



City of Yarra  
Creative Yarra  
and Engage Yarra  
2022-2023 Guidelines



Cover photo by Tanya Volt: Sound Hunt with RP - Dau  
Drummond Street Services : Reach Youth Music Studios (RYMS) is a recipient of the 2020-2021  
Creative and Engage Yarra Grant Program.

National Relay Service  
TTY 133 677 then (03) 9205 5055

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# Creative Yarra and Engage Yarra 2022 – 2023 Guidelines

The City of Yarra is abundant with creative energy generated by a unique mix of talented people and diverse communities engaged in arts and culture. It is this collective energy that makes the municipality one of Australia's most productive arts and cultural centres and contributes to Yarra's unique identity.

Yarra's creativity is expressed in many ways and Council takes an active role in supporting a range of people and communities as they participate in, and contribute to, our creative culture. To this end, Council offers a number of funding initiatives that help to realise Strategic Objectives in the Council Plan.

**Engage Yarra & Creative Yarra** offers two years of fixed funding from January 2022 to December 2023 for individual creative practitioners and organisations to deliver arts and cultural activities within the City of Yarra. They are designed to provide security and reduce administration costs so that we can enable artistic activity to be developed over a two year period, support our creative community to build greater capacity and to deliver the best outcomes in our city.

Successful applicants are offered two years of funding, with a CPI adjustment in Year 2 (pending budget approval). Previously successful recipients can reapply, but each funding round is competitive and repeated success cannot be assumed. The maximum Year 1 grant amount for organisations is \$30,000. Individual applicants are able to apply for a maximum year 1 grant amount of \$15,000. Successful applicants may apply for other Council grants, but cannot hold multiple grants for the same activities.

**Engage Yarra & Creative Yarra** are open to organisations providing dynamic and valuable arts and cultural activities in the City of Yarra and prioritises those with a proven track record and well-articulated plans. Organisations may apply for operational and/or project funding. These streams are also open to individual creative practitioners who will need to demonstrate a commitment to realising a project or body of work over a two year timeframe and be able to clearly demonstrate the outcomes of this work in their proposal.

The proposed activities may take any art form but must be of high cultural and artistic merit and show a clear relevance with Yarra's community. Whilst innovation and dynamism are valued, the activity does not need to be new.

## **APPLICATION PROCESS**

Applicants will submit a full application to be assessed by a community panel. The final decision is made by Council.

Application	Key dates
<b>Applications open</b>	Wednesday, 5 May 2021, 9am
<b>Information session</b>	Tuesday, 11 May 2021 6pm-7:30pm Community Room, Bargoonga Nganjin North Fitzroy Library, 182-186 St Georges Rd, North Fitzroy
<b>Applications close</b>	<b>Sunday, 13 June 2021, 11:59pm</b>
<b>Final decisions advised</b>	Wednesday, 21 July, 2021
<b>Grant Funds paid</b>	August 2021, after return of Funding Agreement
<b>Funding period starts</b>	1 January 2022

*Yarra City Council reserves the right to change or amend dates should the need arise.*

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## **FUNDING STREAMS**

Council recognises the different attributes associated with specific areas of practice and as such asks that applicants elect the funding stream that most closely aligns with their proposal. Both streams are open for applications from individual practitioners and organisations (subject to eligibility criteria).

**Engage Yarra** supports activities that showcase, celebrate and promote local cultures, people, places and arts practice. It supports projects that enhance community participation and engagement in arts and cultural activities. Priority is given to proposals that enable collaboration and participation in strong creative projects between artists and non-artists, that value and highlight diversity and that encourage engagement with new audiences.

**Creative Yarra** supports professional artists and art organisations to produce and present new or existing work in any medium via funding that supports projects, programs, operations and/or administration. Priority is given to proposals that demonstrate outstanding artistic value and creative practitioners or organisations who present ideas that require longevity to be developed and realised.

## **COUNCIL CONTACTS**

Applicants are advised to contact a council officer to discuss their project before submitting their application.

