

Australia Day 2024 Community Grants Program



» Please note that this meeting will be recorded.

Grant Overview



Up to \$15,000

Australia Day
Events

26 January
2024

Applications
open
3 October

Applications
close
31 October

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
- » Questions

Grant Summary



Program	Eligible	Details	Total Grant Pool
Community Grants	State and territory government entities, local councils, Not for Profits who received an Australia Day 2023 community grant	<p>\$10k for existing and new community events.</p> <p>PLUS</p> <p>\$5k – 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>	\$4.5 million

Purpose of the Grants



- » The purpose of the grants are to provide funding for Australia Day 2024 events that:
 - enable Australia Day events/activities to proceed
 - encourage community participation in Australia Day events/activities
 - reflect, respect and celebrate Aboriginal and/or Torres Strait Islander peoples' histories and cultures
 - are inclusive of all Australians, including people with disability
 - create or support local employment
 - promote the messaging of 'Reflect. Respect. Celebrate. We're all part of the story'

Community Grants Program



- » The Australia Day 2024 Community Grants Program:
 - **\$10,000** (GST exclusive), for the purpose of assisting eligible event organisers to ensure Australia Day 2024 events proceed; and
 - an additional **\$5,000** (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 who received an Australia Day 2023 Community Grant from the NADC

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

What We Will Fund



What We Will Fund

- » Event costs associated with running an Australia Day 2024 event such as:
 - Professional photography / videography services
 - Artists / talent fees
 - Venue fees, equipment hire, catering
 - Accessibility costs (e.g hire of ramps, Auslan interpretation)
 - Promotional material / merchandise using Australia Day Designs

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 - \$5,000

- » Applicants can apply for an additional \$5,000 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

- Applications **open** at 9am AEDT on Tuesday 3 October 2023
- Applications **close** at 5pm AEDT on Tuesday 31 October 2023 or whenever the funding pool is fully committed whichever comes first.
- NADC will endeavour to notify applicants of the outcome of their application within 20 business days of submitting their applications.

How to Apply



How to Apply

- » Applications will be on SmartyGrants and require the following:
 - Event description and budget
 - 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 2023 event

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

Eligibility Criteria



Eligibility Criteria

- » Applicant must be:
 - an Australian local government entity;
 - an Australian state or territory government entity; or
 - an Australian not-for-profit organisation who received an Australia Day 2023 Community Grant from the NADC.
- » Event must be held on Australia Day 2024
- » Applicant must demonstrate that the planned event intends to include an inclusivity element for people with a disability
- » for local, state or territory government applicants, written commitment that you will financially invest no less than the level of investment made in the previously held event.

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 grants + opt \$5,000** (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 2023 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 April 2024 via SmartyGrants

Australia Day Messaging



Australia Day Messaging

- » The Australia Day branding is to be used and does form part of the conditions 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

Reflect. Respect. Celebrate.

Australia Day Messaging



The Story of Australia

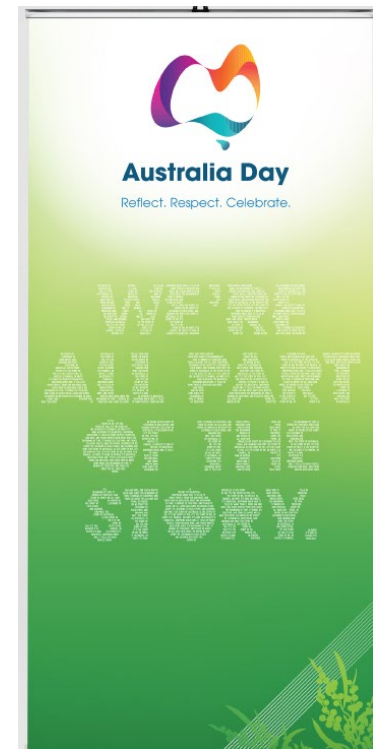


Australia Day Messaging



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

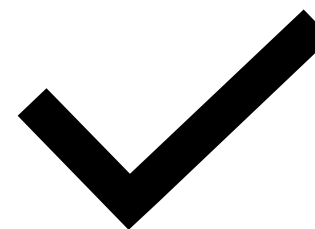


For more information and inspiration,
read our [Australia Day 2023 Report](#)



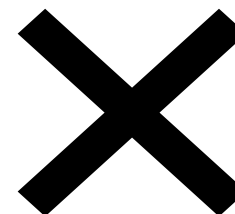


Australia Day





Australia Day



Helpful Links



Grant Guidelines: click here to review the grant guidelines

[Australia Day 2024 Community Grant 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 2023 – read about what happened across the country in 2023.

[Australia Day 2023 Report 0.pdf](#)

Australia Day Grant video – 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>