GREATER SHEPPARTON CITY COUNCIL

SENIORS FESTIVAL GRANTS PROGRAM

2025 GUIDELINES

GREATER Shepparton

About this grant program

The Seniors Festival Grant Program aims to support innovative and new opportunities for ageing peoples' participation in the Greater Shepparton region through social interaction, skill development and building lasting connections with organisations.

The Seniors Festival Grant Program is inclusive and accessible to all people in the local community.

In line with the 2025 Victorian Seniors Festival, priority will be given to activities, programs, and events that focus on the following seniors cohorts:
- men
- LGBTIQA+
- First Nation Elders
- veterans
- seniors with a disability
- seniors from multicultural and multi-faith backgrounds

Additionally, applicants are encouraged to demonstrate how their proposed activities will foster community engagement, promote inclusivity, and enhance the well-being of seniors within these priority groups. Projects that demonstrate collaboration across community will be highly regarded.

Examples of collaboration include partnering with other organisations to deliver your event eg a senior citizens club partnering with a men's shed.

For the 2025/2026 Financial Year there is a total funding pool of **$3,500** available. Individual grants of **up to $500** are available for successful applicants to conduct activities during the timeframes below.

Council strongly advises you to contact the Community Wellbeing Department prior to making an application to discuss your proposed activity and eligibility. For assistance you can contact Council's Positive Ageing Officer via telephone on (03) 5832 9700 or via email positiveageing@shepparton.vic.gov.au

Expected timing for this grant program

Applications will be accepted until 5:00pm on the closing date.

Applications open:	Tuesday, 14 July 2025 at 9:00am
Applications close:	Monday, 18 August 2025 at 12:00pm
Notification of outcome:	September 2025
Activity timeframes:	1 October 2025 to 31 October 2025

How to Apply

Applications for this grant program must be submitted via Greater Shepparton City Council's SmartyGrants online portal. You can access this portal via the following link:
https://greatershepparton.smartygrants.com.au/

Assistance with using the SmartyGrants online portal can be provided by Council by contacting the Access & Positive Ageing Officer on 5832 9700 or by accessing the help guide https://applicanthelp.smartygrants.com.au/help-guide-for-applicants/

Who can and can't apply?

All applicants' activities must be primarily based in Greater Shepparton.

APPLICANT TYPE	YES	NO
Not-for-profits, incorporated bodies, co-operatives or associations	x	
Registered charitable organisations (refer to the Australian Charities and Not-for-profits Commission	x	
Unincorporated bodies with an auspice	x	
Schools and learning institutions – only for activities that are not curriculum based and the primary benefit is for the wider community	x	
Applicants that have received funding from this grant in the current financial year that are applying for more than one activity		x
Individuals without an Australian Business Number (ABN)		x
Individual / Sole Traders (entity type with Australian Business Register)	x	
For profits, commercial entities, registered businesses	x	
Applicants with outstanding acquittals for grant funding from Greater Shepparton City Council (including auspices)		x
Applicants with outstanding debts or arrears to Greater Shepparton City Council or in legal proceedings with Council		x
An organisation involved in legal proceedings relating to winding up its operations, or experiencing insolvency or bankruptcy (this includes any legal bankruptcy – related actions against the organisations directors or officers).		x

What if you are NOT incorporated?

If you are a not-for-profit organisation, you can still make an application by using an auspice. An auspice is an organisation that meets our eligibility criteria and agrees to support your application.

If you're successful, the auspice receives the grant money on your behalf so you can undertake the project work.

If you are intending to make an application using an auspice you must obtain written approval from your proposed auspice before you submit your application and attach this to your application form.

Insurance

Applicants are required to hold Public Liability Insurance of at least $20 million. The Certificate of Currency for this insurance will be required as part of the application process.

Applicants using an auspice would include a certificate from the auspice organisation. A policy statement or receipt of payment is not an acceptable substitute for the certificate of currency.

Permits and Approvals

Activities may require permits and approvals.

These processes are separate to the grant application process and require additional time and budget in the project plan. You do not need to secure permits or approvals before applying for the grant, however obtaining these approvals will be a condition of the funding.

You must also be able to demonstrate that you are aware of the necessary permits and approvals in your application.

What if my activity does not proceed?

If you are successful in obtaining a grant and your activity and it does not proceed, you must contact the Access and Positive Ageing Officer at Greater Shepparton City Council in a timely manner to discuss the circumstances of the activity not proceeding and organise returning the grant funds provided.

Failure to notify Greater Shepparton City Council of your activity not proceeding will deem future applications for all grants available ineligible.