For Engage Yarra – Olivia Allen 9205 5038 and Penny Kyprianou 9205 5109

For Creative Yarra - Deb Kunda 9205 5089 and Brona Keenan 92055212

## **ASSESSMENT CRITERIA**

Council will prioritise proposals that will rate highly across the following criteria.

### **A. CAPACITY**

**Practitioners, producers and/or administrators are highly/uniquely skilled and driven. This includes having:**

- High quality artistic and/or cultural development practice;
- Proficiency in administration, project and/or production management;
- A commitment to rigorous process and exceptional creative outcomes;
- The organisational structure and/or demonstrated resources required to successfully undertake the proposed project or activities; and
- A complete, balanced, and realistic budget in your application.

### **B. RELEVANCE**

**The activity is connected to the City of Yarra and builds on local character in one or more of these ways:**

- The applicant organisation(s) is located in Yarra;
- The creative practitioner(s) live or work in Yarra;
- The proposed activity takes place in Yarra – there must be a public outcome in Yarra to be eligible;
- The activity connects to Yarra by:
  - Engaging with members of the Yarra community;
  - Contributing to and reflecting local culture, identity and diversity;
  - Involving creative use of Yarra's venues, parks, streets, buildings – including Council owned and managed venues – studio spaces, theatrical spaces, live music venues or the public domain;
  - Involves issues or themes that are of relevance to the City of Yarra.

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## C. OPPORTUNITY

**Two year funding will make a significant difference in one or more of these ways:**

- Creative impact and growth;
- Skills and knowledge development;
- The opportunity to experiment and explore a theme, idea or concept in depth;
- Personal and community impact, including relationships and partnership;
- Organisational and/or program development and sustainability.

### **ELIGIBILITY CRITERIA**

Applicants for the Creative Yarra and Engage Yarra Grants must meet the following eligibility requirements. Please note that ineligible applications will not be assessed.

- The project must take place throughout 1 January 2022 and 31 December 2023
- All required supporting material to be submitted at the time of application;
- Applicants must have an active ABN\*
  - Applicants that meet all other eligibility criteria but do not have an ABN can have their applications auspiced by an eligible incorporated organisation or neighbourhood house;
- Applicants must be a not-for-profit, incorporated community group (that is a group with a voluntary membership who come together to pursue a common goal) **OR** meet one of the following specific exceptions:
  - be a registered charity, public benevolent institution or have DGR status;
  - be a state government entity seeking funding for activities beyond those considered the responsibility of State or Federal Government;
  - unincorporated not-for-profit community groups can have their applications auspiced by an eligible incorporated organisation or Neighbourhood House;
  - individual artists or arts-related businesses operating under an active sole-trader ABN\* can apply as individuals;
  - Arts-related businesses with active ABNs\* registered as other than sole-trader entities can apply under the Arts Development or Community Arts categories in the Arts and Culture Stream. These applications are contingent on successfully demonstrating that the project being funded will run on a not-for-profit basis. This will require detailed financial reporting;
- Applicants must have acquitted previous Council grants and have no outstanding debts to Yarra City Council;
- Applicants must provide a financial statement (unless individual applicant);
- Applicants must have public liability insurance with a suitable level of coverage, working with children checks, WorkCover and superannuation coverage;
- Relevant applicants must, as required by law, implement and adhere to the Victorian Child Safe Standards. <https://ccyp.vic.gov.au/child-safety/being-a-child-safe-organisation/> .

\*The applicant names must match the entity (legal) name for the ABN, or a registered business name or trading name associated with the ABN **and** the name on the bank account provided for payment. The ABN Entity name can be checked when entering your ABN into the application form.

### **Eligible Projects**

- Applicants must be locally based and/or applying for a program, service or activity that is of benefit to the Yarra community;
- Applicants may submit separate applications for both Creative Yarra and Engage Yarra, but are limited to one application per stream
  - Do not submit applications for the same project from multiple organisations;
- All questions marked 'response required' must be completed for the application to be eligible.

