

2025-26

# COMMUNITY GRANTS

Community Events

Sue Arnold  
Team Leader Events



# PRESENTATION CONTENT

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# WHAT IS A COMMUNITY EVENT?

A community event is an organised gathering for a common purpose that is:

- conducted on a one off or periodic basis
- open to members of the public
- publicly advertised or
- may be subject to specific licences and approvals or permits.

# COMMUNITY EVENT GRANTS

Community Events Grants support moderately sized public events that provide economic and community benefits to the Greater Geelong region.

This grant has two categories; Community Events and Community Events Christmas 2025.

The objectives of these grants are to:

- Support new community events.
- Support local traders and businesses to generate economic impact and stimulate growth in the Greater Geelong region.
- Celebrate Greater Geelong's diverse cultural identity and support inclusive community events.
- Encourage visiting friends and relatives to Geelong.
- Activate the municipality's community hubs, halls, sporting and cultural venues, activity centres, and public open spaces.

# Key dates

## Community Events

Applications open:	26 July 2025
Applications close:	8 September 2025 by 5.00 pm (we do not accept late applications)
Notification to applicants:	28 January 2026
Project start date:	Event cannot start until after 1 February 2026 and you have a signed funding agreement with us.
Project end date:	You must complete your event within 12 months of the notification date.

## Community Events Christmas 2025

Applications open:	26 July 2025
Applications close:	8 September 2025 by 5.00 pm (we do not accept late applications)
Notification to applicants:	Within 6-8 weeks of application closing date
Project start date:	Event cannot start prior to the 2025 Christmas festive season (November and December 2025).
Project end date:	You must complete your event by 25 December 2025

# Who is eligible to apply



incorporated  
not-for-profit  
organisation



registered  
charitable  
organisation



unincorporated  
group with an  
auspice



business



individual  
operating as  
sole traders  
(with an  
active ABN).



school or  
learning  
institution  
(non-curriculum  
based, primarily  
benefit the wider  
community)

# How much funding you can apply for

This grant has two categories, but you can only apply for one category per funding round.

You may request:

- up to \$10,000 for a Community Event Grant, or
- up to \$10,000 for a Community Event Christmas 2025 Grant

# What you can apply for

## Community Events

- Agricultural shows
- Community festivals
- Food and wine festivals Music events
- State or national sporting events
- Multicultural festivals (for smaller events, please consider the Community Strengthening Grants)

## Community Events Christmas 2025

- Christmas carols Christmas activations
- Events staged in November and December 2025.

**Note:** Events must be staged from **1<sup>st</sup> February 2026 (except Christmas)**, be held within the City of Greater Geelong municipality and advertised to the general public.

# What events will not be funded

- Events outside Geelong
- Events that are ongoing, regular activities of a venue – for example monthly markets or seasonal sporting events.
- Events, that due to their nature, are unlikely to be supported by relevant stakeholders.
- Events that are held prior to 1 February 2026 (excepting Community Christmas events)
- Invite-only or members-only events – this includes VIP events/areas or events which exclude other event attendees.
- Conferences, expos and business events
- Political or gambling activities
- Projects started before funding is approved
- Fundraising events for charities or your own group
- Core business

# What you need for your application

- full and correct applicant name
- address and contact details of applicant
- name and contact details of the person authorised to apply for this grant
- certificate of incorporation
- auspice agreement letter (if your organisation is not incorporated)
- Australian Business Number (ABN) details registered to the grant applicant name
- a completed Statement by Supplier form (if you don't have an ABN)
- bank account details (account name, BSB and account number) which must match the applicant's name and ABN details

# What you need for your application cont.

- letters of support from project partners and/or stakeholders
- copies of required permits or approvals
- confirmation of venue booking
- a budget showing all income, expense and how the grant funds will be used.
- quotes or cost estimates for grant related expenses
- detailed event plan
- a detailed risk assessment

# Grant assessment criteria

We use a weighted scoring system, which means the criteria each have a set percentage based on how important they are. The higher the percentage, the more it affects your overall score.

## Criteria 1: Community Benefit- 25%

### We assess this based on:

- Evidence the proposed event is inclusive and accessible to people of all abilities.
- A plan detailing how the event will be promoted to the public.

# COMMUNITY EVENT GRANT ASSESSMENT CRITERIA

## Criteria 2: Strategic Impact - 25%

### We assess this based on:

- Evidence that the event will contribute to a diverse and balanced calendar of events for the region – for example, due to the time of year, type of event or the location.
- Demonstrated uniqueness of the event.
- Evidence that the event will have an economic impact on the municipality by attracting audiences likely to support the local economy

# How we assess applications

## Well Planned Criteria - 50%

### We assess this based on:

- event rationale
- quality of your event plan
- a budget detailing all project costs and any other funding sources
- project cost evidence: to show how much your project will cost

note: applications submitted without quotes or estimate may not be funded

# HOW TO APPLY ?

Applications for the City's Community Event Grants must be made via **SmartyGrants** online.

## Login or Register

A free account is required to make an online submission.

Registration gives you secure access to your forms, allowing you to save your progress and resume later.

### Log In

Email:

Password:

[Forgotten your password?](#)

By clicking **Log In** you agree to Our Community's [Privacy Policy](#) and [Terms of Use](#).

### Register

If you haven't registered or started filling in a form, [register here](#).

## Community Events

[APPLY ONLINE](#)

## Community Events Christmas 2025

[APPLY ONLINE](#)

[geelong.smartygrants.com.au/applicant](https://geelong.smartygrants.com.au/applicant)

## Geelong Australia Website

<https://www.geelongaustralia.com.au/grants>

# MARKETING SUPPORT

- Promote and upload your event on the City's Events Geelong online event calendar. [www.geelongaustralia.com.au/events](http://www.geelongaustralia.com.au/events)
- This is a **FREE** marketing tool.
- It is best to include images and detailed event information. This information **MAY** be used for additional promotions through our social channels.

# COUNCIL SUPPORT

## Grants Team

- Phone: 03 5272 5560
- [communitygrants@geelongcity.vic.gov.au](mailto:communitygrants@geelongcity.vic.gov.au)



## Grant Writing Session

- Community Events  
Thursday 14 August, 6pm
- Online – link on Community Grants web page

## Grant Holder (specific department)



- Community Event Grants
  - Sue Arnold
  - Phone: 03 5272 5029
  - [sarnold@geelongcity.vic.gov.au](mailto:sarnold@geelongcity.vic.gov.au)

