

Australia Day 2023 Community Grants Program



Grant Overview



Up to \$30,000

Australia Day
Events

26 January
2023

Applications
close
7 November

Reflect.
Respect.
Celebrate.

Overview



- » Grant Overview
- » Purpose
- » Who is eligible?
- » What will we fund?
- » Aboriginal Acknowledgement Program
- » How to apply
- » Inclusivity & Accessibility
- » Messaging and Branding
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Grant Summary



Program	Eligible	Details	Total Grant Pool
Community Grants	Local Councils, Not for Profits, Australia Day Councils	<p>\$10k to \$20K – for existing and new community events.</p> <p>PLUS</p> <p>Up to \$10k – costs associated with including Aboriginal and Torres Strait Islander engagement activities such as participation, performance or welcome to country in the Australia Day event.</p>	\$7.6 million

Purpose of the Grants



» The purpose of the grants are:

- Assist and support communities, regions and industries to deliver Australia Day 2023 activities; and
- Promote Australia Day as an opportunity to bind Australia as a nation, including through acknowledgement and inclusivity of Aboriginal and Torres Strait Islander people in Australia Day activities.

Community Grants Program



» The Australia Day 2023 Community Grants Program:

- Between **\$10,000-\$20,000** (GST exclusive), for the purpose of assisting eligible event organisers to ensure Australia Day 2023 events proceed in a COVID Safe environment; and
- Up to an additional **\$10,000** (GST exclusive) where the event includes strong recognition of Aboriginal and/or Torres Strait Islander peoples.

Who is Eligible



Who is Eligible

- » An Australian local government entity
- » An Australian state or territory government entity
- » An Australian not for profit organisation

The applicant must also have public liability insurance of not less than \$10 million.

Intended Outcomes



- » The intended outcomes are to provide funding to:
 - **Encourage community participation** in Australia Day events/activities
 - Promote the messaging of ***'Reflect. Respect. Celebrate. We're all part of the story'.***
 - Reflect, respect and celebrate Aboriginal and/or Torres Strait Islander people's histories and cultures
 - Enable Australia Day events that are fully accessible and inclusive for all
 - Create or retain local employment

What We Will Fund



What We Will Fund

- » Face-to-face event costs such as:
 - Professional photography / videography services
 - Venue fees, equipment hire, catering
 - Accessibility costs (e.g hire of ramps, Auslan interpretation)
 - Promotional material / merchandise using Australia Day Designs
- » 'Plan B' – planning, preparation and running virtual event costs such as:
 - Costs for pre-recording awards or entertainment
 - Online hosting and web content development
 - Fees for virtual event platforms

What We Will Not Fund



What We Will Not Fund

- » Purchase of assets or infrastructure, such as renovations or upgrades to buildings
- » Costs not clearly attributable to undertaking an Australia Day event
- » Events that do not have a clear focus on Australia Day: *Reflect. Respect. Celebrate. We're all part of the story.*

Eligible Activities



Eligible Activities Include

- Fireworks
- Live entertainment
- Family friendly
- Novelty and special Interest
- Flag raising ceremony
- Community awards
- Food / barbecue
- Art and culture
- Celebrating citizenship / citizenship ceremonies
- Sport
- Events that feature Australia Day ambassadors
- Community events
- Multi-faith ceremony
- Online engagements

Aboriginal and Torres Strait Islander Recognition



Aboriginal and/or Torres Strait Islander Recognition - \$10,000

- » Applicants can apply for up to an additional \$10,000 towards costs incurred to ensure a strong recognition of Aboriginal and/or Torres Strait Islander peoples. A Welcome to, or Acknowledgment of, Country will not suffice.
- » Examples include but are not limited to:
 - Smoking ceremonies
 - Cultural walks
 - Indigenous foods and plants
 - Local Aboriginal and /or Torres Strait Islander speakers, musicians and artists
 - Art or crafts displays, murals and art projects
 - Celebration of culture through inclusion of language, music, storytelling, dance
 - Readings of historical documents

Key Dates



Key Dates

- Applications are **open**
- Applications **close** at 5pm AEDT on Monday 7 November 2022.
- Applicants will be notified of the outcome of their application within 20 business days after the Closing Date.

How to Apply



How to Apply

- » Applications will be on SmartyGrants and require the following:
 - Event description, budget, event expertise will form part of the application
 - A copy of the applicant's public liability insurance policy and banking details
 - For government entities, written commitment that they will financially invest no less than the level of investment made in the 2022 event

<https://australiaday.smartygrants.com.au/>

Assessment Criteria



Assessment Criteria

- » Benefits and beneficiaries
- » Ability to deliver
- » Project quality and risk
- » Australia Day messaging

Inclusivity & Accessibility



Applicants are encouraged to consult the [Australian Human Rights Commission guidelines](#) by IncludeAbility on how to hold an accessible and inclusive event.