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## Applicants that are not eligible

- Neighbourhood houses are funded through Council's Neighbourhood House Funding Program and are therefore are not eligible
  - As above, neighbourhood houses can act as an auspice for other community groups or individual artists;
- Non-arts-related businesses or for-profit organisations

## Projects that are not eligible

- A program that is considered the responsibility of State or Federal Government, e.g. core school curriculum activities;
- Activities that take place outside the City of Yarra (including touring costs), unless a component of an ongoing project has a proven and direct benefit to the Yarra community;
- Building, capital works\* or facility maintenance works;
- Ongoing staff salaries or administration costs not specific to the project;
- The purchase of equipment only. Equipment may be purchased as part of a broader project;
- Activities that are sponsored by gambling businesses or take place at inappropriate venues;
- Projects with the singular purpose of promoting religion or that may be perceived as for the purpose of proselytizing;
- Individual training, study or academic research in Australia or overseas;
- A project that will be offered for assessment in the above training courses;
- Applications that are solely for attending forums, workshops and conferences;
- Competitions, prizes, award exhibitions or exclusively fundraising events.
- School fetes and other similar events;
- Covering the deposit or bond associated with hiring a Council Town Hall;
- Applications to fund projects retrospectively.

\* *Capital works are defined as projects undertaken to create a new permanent asset or space, or to permanently change the use, function or layout of an existing asset or space.*

## **HOW TO APPLY**

ENGAGE Yarra and CREATIVE Yarra applicants are required to submit their applications and supporting documentation using the online form. The online form can be found at the following website: <https://cityofyarra.smartygrants.com.au/>

### **Submitting Your Online Application**

**Applications must be received by 11:59pm, Sunday 13 June, 2021**

No late applications will be accepted

Typed, emailed, faxed or hard copy applications will not be accepted

You can return to <https://cityofyarra.smartygrants.com.au> at any time to view your application, but once it is submitted it cannot be changed.

Applications are not submitted until you hit the **submit** button. When you submit your application you will receive an automated email acknowledging that your application has been received with a copy of your application attached. This will be sent the email address used to register on SmartyGrants. *If you do not receive this email of receipt your application has not been submitted.* City of Yarra staff cannot view applications that have not been submitted.

### **Attachments and Supporting Documents**

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**Engage Yarra and Creative Yarra** applicants are requested to submit the following materials with their online application:

- CVs or short biographies of key artist/s and organisers, outlining their relevant experience;
- Examples of previous projects or programs relevant to this application. This could include images (maximum of 5), sound files, DVD presentation or other media (under 5 minutes duration in total) and web links. All files must be compatible with Windows System. Examples are to be accompanied by a complete listing;
- Letters of support (maximum 5). If your project requires the support of another organisation to develop or proceed then a letter acknowledging this support is required; and
- Latest organisation financial statement (please do not send the complete Annual Report). This is not required if you are applying as an individual.

## **Attachments Note:**

If you are attaching files, you need to allow for sufficient times for the file to be uploaded to the page. You should not navigate to another page until the file has been successfully attached, otherwise the file upload will be cancelled.

**There is a maximum file limit of 25 megabytes. However, it is strongly recommended you try to keep files under 5 megabytes.**

To attach a file follow these steps:

- Select Attach a file and choose the file you wish to upload and click Select.
- The file will begin to upload and the progress bar will be filled in as the file is uploaded.
- When the file upload is completed, the progress bar will disappear and a link to the uploaded file will be available, along with the option to remove the file.

As an alternative to uploading large files you may consider providing links to websites such as YouTube, YouSendIt and Dropbox.

Be mindful that the time available for the Assessment Panel to view support material is limited.

## **PREPARING A GRANT APPLICATION**

When preparing your grant application, please consider the following:

- Begin your application as early as possible. We strongly recommended you submit your application before the due date. The grant round closes strictly at 11:59pm on Sunday 13 June, We are unable to accept late applications for any reason.
- Ensure that you state explicitly what your project is. Describe the event/activity/program, so that it is clear what you want to do, how you want to do it, and why it is worth doing.
- Bear in mind that the assessors change each year and presume that they are not familiar with your organisation or your previous projects. Assessors are not given access to your grant history.
- Be as precise as possible. The assessors are aware that your project may still be in the planning stage, and that definite plans are not always possible until funding is secured. However, you can still clearly state what your intentions are and, if needed, adjust the project plan through a project variation if your grant is successful.
- If your project involves partnering with another organisation, it is useful to show some evidence of that partnership, such as a letter of support.

