

2021-22 HEART Grant Guidelines



Applications open year round

- Applications should be submitted via email at least eight (8) weeks prior to the event booking
- Events should take place within 12 months of the submission date

For more information

Contact the Margaret River HEART: grants@margaretriverheart.com.au

File No: FIN/375

Background

The HEART Grants funding stream is to support and activate arts, culture and business activities at the Margaret River HEART, by assisting event organisers with the costs of hosting an event at the facility, such as venue hire, HEART staffing, cleaning, ticketing and marketing costs.

HEART Grants Program Priorities

The priorities of the HEART Grants program are to:

- Enhance the diversity of arts, culture and business activities offered at the HEART.
- Connect the local community to meaningful arts, culture and business experiences.
- Strengthen the development of local creative industries.
- Build capacity in local businesses.
- Support the development of new audiences at the Margaret River HEART.
- Increase visitation and tourism expenditure in the Shire of Augusta Margaret River.
- Attract publicity that will raise the profile of the Shire of Augusta Margaret River as an arts, culture and business events destination.
- Promote the Margaret River HEART as an arts, culture and business events venue.
- Foster strong community partnerships.

How much can I apply for?

Up to \$5,000 is available for individual applicants.

Up to \$50,000 is available for a not-for-profit organisations, schools or businesses.

Preference may be given to co-funded events and activities (financial and in-kind).

Who can apply?

- Individuals, community groups, not for profit organisations, schools and businesses can apply.
- Commercial operators must be an Australian legal entity or individual with an Australian Business Number.
- Applications under \$5,000 should meet at least four (4) priorities of the HEART Grants program.
- Applications over \$5,000 should meet at least five (5) priorities of the HEART Grants program.
- Applications over \$10,000 should meet at least six (6) priorities of the HEART Grants program.

Eligibility

- Events must support the priorities of the HEART Grants program.
- Only the costs of hosting the event at the Margaret River HEART are eligible for funding, such as venue hire, HEART staffing, cleaning, ticketing and marketing costs.
- External event costs and organisational running costs are not eligible for funding.
- Events must be open to the general public. Private events will not be considered.
- Events already receiving funding from the Shire of Augusta Margaret River may not be eligible for additional HEART funding.
- Events supported by the HEART must be in line with the ethics framework or existing policies of the Shire of Augusta Margaret River.
- Event planning and timeframes must be realistic.
- Funding requests should be reasonable and demonstrate value for money.

Commercial events

Where funding is supporting a commercial return for an event organiser, only partial funding may be approved and / or a percentage of box office sales may be requested.

Requirements

- Applicants must have completed a booking form, obtained a cost estimate and have a tentative booking at the Margaret River HEART. Events that haven't been discussed, quoted and booked will not be considered.
- A HEART budget template must be submitted with the grant application (sample in Addendum). If you require assistance, please contact a member of the HEART Team.
- Successful applicants will be required to enter into a HEART Venue Hire Agreement, accept the venue's Terms and Conditions of Hire, and agree to the HEART's Grant Branding Guidelines (sample in Addendum).
- Successful applicants of ticketed events will be required to complete a HEART Ticketing and Marketing Form.
- All events held at the HEART must hold current Public Liability Insurance. Please chat to a member of the HEART team if you do not hold it.
- Events that involve working directly with children will require event organisers to hold and supply the HEART with copies of current Working With Children Checks.
- The involvement of any co-contributions and partnerships funded via other grant sources must be confirmed in writing.
- All information provided in the grant application must be true and correct. Any false information will result in an unsuccessful application.
- Only complete grant applications will be considered.

HEART Branding Guidelines



All successful Margaret River HEART Grant applicants are required to utilise consistent Margaret River HEART branding and messaging across all promotional materials and communications. The following branding rules will assist applicants present a unified vision of the HEART brand and adhere to the usage guidelines.

Branding and promotion will include the following:

MARGARET RIVER HEART LOGO

The Margaret River HEART logo is the keystone of our visual identity and is used on all communications materials. Using it consistently will enhance recognition of who we are.

The Margaret River HEART logo and event tag should be featured in one of the approved forms below on any piece of marketing material, sponsorship, partnership or event which Margaret River HEART and its management body issues, promotes or funds. All logo variations will be supplied by the Marketing Officer.



<Event Date & Time> | Margaret River HEART | (08) 9780 5294 | margaretriverheart.com.au

YOUR ORGANISATION MUST PROVIDE THE FOLLOWING (WHERE APPROPRIATE):

- “**Supported by Margaret River HEART**” will be included on any printed and digital marketing materials relating to the funded event, including programs and verbal acknowledgements by master of ceremonies.
- The above Margaret River HEART logo, event tag and messaging will be included on:
 - * Your event website, designed signage and official digital communications - i.e., e-news, social media channels.
 - * Your event advertising campaigns and any digital displays at external event locations.
- Free advertisement for Margaret River HEART in any printed and/or digital program.
- Promotion of Margaret River HEART as a location for the event.
- **@margaretriverheart** must be mentioned, tagged and assigned as event co-host on any digital marketing channels, including Facebook, Instagram and LinkedIn.

MARGARET RIVER HEART WILL PROVIDE (WHERE APPROPRIATE):

- Promotion of your organisation/event through the Margaret River HEART website, including backlinks to the applicant’s website.
- Promotion of your organisation/event through the Margaret River HEART social media channels, including Facebook, Instagram and LinkedIn.
- Promotion of your organisation/event through the Margaret River HEART monthly E-newsletter (3300 subscribers).
- Promotion of your organisation/event through in-house digital and printed posters and/or flyers - must be supplied as complete artwork by the applicant.

The above will form the basis of any sponsorship agreement which is entered into.

SIGNED BY:

Name: _____

Title: _____

Signature: _____

Date: _____ / _____ / _____

1. HEART Grant Budget

OVERALL BUDGET

	Quantity	Rate	TOTAL
REVENUE			
Event Ticket Sales		\$ -	\$ -
Merchandise Sales		\$ -	\$ -
Application Contribution		\$ -	\$ -
<Below add any other associated revenue items>		\$ -	\$ -
			\$ -
			\$ -
<u>Other Grant, Sponsorships and Donations</u>			
Grant Income		\$ -	\$ -
Sponsorship Income		\$ -	\$ -
Donations		\$ -	\$ -
Other		\$ -	\$ -
<i>*Note all of the above, where applicable must be detailed</i>		\$ -	\$ -
TOTAL ANTICIPATED REVENUE			\$ -
	Quantity	Rate	TOTAL
COSTS			
Event Cost		\$ -	\$ -
Production Cost		\$ -	\$ -
Cost of Entertainer		\$ -	\$ -
Cost of Décor/Decorations		\$ -	\$ -
Marketing Costs/Promotional Spend		\$ -	\$ -
Margaret River HEART Quoted Fee		\$ -	\$ -
<Below add any other associated cost/expense items>			\$ -
			\$ -
			\$ -
TOTAL COSTS			\$ -
ANTICIPATED PROFIT/LOSS			\$ -
AMOUNT Requested VIA HEART Grant			\$ -