traditional custodians of the Colac Otway region, the land and waterways upon which the activities of the Colac Otway Shire Council are conducted.  We pay our respects to their ancestors, past and present. We recognise and respect their unique cultural heritage, beliefs and uphold their continuing relationship to this land.

## 2. Purpose

The Colac Otway Shire Grants Program provides one-off financial support to deliver events that benefit the Colac Otway community and align with the 2025-2029 Council Plan.  Events should strengthen the region's identity and appeal (**Place**), foster community connection and collaboration (**People**), and support local growth by building skills, creating social and economic opportunities, and delivering positive outcomes (**Prosperity**).

## 3. Event Grants Categories

**Community Events, Commercial Events, and Signature Events**

**ALL** applications require a **dollar-for-dollar matching cash and/or in-kind contribution**.

| Category Funding amount | Key Features |
|---|---|
| **Community Events** $500 – $5,000 maximum | Events have a **community** focus. Deliver clear benefits to Colac Otway Shire residents and businesses. New or established community-led events. Organised by community groups, clubs, or not-for-profit/non-government. (note: *commercial entities should apply under Commercial Events*). Schools can access COPACC Hire Assistance for performing arts and cultural events. |
| **Commercial Events** $500 – $5,000 maximum | Organised by a legal **business entity**. Event demonstrates **community and economic benefit** within the Colac Otway Shire. **Applicants must contact the Events Team before applying**. |
| **Signature Events** Up to $10,000 maximum | Large-scale event providing **<u>substantial</u>** community and economic benefit May be organised by an incorporated community group/not-for-profit OR a commercial event organiser. Attracts **<u>significant</u>** number of out-of-area visitors. Offers **major branding** and promotional opportunities for the host town and Colac Otway Shire. **Applicants must contact the Events Team before applying**. |

Note: Refer to Section 7 – What may be funded for eligible activities and costs; and Section 12 – Assessment Criteria for priorities and scoring.

## 4.  What you need to know

- **One application per organisation**; ensure you apply to the correct funding stream.
- Funding is **competitive**; applying does not guarantee approval.  Demand often exceeds available funds.
- If the program is over-subscribed, **previous funding history** will be considered.
- **Dollar-for-dollar matching contribution** (cash and/or in-kind) is required.
- Events promoting **gender equity** are prioritised.
- Events using **local trades/suppliers** within Colac Otway Shire are prioritised.
- Applications must be submitted via **SmartyGrants**; **late applications** are ineligible.
- **Retrospective funding requests** are ineligible. Events cannot start or purchase equipment until the **funding agreement is signed**.
- **Canvassing or lobbying** of Councillors, staff or panel members is prohibited.
- Council reserves the right to decline applications that **do not meet eligibility criteria**.
- Funds are released only after conditions are fulfilled (e.g. landowner consent, permits).
- Events that have already **received other Council funding** are not eligible for consideration.
- Applicants must notify Council if **fully funded elsewhere**; Council may withdraw the grant.

## 5.  Who Can Apply – Eligible Applicants

To be eligible to apply, you must be one of the following:

### Community Events

**A.  Community Group**

Community groups are defined as organisations working for public benefit with these characteristics:

- **Organised:** Has a structure with rules about how the group is organised and run. This is a governing document or constitution.
- **Self-governing:** Independent and free to appoint its own management committee.
- **Not-for-profit:** No individual within the group will profit. For example, committee members should not be paid for their work; Any surplus is reinvested in the group.
- **Voluntary:** Governed by voluntary management committee and rely on support of volunteers to carry out their activities.
- **Public/Community benefit:** Group will carry out activities which benefit a particular group of people within the community.

**Note:**  includes Committees of Management of other, non-Council land or assets.

**B.  Community Asset Committees**

Established **by Council** to manage community assets in Colac Otway Shire (e.g., Recreation Reserve Committees, Public Hall Committees).

**C.  Not-for-profit, non-government organisations**

An organisation that does not operate for the profit, personal gain or other benefit of particular people (e.g. its members, the people who run the organisation, or their friends or relatives).

