

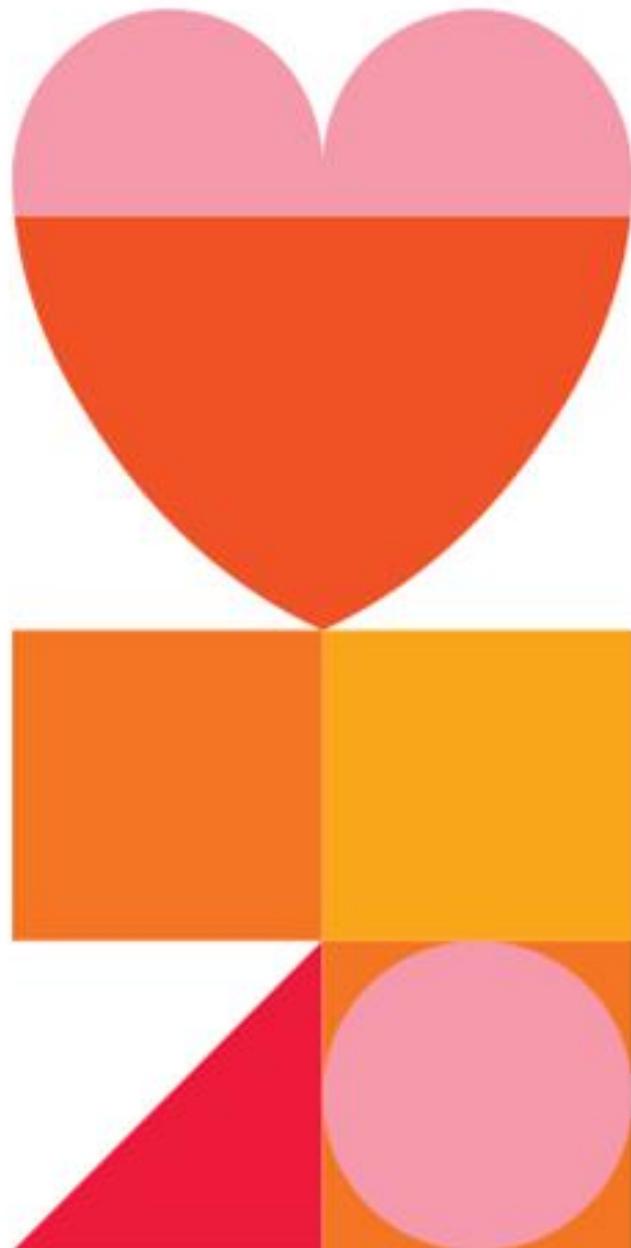


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Placemaking Grant Guidelines

Activities from 1 July 2024 to 1 June 2025



Published January 2024.



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About the Placemaking Grants program

The Placemaking Grants program (the program) seeks to invite individuals, groups and organisations to implement projects that contribute revitalised public spaces in Braddon and the City Centre. The program supports projects that foster community engagement and enhance people's experiences in these spaces.

As an initiative of the City Renewal Authority (the Authority), the program is part of the Authority's vision to enhance the liveability and attractiveness of Canberra's City Centre.

The program aligns with the goals of the Authority's [2025 Strategic Plan](#) and the objectives of the [City Centre Marketing and Improvements Levy \(CCMIL\)](#) to create a more connected and dynamic city, encouraging economic growth and community development through a people-focused and design-led approach.

What is placemaking?

Placemaking is a process of collaboration to shape public spaces with the people who use them. The success of placemaking is measured through the health, wellbeing, safety, and connection to the people who use these spaces.

We know that thoughtfully designed and managed places are better cared for and the people who use them are happier and more productive. Over time, this increases visitation and investment resulting in environmental, social and economic benefits for the community. To learn more about what makes a great place, take a look at the Authority's [Great Place Guide](#).