Accessibility costs can be covered under grant funding – e.g. hire of ramps or other accessibility equipment; Auslan interpretation; live captioning services.

Payment

- » **\$10,000-\$20,000 grants + opt \$10,000** (Aboriginal and/or Torres Strait Islander recognition)
- » Applicants will receive:
 - 80% at commencement of agreement
 - 20% on NADC's acceptance of the acquittal report

Acquittal

- » Applicants will be required to provide an acquittal report similar to the 2022 Australia Day Community Grant Acquittal report
- » Applicants will be required to provide good quality promotional images of their events
- » Acquittal must be submitted by 30 May 2023 via SmartyGrants

Australia Day Messaging



Australia Day Messaging

- » The Australia Day branding is to be used and does form part of the assessment for the grant.
 - Clearly use the Australia Day designs in equal proportion to other marketing
 - Display them in all use public spaces
 - Use branding Up to and on Australia Day

- » Australia Day Council *Aussie Merchandise* is available for purchase:
<https://australiadaysa.com.au/collections>



Australia Day Messaging



The Story of Australia

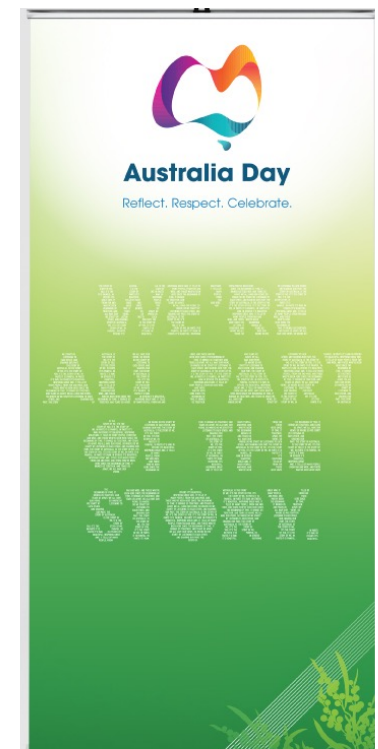


Australia Day Messaging



Story of Australia:

- **Reflect** on our past, present and future
- **Respect** everyone's contribution
- **Celebrate** by connecting with family, friends and community



Australia Day Messaging

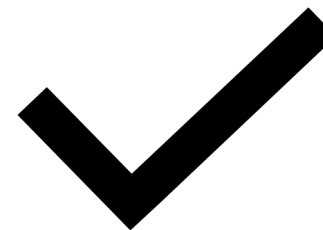


For more information and inspiration,
read our [Australia Day 2022 Report](#)



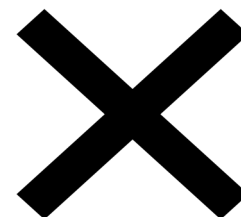


Australia Day





Australia Day



- Các Hội đồng Thành phố và tổ chức và vì lợi ích thể nộp đơn xin cấp khoản tài trợ lên đến 20.000 đô-la để giúp họ tổ chức các sự kiện Ngày Quốc khánh US Năm 2023 với cùng chủ đề tương tự sau đây của Hội đồng Toàn quốc Ngày Quốc khánh US *'Ngắm nhìn Tôn tạo. Ca ngợi. Dâng hiến ta là một phần của câu chuyện.'*
- Người nộp đơn xin hợp tác với các cộng đồng Thổ dân địa phương và dân đảo Torres Strait để kết hợp các sinh hoạt phần an và tôn trọng lịch sử của người bản địa địa phương cùng như ca ngợi văn hóa của họ sẽ hội đủ điều kiện để nộp đơn xin thêm 10.000 đô-la cho các sinh hoạt này.

Extras...



Photography Competition

- » This will return – details to come

Australia Day Achievement Medallions and Lapel Pins Program

- » Communications to be sent after grants close – orders to be submitted online by 14 December 2022

Helpful Links



Apply Now: Click here to start a submission

[Australia Day 2023 Community Grants - National Australia Day Council \(smartygrants.com.au\)](https://smartygrants.com.au)

Grant Guidelines: click here to review the grant guidelines

[Final Australia Day 2023 Program Guidelines.pdf](#)

Story of Australia: click here to see the Australia Day campaign and see Reflect, Respect and Celebrate in action.

<https://vimeo.com/491871907>

Australia Day Report 2022 – read about what happened across the country in 2022.

[FINAL_NADC_2022_Australia Day Report.pdf](#)

Australia Day Grant video from 2022 – learn about some examples of wonderful event ideas across the country.

<https://vimeo.com/727570211>

Questions



Any questions?

Watch Australia Day 2022



<https://vimeo.com/727570211>