**D.  School within Colac Otway Shire** applying for COPACC Hire Assistance.

**Applicants must also:**

☐    Deliver an event within Colac Otway Shire that benefits the local community.

☐    Be Incorporated (or have an auspice arrangement if not incorporated). *Further details on auspice arrangements are provided in these guidelines.*

☐    Hold an Australian Business Number (ABN).

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## Commercial Events

A Commercial Event organiser has a legal business entity.

**Applicants must also**:

☐    Deliver an event within the Colac Otway Shire that benefits the wider community and supports local businesses.

☐    Hold an Australian Business Number (ABN).

☐    **Contact Council's Events Team** prior to submitting an application.

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## Signature Events

A Signature Event organiser may be:

- a commercial event organiser with a legal business entity, **OR**
- an Incorporated Community Group/Club/Community Asset Committee/Not for profit, non-government organisation (or their Auspice if not incorporated).

**Applicants must also:**

☐    Deliver an event within Colac Otway Shire that provides substantial community and economic benefit, attracts significant numbers of visitors from outside the region , and offers major branding and promotional opportunities for the host town and Colac Otway Shire.

☐    Hold an Australian Business Number (ABN).

☐    **Contact Council's Events Team** prior to submitting an application.

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## 6. Who cannot apply

- Churches or other religious organisations.
- Elected members (Councillors).
- Council employees (staff).
  Note:  Support and assistance for grant applications is available through the Grants Officer.
- Applicant organisations (or Auspice) that are associated with or promote activities deemed inappropriate (including but not limited to):
  - any illegal activity
  - any activity not in accordance with relevant legislation; permitting; regulations etc
  - tobacco
  - offensive or sexually explicit material
  - discrimination on the grounds of race, gender or religion

- o activities violating human rights
- o political parties
- o gambling
- Organisations with an overdue Acquittal report from a previous round.  Contact the Grants Officer to confirm your status.

## 7.   What may be funded

Grant funds may be used for eligible activities and event-related costs that support delivery of events within Colac Otway Shire.  These include:

- Events that are accessible, inclusive and embrace diversity to connect our community.
- Event activities and materials that improve environmental sustainability, such as:
  - o Initiatives to reduce or eliminate single-use plastics (bags, straws, cups, cutlery, balloons, bottled water).
  - o Design and implementation of waste management plan (e.g. waste reduction, recycling, rubbish removal).
  - o Measures to mitigate environmental impacts at the event site (e.g., protection of natural assets, responsible energy and water use).
- Eligible event costs:
  - o Hire of entertainers and performers
  - o Traffic management plans and personnel
  - o Advertising and Promotional materials
  - o Event infrastructure and equipment hire (e.g. sound, lighting, staging, portable toilets, fencing etc.)
  - o Hire of Council's Events Trailer
  - o Venue Hire (including COPACC)
  - o Security expenses

## 8.   What will not be funded

**General Restrictions**

- Ongoing activities or expenses considered part of an organisation's core business or normal day-to-day operations. (e.g. administration, staffing costs, insurance, permits, routine operational expenses).
- Public Liability or other Insurance.
- Events conducted completely outside of the Colac Otway Shire boundary.
- Event management costs.
- Uniforms for promotional or community awareness raising purposes, or sporting uniforms
- Events held outside of the funding (financial year) period.
- Weddings, private/family events, or events not open to the public.
- Prizes, gifts, awards or sponsorship costs (e.g. trophies, medals, money, vouchers).
- Contingency costs.
- Purchase of alcohol.
- Activities and events held in a licensed gaming venue

**Fundraising Events**

Events primarily for fundraising, where:

- The majority of profit generated is distributed to a third-party organisation, agency or charity.
- The event provides limited direct benefit to Colac Otway Shire residents/visitors.

    Note:  Applications may be considered if fundraising is a secondary purpose and the event:

    - will attract substantial local/visitor attendance.
    - Provides direct benefit to Colac Otway Shire residents and aligns with the Council Plan.