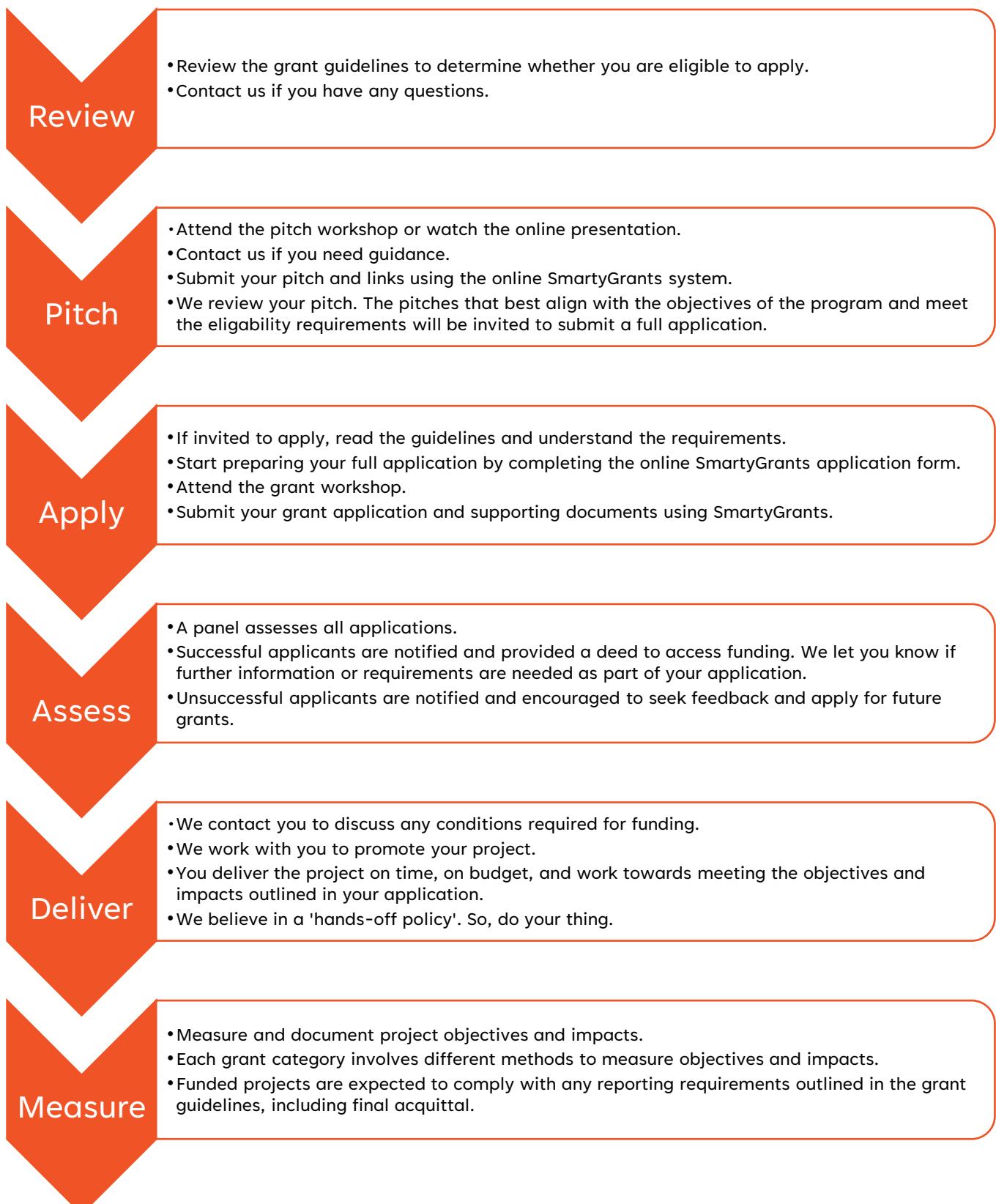
Timeline

The table below outlines the key dates of the application process.

Table 1 Key dates and timeline

For activities between 1 July 2024 and 1 June 2025	
Pitch opens	1 February 2024
Pitch workshop	15 February 2024
Pitch deadline	5 March 2024
Notification to apply for a grant	April 2024
Grant applications open	April 2024
Grant applications close	May 2024
Notification of decision	June 2024

Grants process summary





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Grant application process and requirements

Two-stage process

The program operates as a **two-stage process** to ensure we fund the most suitable and feasible projects. We also understand the effort and dedication required to complete a grant application.

Through the two-stage process we will provide you with the opportunity to pitch your idea before you are required to submit a full application.

Two-stage process:

1. The **first stage** is a pitch commonly known as an expression of interest (EOI).
2. The **second stage** is a full application.