Program Objectives

The objectives of these grants are to achieve all or some of the following:
- build new social connections and partnerships within the community and/or reinforce those that already exist -X3
- enable community members to acquire or develop a new skill X2
- strengthening ageing population participation in the community X3
- reducing social isolation and loneliness X4
- increase participation of priority groups including the following:X8
    o male seniors
    o LGBTIQA +
    o First Nation Elders
    o veterans
    o seniors with a disability
    o seniors from multicultural and multi-faith groups

Funded activities will:
- occur in Greater Shepparton between the timeframes stated above which align with the 2025 Victorian Seniors Festival (October 2025)
- increase participation of priority groups including senior men, LGBTIQA+ seniors, Aboriginal Elders, veterans, seniors with a disability and seniors from multicultural and multi faith groups
- provide an inclusive, safe and accessible outcome for the community of Greater Shepparton
- demonstrate effective partnerships i.e. with other groups and/or across interest groups
- deliver value for money
- be well developed and have reasonable indicators of success for the outcomes expected
- acknowledge Greater Shepparton City Council sponsors of the project receiving funding
- invite relevant Council Officers and/or Councillors to any event, launch, or celebration of the funded project.

The following activities will NOT be funded:

- events and activities not held within the activity timeframes
- events and activities held outside the Greater Shepparton municipality
- applications received after the closing date
- applicants who have previously been funded by Council and have failed to comply with the financial, project monitoring and/or reporting requirements
- projects that are clearly a duplication of an existing service.
- fundraising activities
- ongoing expenses or for projects which have already commenced or have been completed.
- projects and activities that are discriminatory in any way or contravene any legislation.

Budget

The budget must include details on all income (all sources of funding which will be used to deliver the project, including the requested amount from this grant) and all expenditure (costs involved in the project). Income and expenditure **must be equal**. Below is an example of the budget table within the application form.

Please provide a valid quote for expenses within your application that exceed $1,000.00.

Income	$	Expenditure	$
Council Event Grant	$800.00	Music Equipment hire	$250.00
		Musicians	$250.00
		Marque Hire	$300.00
TOTAL	**$800.00**	**TOTAL**	**$800.00**

It is also necessary to detail the in-kind contributions, if any, that will be made to the activity in the In-Kind section of the application form. Below is an example of this table within the application form.

If you have volunteers working on the project, include their contribution at the following values:

- $25.00 per hour for unskilled labour
- $40.00 per hour for qualified trades person
- $65.00 per hour for machinery hire, including driver

Income	$	Expenditure	$
Council Event Grant	$800.00	Music Equipment hire	$250.00
		Musicians	$250.00
		Marque Hire	$300.00
TOTAL	**$800.00**	**TOTAL**	**$800.00**

If your organisation is registered for GST the budget should be filled in GST exclusive. If your organisation is not registered for GST you should fill in the budget GST inclusive. Please refer to the www.ato.gov.au website for further details.

How will applications be assessed?

All applications received will go through the following assessment process:

- eligibility checks against criteria for the funding of this program
- panel assessment with broad representation from Council Departments

The Assessment Panel will consider the following:
- does the activity meet the objectives and activities of the program
- does the activity have a broad community benefit
- is the activity well planned and feasible within the timeframes provided
- evidence that the activity will be well supported by the community
- evidence that the activity will be inclusive and accessible for the whole community
- does the application give priority to use of local suppliers for the delivery of the event
- does the intended activity align with one or more of the following strategic documents:

    - Greater Shepparton City Council Plan 2021-2025
    - Greater Shepparton Positive Ageing Strategy 2023 – 2027

The Council Plan and other Strategies can be accessed at www.greatershepparton.com.au

Once applications have been assessed by the panel, a recommendation of funding will be presented to the relevant Department Director to provide final award of the grant funding under delegated authority.

Notification of outcome

All applicants will be notified as to the outcome of their application via the email address provided in the application.

Please refer to the timetable on the website to confirm the date we aim to notify you of the outcome of your application.

Multiple applications from one organisation will not be funded under this program.

If your application is successful

Successful applicants will be required to:
- enter into a funding agreement and adhere to the conditions of the agreement.
- spend the grant money in accordance with the conditions stated in the funding agreement and provided for in the application.
- return any unspent funds at the completion of the activity, or at the end of the agreement unless prior written approval has been obtained to expend the funds in another way.
- complete in full detail an acquittal form to the satisfaction of Council within 30 days of the project completion or funding end date, whichever is sooner.

If your application is NOT successful

If your application is not successful you will be notified in writing and provided with an opportunity to discuss the outcome with the Program Coordinator and Grants Coordinator.

In some cases, the assessment panel may consider your application more suited to one of Council's other grant programs. If your application is more aligned with another funding program, Council will contact you and let you know.

If an application is made to an alternative funding stream within Council, only one funding application may be considered per financial year for the same activity.

If there are funds remaining in the grant pool, we may choose to offer a second round of funding. Whilst unsuccessful applicants are eligible to reapply, we would recommend revising the application prior to ensure it fits the objectives of the program and assessment criteria before doing so.