**Other Restrictions**

- A second or subsequent element of an Event or Festival will not be funded if the main Event or Festival is also receiving funding.
- Events accepting sponsorship from companies deemed unsuitable or not aligned with the Council Plan 2025-2029.
- Food and drink are generally ineligible; however, they may be considered if integral to event delivery.

## 9.  Align with the Council Plan 2025-2029

Applications must align to at least one of the themes in the Council Plan 2025-2029.

| | |
|---|---|
| **THEME 1 – PLACE** | Our Shire is a great place to live, work and belong. |
| **THEME 2 – PEOPLE** | Our community is vibrant, healthy and supported. |
| **THEME 3 – PROSPERITY** | Our economy is growing and diverse, supporting innovation, new businesses and investments. |
| | Our tourism industry is thriving, with expanded and interlinked experiences. |

## 10. Application Process

| Funding round | Applications open | Applications close |
|---|---|---|
| 2026-2027 financial year | **27 February 2026 at 9.00am** | **10 April 2026 at 5.00pm** |

### Prepare an application

The link *TO APPLY* is available on Council's website when the funding round is open.
Colac Otway Shire Grants Program 2026/2027

**Applicants must undertake the following steps to apply:**

- Carefully read the program Guidelines in full to confirm eligibility and requirements.
- Prepare your application early.
- Speak to a relevant Council officer (Grants Officer or Events Officer) to be guided towards the correct category, consider eligibility and research permits and approvals which may be required.

- Compile all supporting documents as required in the program guidelines
- Submit an application online via Colac Otway Shire Council's website - Guidelines - Colac Otway Shire Grants Program
- Check spam/junk mail if confirmation email cannot be seen in your inbox.

Only final applications that are lodged with Colac Otway Shire Council by the closing date will be considered and assessed.  Applications that are still 'in draft' and have not been submitted upon program close will not be assessed.

## Supporting documentation

The following documents must be included in your application:

☐ **Quote/s** are required to cover the value of the grant request and the matching dollar-for-dollar cash contribution. The quote must be itemised, issued within the past three (3) months and show GST if applicable.

☐ **Public Liability Insurance** is required for all events. A Certificate of Currency (CoC) must be submitted with your application.

☐ **Letter(s) of support (optional)** from organisation(s) involved or partnering in the event, if applicable, to demonstrate community support.

☐ **Permits and approvals may be required** for your event. Obtaining relevant permits and approvals is separate to the grant application process and may require additional time and budget to be allocated in the event plan. You do not need to secure permits or approvals before applying, however if your funding application is successful, securing them will be a condition of the grant.  Council will not make any grant payments until the relevant permits and approvals are obtained.

  - You must demonstrate in your application that you are aware of the relevant permits and approvals that may apply to your event.
  - **Contact the Events team** to discuss your event requirements **prior to applying**.

☐ **Auspice arrangements**  If your community group is not incorporated, you can still apply by arranging an Auspice. More information on Auspicing is available later in the guidelines.

☐ **Permits and Approvals** may be required for Events. These processes are separate to the grant application process and require additional time and budget in the event plan. You do not need to secure permits or approvals before applying, however if your funding application is successful, securing them is a condition of the grant.  Council will not make any grant payments until the relevant permits and approvals are obtained.

You must demonstrate in the application that you are aware of the necessary permits and approvals required for your event.

If you are unsure what permits and other approvals your event may require, contact Council's Events team on 5232 9400 or inq@colacotway.vic.gov.au to discuss your event. Approvals required may include one of the following:

  - An Event in a Public Place Permit
  - A Place of Public Entertainment (POPE) permit
  - Temporary Limited Liquor Licence
  - A Planning Permit for the event (or specific elements related to the event) that are held on private land.

**SmartyGrants** is an online platform for managing the online application process. Online applications must be submitted exclusively via SmartyGrants. Should this be challenging for your organisation, please contact the Grants officer to discuss support and assistance on a case-by-case basis.