The program's **categories and criteria** detail what is required for a **full application**, so you can be aware of what's to come if your pitch is successful. The pitch only requires you to complete the details outlined in the [**pitch form**](#).

Deciding to apply

When deciding whether to apply for grant funding, applicants should consider their project or event's specific goals and objectives.

Applicants should consider the requirements below when deciding how much funding to apply for. Capability to deliver will be considered in the application assessment alongside the ability of the project/proposal to achieve the program outcomes. It's important to note that if you succeed in your grant application, your project must recognise the support of the Authority and ACT Government. We strongly encourage you to ensure you meet the eligibility criteria outlined on the next page prior to submission.



Eligibility criteria

The applicant and proposed project must meet the following criteria to be eligible for funding. Applications that do not meet all of the criteria will be deemed ineligible.

- 1) **Types of projects supported:** Our program supports projects that align with the objectives of the Authority and the outcomes outlined in Table 2 on page 10.
- 2) **Eligible activity area:** The proposed project must occur within the [CCMIL Collection Zone](#) – the City Centre and Braddon, and the section of Haig Park bordered by Girrawheen Street, Northbourne Avenue, Henty Street and Torrens Street.
- 3) **Eligible project costs:** Funding may contribute to any costs associated with the planning and delivery of the proposed project except for those listed as ineligible (refer to the Ineligibility section on page 7).
- 4) **Audience segments:** The grant application must demonstrate a clear understanding and connection to the key visitor segments identified by the Authority. A breakdown of these segments is [in the City Centre Consumer Segmentation Report 2022/23](#). In addition, we encourage grant applicants to consider diverse and marginalised communities.
- 5) **Applicant eligibility criteria:** Placemaking Grants are open to individuals, groups and organisations that meet the following criteria:
 - a) Be Australian citizens, have permanent resident status in Australia or, if not a permanent resident, be on a temporary Australian Visa that expires no less than two years from the date of the application.
 - b) Have an Australian Business Number (ABN) or auspice funding.
 - c) Demonstrate that they will attain (upon successful receipt of the grant) or currently hold **Public Liability Insurance** coverage to a minimum of \$10,000,000.
 - d) Have satisfactorily managed and acquitted all previous grants provided by the Authority and any other ACT Government agency (except for current year funding).
 - e) Be registered for Goods and Services Tax (GST) if applicable.
- 6) **Applicants may apply for multiple Placemaking Grants** through the EOI process, and each application will be judged on its own merits.
- 7) **Auspice funding:** If the applicant cannot satisfy the eligibility criteria, they will be required to consider an auspice arrangement by an entity that does satisfy the criteria.



Ineligibility

The Placemaking Grants do not support certain individuals or organisations and project costs, as outlined below.

The Authority will not consider grant applications from:

- Commonwealth, State or ACT Government Departments
- a political party
- projects where the Authority considers the primary purpose to be political
- projects that the Authority considers to denigrate or exclude parts of the community or have an adverse effect on public health, safety, the environment or heritage
- an applicant that the Authority considers supporting, promoting or facilitating violence, gambling, intolerance or discrimination
- an employee or elected member of the Authority, or their immediate family, however, this does not include an application from an organisation that an employee, elected member or their immediate family member may be part of
- an applicant that has outstanding debts to the ACT Government
- an applicant that is in legal conflict with the ACT Government
- an applicant that has failed to provide satisfactory acquittal reporting for any previous ACT Government funding
- an applicant that has already received Authority funding (including in-kind) for the same project within the same financial year
- an applicant that has already applied for Authority funding (including in-kind) for the same project within the same financial year and has been refused
- an applicant that conducts, or has conducted, themselves in a way that the Authority considers to be injurious or prejudicial to the character or interests of the ACT Government

Project costs that will not be funded:

- Business establishment fees and core business support
- General administrative and management costs associated with operating an organisation
- Legal costs that are deemed to be “business as usual” for the applicant
- Hard equipment such as laptops, dishwashers, cameras, 3D Printers etc
- Donations
- Requests for retrospective funding
- The purchase of alcohol and/or associated costs for selling alcohol



We do not accept grant funding being used to pay for prize money. However, in certain circumstances, we may allow prizes for promotional purposes.

Grant application categories and criteria

The following table sets out the requirements for the **five grant categories**. This table is the basis for full applications but is useful background information to help shape the EOI (pitch).