## **Aboriginal Consultation**

If your project relates to the local Aboriginal community, or you are planning on working with Aboriginal community, you should demonstrate that you have undertaken consultation in your grant

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application.

Council recognises the Wurundjeri people as the Traditional Owners of the land on which the City of Yarra now stands. Consultation and cultural requests such as cultural awareness training, Welcome to Country ceremonies or smoking ceremonies must be directed to the Wurundjeri Council. If your project relates to specific issues you may wish to consult with other Aboriginal organisations such as the Victorian Aboriginal Health Service or the Melbourne Aboriginal Youth Sport and Recreation Co-operative (MAYSAR).

When planning a project relating to or with the Aboriginal community, consultation should happen at the beginning, when the project is being developed. Do not present your proposed plans or projects to the Aboriginal community when they are half and/or already complete.

You should also ensure you allow time for consultation processes. Many decisions require Aboriginal people to consult their Elders. Bear in mind that cultural knowledge and advice from Wurundjeri Council is in high demand and, like any specialised advice, may come at a fee.

The Wurundjeri Council can be reached at [www.wurundjeri.com.au](http://www.wurundjeri.com.au), or by phone on 9416 2905.

## **Accessibility**

All applicants are encouraged to consider how their organisation and project will be accessible and inclusive of people with a disability. For ideas on how to make your program, project, or event more flexible please see the Accessibility Guide on the Annual Grants website at: <https://www.yarracity.vic.gov.au/about-us/grants/annual-grants>. For more information contact Cheryle Gray, Coordinator Community Planning on 9205 5175.

## **Environmental Impact**

All applicants are encouraged to incorporate activities that improve the sustainable outcomes of their projects. For more information contact Kelly Heffer, Sustainability Engagement Officer, on 9205 5769.

## **PREPARING A PROJECT BUDGET**

When preparing a budget for your project please consider the following:

- Due to the competitive nature of the grant program, successful applicants may not be granted the full amount they request. A smaller amount may be recommended if the project will still be viable. Therefore it is important to ensure that your budget is as detailed as possible, and that all costs are realistic and justified/explained within your application so that the assessment panel can be clear on which items they are supporting.
- Applications may be strengthened by applying for and securing other funding for your project. Please include all funding in your budget and mark whether the funding is confirmed or unconfirmed.
- The Engage Yarra/Creative Yarra Application requires a detailed budget for the first year and an indicative budget for the subsequent year, loaded into the template provided.

## **ACQUITTAL**

Grant recipients will be required to submit a Progress Report at the end of Year One (in January 2023). Year Two funds will be released after the submission and approval of this report.

Grant recipients are also required to submit an Acquittal Form within two months of completion of the project. The acquittal includes questions about how many people and Yarra residents participated in the event/program, what adjustments were made to the project as it unfolded, and whether the aims and objectives outlined in the application were met. The acquittal also includes a financial report, in which you are required to demonstrate that the funds were spent in accordance



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with the budget submitted. You are required to keep accurate, up-to-date records in relation to the project including, but not limited to, itemised receipts issued when funding is spent and relevant account records to submit as part of the acquittal.

The Progress Report and Acquittal forms are attached to each successful application. Links to the forms are listed under each application in the “My submissions” area of SmartyGrants. To access an acquittal form, please log onto [cityofyarra.smartygrants.com.au](http://cityofyarra.smartygrants.com.au), click on the “My Submissions” tab and scroll down to the specific grant. You can then complete and submit the acquittal in the same way you submitted your grant application.

**Please keep receipts for expenditure items over \$200 to upload into your online acquittal.**

To be eligible for a grant, organisations and/or individuals must have acquitted any previous grants from Yarra City Council. Applications from applicants with outstanding acquittals will **not** be assessed.

National Relay Service  
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