**Help Guide for Applicants:** https://applicanthelp.smartygrants.com.au/help-guide-for-applicants/

**SmartyFile** You have the option to create a SmartyFile profile for your organisation. SmartyFile allows organisations to collaborate with team members, pre-fill information into forms and manage, view, search and sort submissions across multiple funders in one spot. To learn more, visit the SmartyFile help page.

Setting up a SmartyFile profile ensures your organisation retains access to your funding records even if team members change or move on.

### Outcome notification

All applicants, successful and unsuccessful, will be notified in writing of their application outcome in June/July 2026. The successful applicant's name, event name and the funding amount will be made publicly available, including publication on Council's website and media releases.

## 11. Timelines

**Applications open:** 27 February 2026

**Applications close:** 10 April 2026

**Notification of outcome:** Late June 2026

**Funding agreements signed:** July 2026

**Projects commence:** July 2026 onwards

**Grants Presentation Ceremony:** July 2026

**Project completed:** By June 2027 or earlier (as per timeframes indicated in the application)

Please note dates are subject to change. Applicants will be notified if any changes arise.

## 12. Assessment Process

This is a competitive grant process and as such, it is possible that not all eligible applicants will receive funding. Previous grant funding history may be taken into consideration if the program is over-subscribed.

Applications will be assessed using the following process:
- Applications are received and assessed for applicant and event eligibility
- Applications will be reviewed by a panel of Council officers and assessed against the program assessment criteria.
- Funding recommendations will be presented to Council for a final decision and approval.

All decisions regarding grant funding recommendations under this program remain at Council's discretion.

## 13.    Assessment Criteria

Applicants must respond to the Assessment Criteria relevant to their event category –
*13.1 Community Event*, *13.2 Commercial Event*, or *13.3 Signature Event*.

### 13.1    Assessment criteria - Community Events

**Assessment Criterion 1 – Community Benefits**  (60%)

Your response should describe the community benefits including:

- How your event makes the Shire a better **PLACE** to live, work and belong.
- **PROSPERITY** Level of involvement of local businesses (pre-event supply chain expenditure and during event - stall holders).
- What percentage of local contractors and suppliers will be used. Priority will be given to the use of local trades and suppliers.
- How the event creates opportunities for social connection.
- Inclusivity for **PEOPLE**: diversity of age groups, abilities (accessibility), and gender equity.
- Positive impact on the host community and evidence of support (letters may assist).
- Volunteer involvement, stakeholder engagement and collaboration
- Expected attendance:
    - Local residents and visitors from within Colac Otway Shire
    - Visitors from outside the Shire
- For new events: demonstrate demand and need.

**Assessment Criterion 2 - Environmental Sustainability (**10%)

In your response, outline:

- How waste will be managed and minimized.
- Recycling options and mitigation strategies included in your waste management plan
- Measures to restrict use or distribution of single use plastics (e.g. bags, straws, cups, cutlery, balloons, bottled water etc)
- How the site will be restored to its original pre-event condition.

**Assessment Criterion 3 – Event Delivery** (30%)

Demonstrate clearly your capacity to deliver the event by outlining:

- Key elements of your event and how they will be delivered.
- Who will manage the event?
- Relevant experience in event delivery and grant acquittal within required timeframes.
- Plans for sustainability, including how future events will  be funded.
- Planning undertaken to ensure successful delivery.
- Demonstrate awareness of Landowner consent and permits required.

### 13.2  Assessment Criteria – Commercial Events

**Assessment Criterion 1 - Community Economic Development Opportunities** (40%)

Describe how the event will stimulate the economy including:

- The amount of visitation/tourism from people attending from outside Colac Otway Shire and the length of stay during the event.

- Marketing plan / business plan demonstrating the opportunities where Colac Otway Shire or the host township can be promoted, the nature of this promotion and the marketing reach.
- Activation of town centre and use of public spaces
- Boosting off peak visitation, overnight stays and expenditure
- The level of pre training or visitation that the event will generate in the lead up to the event
- The level of expenditure these visitors will generate (or have generated historically)
- The level of involvement of local businesses in the event both pre (supply chain expenditure in event set up) or during (stall holders).
- The ability of the event to trigger repeat visitation to Colac Otway Shire.
- Reinforce and/or strengthen the desired 'brand' of the host township and Colac Otway Shire in a positive way.