Table 2 Grant application categories

Art Grant	Event Grant	Marketing Grant	Place Grant	Space Grant
What: Funding available (including GST)				
Up to \$50,000.00	Up to \$50,000.00	Up to \$50,000.00	Up to \$50,000.00	Up to \$50,000.00
Goal: The Authority's vision for the Category				
To enhance the cultural vibrancy of our City Centre and its community by supporting local art initiatives.	To facilitate the activation of public space by creating engaging and accessible events that drive visitation to our City Centre.	To create content and market our City Centre as a destination for tourists and visitors to Canberra.	Enhance the appeal and functionality of public spaces within the precinct to increase community use and social connection.	To activate and enhance ground floor and first floor tenancies with diverse cultural and community driven activations.
Objective: The outcome we want to see achieved.				
Deliver a work that strengthens our community's sense of belonging and enhances the City Centre's artist value.	Deliver a flagship event that will boost footfall and the profile of the City Centre.	A marketing campaign that increases awareness and drives visitation to the City Centre.	A physical intervention that increases dwell time and enhances comfortability and safety in the City Centre.	The activation of an underutilised tenancy with a unique idea that is inclusive and accessible to draw people into the City Centre.
Key Deliverable: What needs to happen.				
A work, installation, performance, exhibition, or any other form of art delivered in the City Centre.	Develop, market, and deliver an event that supports our economy and increases footfall in our City Centre.	Develop a strategy, content/assets and execute a campaign to market the City Centre.	Deliver an intervention that enhances the desirability and usability of our City Centre.	Deliver a space that enlivens a section of the City Centre and enhances attraction to visit the city Centre.
Supporting documentation requirements: What you'll need to validate your proposal.				
Letters of support from location owners, strata and	A comprehensive plan covering marketing, risk	A strategy, target audience, and understanding of	Present an understanding of safety, construction,	Letters of support from location owners, strata and

Art Grant	Event Grant	Marketing Grant	Place Grant	Space Grant
community groups involved must be provided.	management, and stakeholder engagement.	how your project will attract visitors to the City Centre.	risk management and community use in public spaces.	community groups involved must be provided.
Where: Our recommended locations within the City Centre.				
Braddon and its immediate surroundings within the precinct.	Haig Park, Civic Square, Garema Place, Latin America Plaza.	Braddon and its immediate surroundings within the precinct.	Between ANU, Northbourne Avenue, Barry Drive and Vernon Circle.	Any ground floor or first floor tenancy that needs some love.
Audience segments: Who we think you should talk to.				
Young aspirers.	Young aspirers, Young and settled, Family stimulators.	3-hour drive market. National.	Place-specific community groups and local business with a connection to the area.	Young aspirers, Family stimulators.
Engagement requirements: What you'll need to address in delivery.				
Work with Access Canberra to meet safety requirements. Talk to community, involve them in your process. Ensure you have written permission for your project if it involves private property.	Work with Access Canberra to meet regulatory requirements. Engage with local business and residents and work with the Authority to promote the event.	Engagement with local personalities, businesses, and content creators. National suppliers and creators may be engaged but content must be specific to the CCMIL Collection Zone.	Work with Access Canberra to meet regulatory requirements. Talk to community, residents and businesses and involve them in your process.	Work with Access Canberra to meet regulatory and crown lease requirements. Engage with building owners and property managers and ensure you consider the potential impact to local businesses and nearby residents.
Measurement recommendation: How we suggest you could measure your success.				
Measure success by capturing feedback to report before and post-installation of the work.	Event attendance, social media engagement, surveys including post-event satisfaction of attendees.	Social media engagement metrics and appropriate dashboard metrics. Survey feedback on the content.	A snapshot of interaction and on-site feedback from local businesses, residents, and visitors.	A snapshot of attendance for a discrete period of activation and survey of businesses and attendees.
Sustainability recommendation: How to make your application address sustainability.				
Implement two eco-conscious strategies to lessen environmental impact.	Utilise recyclable or biodegradable materials and employ waste reduction methods.	Adopt digital solutions where possible to reduce carbon footprint.	Choose materials with low environmental impact.	Consider how to 'fit-out' your space with second-hand or upcycled goods.