Diversity and Inclusion

Council acknowledges, celebrates and supports the diversity of the Greater Shepparton community, as a tool to ensure activities and programs are inclusive of all. It is therefore important applicants demonstrate a range of diversity strategies within their application.

Below are examples of ways in which you may demonstrate inclusion of all in your program/activities. Please note, these are examples ONLY and we encourage your group to develop a range of inclusion practices unique to your application.

- Aboriginal and Torres Strait Islander communities
- migrant and refugee communities
- people with a disability
- Lesbian, Gay, Bisexual, Transgender and gender diverse, Intersex, Queer, Asexual communities (LGBTIQA+)
- women, young people and seniors
- provision of accessible facilities such as parking, toilets, ramp access and accessible seating
- gender inclusion
- information available in accessible formats, such as large print, alternative language, plain English, the use of interpreters, such as Auslan for people who are deaf
- availability of a broad range of foods
- ensuring all published materials avoids acronyms and jargon
- take religious and cultural occasions into consideration when planning events.

Council Officers are available to support you with identifying, capturing and reflecting diversity within your application through contacting the Community Wellbeing Department.

Please contact Customer Service on 5832 9700 and ask to speak to the relevant Officer. Alternatively you can contact the relevant Officer via council@shepparton.vic.gov.au.

Greater Shepparton City Council will consider the equitable reach of this funding program during the assessment and final decision-making processes.

Gender Equality

Council has a duty to promote gender equality through the Gender Equality Act 2020.

Gender equality means ensuring all individuals, regardless of gender, have the same rights, opportunities, and access to resources. It focuses on eliminating discrimination and fostering equal participation in all aspects of society.

This can be done by
- inclusive programming: Ensuring event activities cater to the interests and needs of all genders.
- balanced representation: Striving for gender diversity among speakers, performers, volunteers, and participants.
- accessibility & outreach: Using marketing materials and event promotion methods that encourage attendance by all genders.
- safe & welcoming spaces: Creating an environment free from discrimination, where all seniors feel comfortable and respected.

Applicants to Council's grant programs are encouraged to demonstrate evidence of how your organisation considers and promotes gender equality within their policies, programs and services.

Sustainability and Environment

Council has declared a climate emergency and adopted a 2030 Zero Emissions target to address the causes and impacts of climate change that are already affecting our communities.

Applicants to Council's grant programs are encouraged to consider sustainability outcomes and the impact of their project on carbon emissions and minimise carbon emissions i.e. by using recycled products, reducing or eliminating waste, using local products or using renewable energy.

Applications that support communities to thrive under a changing climate will be highly regarded.

You are encouraged to visit the Greater Shepparton City Council website for more information on Council's commitment to the environment:

https://greatershepparton.com.au/animals-environment-and-waste/environment

Advertising and Promotion

All media, promotional and social media assets will require approval from Council's Communications and Engagement department prior to distribution. Ensure all promotional materials are submitted for approval at least three weeks prior to the event.

This will include providing logo recognition of Greater Shepparton City Council on all your promotional material relating to the event including, but not limited to posters, apparel, event programs and any other reasonably requested intellectual property.

To access the current branding guidelines, please contact the Access and Positive Ageing Officer on (03) 5832 9700.

Council also requires the opportunity to provide signage to be displayed at high profile locations at the event. This could include fence banners and/or tear drop flags. Event organisers will be responsible for the collection of items from Council, installation at the event and then return to Council.

Event organisers are strongly encouraged to promote their events on Council Calendar of Events page and Shepparton & Goulburn Valley. This can be completed via the following links:

https://greatershepparton.com.au/whats-happening/suggest-event and
https://sheppandgv.com.au/events/promote-your-event

Final Acquittal

You will be required to report back to Council when your project is completed. The acquittal process is important because it enables Council to continuously evaluate the success of the program.

You must report back to Council within the timeframe provided in your funding agreement. The financial acquittal is an income and expenditure statement for the grant confirming funding has been spent on the activity in accordance with the funding agreement. Maintaining detailed records throughout your project will facilitate a smooth reporting process.

Council officers may request meetings with you to check the progress or undertake an independent audit of the records of the applicant as they relate directly to the grant.

It is the responsibility of the applicant to maintain accurate financial records for the grant and make them available in the event of an audit by the Council into the use of the grant.
An organisation which fails to submit their acquittal documents is deemed ineligible to apply for any future funding from Council, until their acquittal is completed and approved by Council.

Contact Details

Greater Shepparton City Council
Community Wellbeing – Access and Inclusion Officer
Phone: (03) 5832 9700
Email: positiveageing@shepparton.vic.gov.au
Website: greatershepparton.com.au

CONTACT US

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