**Assessment Criterion 2 – Community Benefits and Social Opportunities** (20%)

Detail the community benefits provided by the event – short and long-term including:

- How the event will create social gathering opportunities
- The level to which people of diverse groups and ages are brought together
- Evidence of how the event will positively impact the host community
- Identify if the social opportunities are short (event specific) or long term (ongoing spin offs) in nature
- Level of involvement by local volunteers (No. of people and hours)
- How the event caters for needs of all abilities (accessibility etc.)
- How will the event address gender equity? Priority will be given to events that address gender equity.
- The expected number of people who will attend the event, estimating:
  - Local Colac Otway Shire resident numbers
  - Visitor numbers from outside of Colac Otway Shire (e.g. 2000 – 5000 attendees or above). Evidence of actual numbers will strengthen the application.

**Assessment Criterion 3 – Event Delivery** (40%)

The application must clearly demonstrate the capacity of the applicant to deliver the event.

In your response, please describe:

- Detailed Event Program
- What planning has been undertaken e.g. meeting with Events officer
- Demonstrate awareness of Landowner consent and permits required.
- Detail the stages involved in your event and how you propose to deliver it.
- Demonstrated experience of the Applicant organisation to deliver the event and acquit the grant within timeframes.
- Who will manage the event and their relevant experience?
- Will it be sustainable? Explain how you intend to fund this event into the future.

Detail how the event plans for and contributes to:
- Positive environmentally sustainable outcomes in the short (event specific) or longer term.
- An element of environmental education or awareness for attendees
- A level of excellence in event management from an environmental aspect (includes rubbish removal, waste reduction, recycling, techniques that minimise the carbon footprint of the event)
- Restricted use or distribution of single use plastics or products, including but not limited to bags, straws, cups, cutlery, balloons, bottled water.

## 13.3  Assessment Criteria – Signature Events

**Assessment Criterion 1 - Community Economic development opportunities** (40%)

Describe how the event will stimulate the economy including:
- The amount of visitation/tourism from people attending from outside Colac Otway Shire and the length of stay during the event.
- Activation of town centre and use of public spaces
- Boosting off peak visitation, overnight stays and expenditure.
- Marketing plan / business plan demonstrating the opportunities where Colac Otway Shire or the host township can be promoted, the nature of this promotion and the marketing reach.
- The level of pre training or visitation that the event will generate in the lead up to the event
- The level of expenditure these visitors will generate (or have generated historically)
- The level of involvement of local businesses in the event both pre (supply chain expenditure in event set up) or during (stall holders).
- The ability of the event to trigger repeat visitation to Colac Otway Shire.
- Reinforce and/or strengthen the desired 'brand' of the host township and Colac Otway Shire in a positive way.

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Detail the community benefits provided by the event – short and long-term including:
- How the event will create social gathering opportunities
- The level to which people of diverse groups and ages are brought together
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- Level of involvement by local volunteers (No. of people and hours)
- How the event caters for needs of all abilities (accessibility etc.)
- How will the event address gender equity? Priority will be given to events that address gender equity.
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The application must clearly demonstrate the capacity of the applicant to deliver the event.

In your response, please describe:

- Detailed Event Program
- What planning has been undertaken e.g. meeting with Events officer
- Demonstrate awareness of Landowner consent and permits required.
- Detail the stages involved in your event and how you propose to deliver it.
- Demonstrated experience of the Applicant organisation to deliver the event and acquit the grant within timeframes.
- Who will manage the event and their relevant experience?
- Will it be sustainable? Explain how you intend to fund this event into the future.

Detail how the event plans for and contributes to:

- Positive environmentally sustainable outcomes in the short (event specific) or longer term.
- An element of environmental education or awareness for attendees
- A level of excellence in event management from an environmental aspect (includes rubbish removal, waste reduction, recycling, techniques that minimise the carbon footprint of the event)
- Reduce or eliminate use of single use plastics or products, including but not limited to bags, straws, cups, cutlery, balloons, bottled water.