Art Grant	Event Grant	Marketing Grant	Place Grant	Space Grant
Projects supported: What we would like to see.				
Diverse art forms including exhibitions, performances, and public art that celebrate any of the following: local history; culture; First Nations heritage; marginalised groups; and local community.	Events that are designed to bring over 1,000 attendees to the area over short periods. Support for events enhancing cultural identity with a focus on local food, vendors and performances.	Initiatives for content and campaigns that involve local personalities and businesses and seek to diversify content using influencers who can provide measurable outcomes and increase precinct visitation.	Enhancements to public spaces with installations like seating, lighting, temporary installations, native gardens and shade structures while contributing to things like gender-sensitive design, accessible design and safety, especially at night.	Activation of ground and first-floor spaces for commercial, cultural, or community use, prioritising unique concepts to boost foot traffic with unique concepts that don't already exist within the precinct.
Projects not supported: What we won't accept.				
Artistic works that do not consider the community of the chosen area. Artist development lacking a public outcome, conferences, core business activities, competitions and awards.	Events that are not aligned with the Authority's goals and values. Events that are entirely commercial, exclusively inside commercial venues and/or those aimed at leveraging public funds for the purpose of profiteering.	The development of marketing content that is geared to unfairly represent an individual business and/or person. Non-public PR events, promotions of activities that go against the Authority's values.	Projects solely focused on private properties or initiatives that do not align with the goal and objectives of the program. Installations that are specifically for the use of individual businesses.	Any business deemed to compete with surrounding businesses, such as cafes; restaurants; galleries; barbers or anything other business that already exists within the precinct. Projects that do not demonstrate consistent activation.



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Placemaking Grant Guidelines

Grant application and assessment

This section outlines the required information, criteria and assessment processes for both stages of the grant program – the ‘pitch’ (expression of interest) and ‘grant application’.

The pitch criteria

To apply, you must demonstrate your understanding of the requirements outlined in our guidelines and provide basic information about your proposed project. Additionally, you must highlight your experience in delivering similar projects or explain how you plan to make it achievable (for example, collaboration with others, project design) if it's a new concept. All applicants must also explain how they will overcome potential challenges and risks.

In your pitch, you must include:

- the grant category your project aligns with
- a clear and concise project outline that meets our objectives
- the proposed project location
- an indicative project budget
- a rough plan for project delivery and management
- relevant experience and support.

We highly recommend that you tailor your application to the program's requirements and include only relevant attachments. This will ensure your proposal is easy to assess and that you present the strongest possible case for funding. Please avoid providing multiple attachments. Where possible, combine attachments into a clearly titled PDF to assist us in assessing your pitch.

The Authority reviews your pitch, and if it's considered high quality and meets eligibility requirements, we will send you an invitation to submit a full application.



Grant application criteria

Applicants invited to submit a full grant application must consider the key criteria for assessing applications. The criteria are outlined below in Table 3, the Authority uses thematic and weighted merit-based criteria when assessing and scoring grant applications.

Table 3 Grant application criteria

Criteria	Criteria description (what we are looking for)
Project description and objectives 25%	<ul style="list-style-type: none">• Clarity of project goals and objectives.• Feasibility and relevance of project implementation plan.• Alignment with the objectives of the Authority.
Impact 25%	<ul style="list-style-type: none">• The potential impact of the project on the target demographic or community.• An innovative approach to addressing the identified issue or problem.• Demonstrates ability to measure and evaluate impact.
Project and financial plan 20%	<ul style="list-style-type: none">• A realistic budget that includes all necessary expenses.• Clarity of budget and project plan.• Demonstrates ability to manage funds and resources.• Demonstrates ability to manage the project.• Demonstrates an understanding of the acquittal process.
Capacity and experience 15%	<ul style="list-style-type: none">• Historical ability to successfully implement similar projects in the past.• Qualifications and experience of project staff.• Evidence of strong partnerships and collaborations with relevant stakeholders.
Sustainability and long-term impact 10%	<ul style="list-style-type: none">• The likelihood of the project continuing and having a lasting impact after the funding period.• Potential for replication or scaling up of the project without long-term funding from the Authority.• Demonstrates commitment to environmental sustainability.
Diversity and inclusion 5%	<ul style="list-style-type: none">• Demonstrates how your project celebrates the diversity of our City Centre and its people.• Demonstrates commitment to our region's First Nations people and their culture.• Demonstrates inclusion of our multicultural community.• Demonstrates an inclusive and accessible approach in terms of programming and audience engagement.