## 14. Budget

**Quotes**

Applications must include quotes that cover the grant amount requested, and the matching contribution.

**Budget Accuracy**

- The budget must clearly show:
    - **all income** sources
    - **all expenditure items** related to the event.
- Budget must be balanced: total income = total expenditure.
- Include permit fees if permits are required.

**Matching Contribution Required**

- A **dollar-for-dollar matching contribution** is required.  This means :
    - For every $1 of grant funding, you must contribute $1 from your own resources (cash or in-kind).
  Example:
    - If your grant request is $3,000, you must show $3,000 in matching contributions.
    - Contributions can be **cash** or **in-kind** (e.g. volunteer time, donated goods/services).
- The combined total (grant & matching contribution) should cover the full event cost.
- Matching contributions must be clearly documented in:

- o Your **budget**
- o Your **acquittal form**.
- Restrictions:  Contributions from Colac Otway Shire cannot be used as matching funds.

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**Cash contributions**

For grant applications up to $5,000:
- Provide a current bank statement or proof of available funds.

For grants over $5,000:
- Provide a current bank statement or proof of available funds, and a Treasurer's report.

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**In-kind contributions**

- In-kind contributions are non-cash support provided by your organisation to deliver the event (e.g. volunteer labour, donated goods/services).
- Must directly contribute to event delivery.

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**Eligible In-kind contributions**
- Volunteer labour
- Event management
- Activities directly related to the delivery of the event (e.g site preparation, maintenance, logistics, discounted venue hire)
- Donated goods and services.

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**Ineligible In-Kind contributions**
- Activities completed before the event, such as:
  - o Research, planning and application writing.
  - o Fundraising activities.
- Core operational maintenance (e.g. recreation reserve or public hall grounds).
- Operational costs and staff salaries, including:
  - o Volunteer work that is part of regular duties
  - o Staff time/services already funded within normal job responsibilities.
  - o Operational expenses and equipment use tied to core operational costs (e.g. insurance, office supplies, printers).

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**Valuing In-kind contributions**
- Must be listed under **both income and expenditure** in the budget tale.
- Itemise in the **In-kind contribution Table** (volunteer labour, donated goods/services).
- Use these rates:
  - o Professional/trade volunteer services:  **$45/hour**.
  - o General volunteer labour:  **$25/hour.**

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**In-kind contributions received**
- At event completion, provide:
  - o a record of actual in-kind contributions in the **Acquittal Report**, calculated using the above rates.
- Keep written evidence of volunteer hour logs, donation letters and receipts.

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**GST Requirements**

Organisations **NOT Registered for GST**
- GST can be included in the event budget.
- Example: If a quote for painting is $6,600 (including $600 GST), list the item at the GST-inclusive price of $6,600.

Organisations **Registered for GST**

- GST must be excluded from the event budget.
- Example: If a quote is $6,600 (including $600 GST), list the item at $6,000 (excluding GST).
- Grant payments will have GST added.
- A tax invoice (including GST) will be required for the grant payment.

## 15. Auspice arrangements

If you are a community group or not-for-profit organisation (non-government) that is not incorporated, you can still apply for Council grants by using an auspice. An auspice organisation must meet the eligibility criteria, be incorporated and agree to support your grant application. The auspice receives the grant funds on your behalf, and you deliver the event.

To apply with support from an auspice organisation, you must:

- discuss the event and request they auspice your grant application
- include a signed copy of an auspice agreement in the grant application
- confirm the auspice has reviewed the application form.

If your grant application is successful, your auspice organisation will be responsible for:

- signing the grant funding agreement on your behalf
- receiving the grant funds and transferring the funds to your group
- ensuring all grant activities are completed
- submitting the acquittal report on your behalf by the required due date.

**Note:** setting up a **SmartyFile** profile enables you to share the grant application with the Auspice. You will manage the level of access they have. SmartyFile
Further information is available on Auspice arrangements Auspicing | Not-for-profit Law

## 16. Funding Details

- The grant recipient (or Auspice) must enter into a Funding Agreement outlining the terms and conditions, payment details and reporting requirements.
- Additional conditions may apply, such as obtain an Event in a Public Place permit or Place of Public Entertainment (PoPE) permit.
- Funding may be less than requested if parts of the application are ineligible or there are limited funds remaining in the funding pool.
- Events must occur within the same financial year as the grant is received. Any unspent funds must be returned to Colac Otway Shire Council.
- Funds must be used as approved; any changes require a Variation Request form to be submitted for approval prior to implementing changes.

- Recipients without an Australian Business Number (ABN) must provide an Australian Tax Office (ATO Statement by a supplier) form to avoid withholding tax from the grant payment.
- **For grants above $5,000, payments will be made in two instalments**:
  - <u>Instalment 1:</u>  90% paid upfront on signing the Agreement or when specific funding conditions have been fulfilled.  If specific funding conditions apply to your event, these must be fulfilled prior to the release of the grant funds.
  - <u>Instalment 2:</u>  10% paid upon satisfactory completion of the acquittal report.

## 17. Acknowledging Council's support and promoting success

Grant recipients are required to acknowledge the support from the *Colac Otway Shire Grants Program*.

Promotional guidelines form part of funding agreements and include the requirement that all activities acknowledge Colac Otway Shire Council's support through:
- Logo presentation on any activity-related publications
- Media releases
- Promotional material
- Social media
- Written or verbal acknowledgement at presentations or 'openings' and/or

To ensure appropriate recognition of Colac Otway Shire's support, recipients must follow the Shire's Logo and Style Guide.

**Where to Find Branding Resources**
Visit the Colac Otway Shire website at [www.colacotway.vic.gov.au](www.colacotway.vic.gov.au) and search for *"Logo and Style Guide"*.

**What the Guide Includes**
The **Logo and Style Guide - Colac Otway Shire** webpage provides:
- Approved **logo usage options**
- Guidance on **social media acknowledgements**
- Recommended **acknowledgement statements**
- Instructions for **media releases and publications**

These resources help ensure consistent and appropriate recognition of the Shire's support across all promotional and public-facing materials.

Grant recipients are required to provide an opportunity for a Colac Otway Shire Councillor to participate in the funded event. This may include presenting an award, delivering a brief speech, and facilitating a photo opportunity. Event organisers should liaise with Council staff to coordinate these arrangements prior to the event.

## 18.  Acquittal

At the completion of the event, an Acquittal Report must be submitted through SmartyGrants. The report must include (where relevant):

- A summary of the event including comments on the things that went well and what you have learnt from delivering the event.
- Event outcomes, achievements and how they align with the Council Plan objectives.
- An event budget including receipts as evidence of how the grant funds were expended.
- A record of In-kind labour and/or donated goods and service (if applicable).
- Details of local suppliers and contractors used.
- Photographs of the event, including shots that capture the audience.
- Evidence of acknowledgement of Council's support e.g. newsletters, media articles, social media, copies of promotional materials, photographs or video if available etc.

**Outstanding Acquittal**
Applicants with an outstanding acquittal from a previous grant round are ineligible to apply for future rounds. Contact the Grants Officer if your current event grant won't be completed before the application deadline.


## 19.  Privacy

The Colac Otway Shire Council is committed to protecting your privacy.  We collect and handle any personal information about you or a third party in your application, for the purpose of administering your grant application and informing the public of successful applications.

To administer your grant application effectively and efficiently, we may need to disclose your personal information with others for the purpose of assessment, consultation, and reporting. This can include Council staff or Councillors.

Any personal information about you or a third party in your correspondence will be collected, held, managed, used, disclosed, or transferred in accordance with the provisions of the *Privacy and Data Protection Act 2014 (Vic)* and other applicable laws.

The Colac Otway Shire Council's Privacy Policy can be found at www.colacotway.vic.gov.au Enter a search for Privacy Statement.