Grant assessment process

Pitch assessment

In the pitch assessment process, applications for the EOI are carefully assessed by a panel of Authority staff. The panel then makes recommendations to the Authority's Chief Executive Officer (CEO) about which applications should move on to the next stage.

Full application assessment

Full applications are assessed by a multidisciplinary panel of industry professionals which is comprised of representatives from the Authority, relevant government agencies, directorates and external stakeholders, including levy payers. They assess applications and provide their recommendations to the CEO. Applications are evaluated in a competitive environment against others received in the same funding round.

It's important to note that the Authority often receives more applications than it can fund with the available budget, so successful applications are those that best meet the assessment criteria. The Authority also reserves the right to ask for more information or to reject any application that doesn't meet the eligibility criteria. If an application doesn't make it but is still of high quality and interest, the Authority might reach out to discuss possibilities for the project outside of the program.

Grant payment process

Successful applicants will receive a letter from the Authority with a Deed of Grant attached and instructions for the payment process. Payments can take up to 30 days to process following the execution of the deed and upon receipt of an invoice. Typically, the Authority will break the payment of the grant into three to five milestones that align with a project's delivery. We strongly recommend reviewing our standard terms outlined in the attached [Draft Deed of Grant](#).

Acquittal process

Successful applicants will be required to submit an acquittal report through SmartyGrants within six weeks of project completion. The final milestone payment is tied to the acquittal of the grant. It is important to ensure that you understand the documentation requirements for the acquittal of a project. This may change depending on the grant, but it always includes:

- a report of activity
- financial statements signed off by an accountant or auditor
- receipts of payments.

We strongly suggest you include a line item in your budget to stay on top of the acquittal requirements throughout the process. If you're concerned about this, please consider auspice funding arrangements. We strongly suggest you review the [Acquittal Template](#) before completing your application.



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General information on applying

How to apply

All applicants must submit their EOI (pitch) and application through [SmartyGrants](#). We do not accept applications in any other format unless you have requested assistance due to accessibility issues.

Anyone can submit an EOI, but only selected applicants will be invited to complete a full application. The Authority will reach out to selected applicants to discuss their proposals before making a full application.

The EOI requires you to respond to brief questions, including applicant details, the proposed project, project delivery and activity dates, previous or new concept experience, and an indication of project costs and required funding.

The full grant application asks more detailed questions about the themed criteria outlined in this document (Table 3) and asks that you upload additional documents (for example, letters of support).

Support for applying

Applying for a grant can be challenging and we recognise that some applicants will need extra support.

The Authority provides online resources and is running a workshop if you're considering applying.

Placemaking Grants Workshop & Info Session

- **Date:** Thursday, 15 February 2024
- **Time:** 10:00 am - 2:00 pm
- **Venue:** Level 2, Nara Centre, 3 Constitution Avenue, Canberra.

A video of the event will be published on the City Renewal Authority website after the event.

Accessibility

All webpages, guidelines and documents are available in an accessible-friendly format.

On request, our public information is also available in:

- large print
- braille
- audio
- TTY
- translating and interpreting services.

If you need disability or language-specific services to help you apply, don't hesitate to contact the Authority at cityrenewal@act.gov.au or call Access Canberra at 13 22 81 for assistance.



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Auspice funding

We aim to make our grants program accessible to all. If you're unsure about handling the financial or reporting aspects of a project, consider partnering with an organisation that can manage these for you. We appreciate honesty regarding such partnerships, and, in some cases, this can even strengthen your application. If you don't meet all the eligibility criteria, you can operate under the auspices of an entity that does.

This entity will be accountable for co-signing the Grant Agreement, receiving, and administering the funding. They will provide the funds to you, ensure the grant is used as intended, and at the project's end, supply an itemised financial statement detailing grant expenditure. As the grant recipient, you'll oversee every other aspect of the project, including its management and delivery.

To find out more we suggest contacting [the Arts Law Centre](#).

More Information

Remember, this document's information and guidelines will help you assess, prepare, and put your best application forward.

You can also review our [FAQs](#), ask questions during the workshop, or [email](#) us to discuss applying. You can also download a [preview form](#) before formally submitting your application.

Contact us at:

CityRenewal@act.gov.au