Council uses an online grant application program called SmartyGrants.   Click Here to view SmartyGrants Privacy Policy https://www.ourcommunity.com.au/privacy

## 20.  Contact us

Colac Otway Shire, 2-6 Rae Street Colac

T: (03) 5232 9400
E: inq@colacotway.vic.gov.au

**Grants and Development Officer**
For grant queries or assistance with the online application, contact the Grants Officer
between 8.30am and 4.30pm Monday to Friday.
T: (03) 5232 9400
E: inq@colacotway.vic.gov.au
Colac Otway Shire Grants Program - Colac Otway Shire

**Place Activation and Events Team**
For enquiries relating to Commercial events or Signature events, and all other enquiries for
event permit requirements.
T: (03) 5232 9400
E: events@colacotway.vic.gov.au
Event Planning Guidelines - Colac Otway Shire

## 21. Glossary of terms

| Term | Definition |
|---|---|
| Acquittal | A report provided by the grant recipient demonstrating that funds were used responsibly and in accordance with the conditions of the grant. |
| Applicant | The organisation applying for funding. |
| Application | A formal document submitted to a funding body to request financial assistance for a specific project or event. |
| Assessment Criteria | The specified requirements against which applications will be evaluated. These criteria are also used to assess the merits of proposals and to determine application rankings. These criteria may include eligibility requirements, selection criteria, and risk assessments. |
| Australian Business Number (ABN) | Identifies your business to the government, other businesses, and the public. |
| Auspice / Auspicing | A formal arrangement where an incorporated, not-for-profit organisation manages a grant on behalf of an unincorporated group, assuming legal and financial responsibility. |
| Community Asset Committee | A committee established by Council to manage a community asset in the Colac Otway Shire (e.g., Recreation Reserve Committee, Public Hall Committee). |
| Community Group | A not-for-profit, volunteer-based organisation formed by local community members who share a common interest, goal or concern. These groups work to improve community wellbeing, support social inclusion, and often deliver services, events or |

| Term | Definition |
|---|---|
| | advocacy on behalf of their members. Characteristics include being organised, self-governing, not-for-profit, voluntary, and providing public/community benefit. |
| Contribution | A 'matching dollar-for-dollar contribution' means an organisation contributes an amount equal to the Council's grant. |
| Council | Refers to Colac Otway Shire Council. |
| Eligibility Criteria | Mandatory requirements that must be met to qualify for a grant. Assessment criteria may apply in addition to eligibility criteria. |
| Events | Planned occasions or gatherings for a specific purpose, ranging from small community events to large-scale festivals, designed to engage the community, deliver cultural or social benefits, and contribute to local economic development. |
| Funding Agreement | A legal document outlining the terms, conditions, and obligations of funding for both Council and the recipient. |
| Grant | A sum of money awarded to an organisation to deliver a specific activity, with the expectation that funds will be used only for the agreed purpose. |
| Guidelines | Outline the grant program, type of activities the program is aiming to fund, application process, organisation eligibility and assessment criteria. It is important to read the guidelines prior to preparing an application. |
| Incorporation | A voluntary process where a not-for-profit or community group becomes a legal entity, enabling it to enter contracts, such as a funding agreement and open a bank account. |
| In-kind Support | Non-cash contributions such as volunteer labour or donated goods/services that directly support the delivery of the project or event. |
| Not-for-profit Organisation | An organisation that operates for purposes other than making a profit for its members, owners, or shareholders.  It must use any surplus to further its objectives and be classified as not-for-profit under the Income Tax Assessment Act 1936. |
| Project | A set of organised activities that are planned to achieve a particular aim or outcome. It will have a defined start and end date. |
| Public Liability Insurance | Protects your organisation or community group financially if someone attending your activity or event is injured. |
| Recipient | The organisation awarded the grant to support a specific project, activity, or event. |
| SmartyGrants | The online grant management platform used by Council for the submission, tracking, and administration of grant applications. |
| SmartyFile | A SmartyFile profile enables you to collaborate with team members, pre-fill information into forms and manage, view, search and sort submissions. To learn more, visit SmartyFile |