

Christmas Incentive Scheme Guidelines 2020-2021

City of Whyalla's Christmas Incentive Scheme 2020 is a pilot opportunity for Whyalla businesses, artists and community groups to re-activate the City post-COVID 19. The incentive is an easy to apply for funding opportunity to support beautiful and surprising experiences that celebrate Whyalla's diverse community and vibrant culture during the Christmas period.

The Christmas Incentive Scheme is intended to deliver on the City of Whyalla's Strategic Plan 2021-2030 and provide a range of services and facilities which promote a safe and engaged community, which is healthy, culturally and socially rich, through:

- activation of Whyalla's streets and laneways
- multicultural, community focused and all ages experiences
- projects that demonstrate cooperation between businesses to attract visitation
- activities that celebrate peace, love, joy, hope and cheer.

[South Australian State Government COVID-19 restrictions and requirements](#) must be monitored and complied with at all times by successful applicants including [COVID Safe Plans](#) where applicable.

Funding Available: City of Whyalla will provide a one-off incentive to eligible individuals, businesses and organisations that can deliver a Window wonderland:

- **Window wonderland** to enhance the magic and joy of Christmas. Applications for funding to cover costs associated with decorations of Whyalla businesses' windows **up to \$1,000** may be considered. Businesses are to have their windows decorated by 21 November to coincide with the start of the Christmas Festival 2020. A single entity may apply on behalf of a group of businesses in a single location, for at least 3 (or more) shopfronts **up to \$3,000**.

Key Dates

- Christmas Incentive Scheme opens Monday 19 October 2020
- Applications close midnight Thursday 5 November 2020
- Notification of results by Friday 6 November 2020
- Projects must be completed by 21 November 2020
- Acquittals must be submitted by Friday 26 February 2021

Who Can Apply?

The Christmas Incentive Scheme is a funding opportunity available to:

- Not-for-profit organisations and groups including: incorporated associations and companies limited by guarantee, precinct groups; Aboriginal and Torres Strait Islander Corporations (under the Aboriginal and Torres Strait Islander Act 2006); Whyalla cultural organisations.
- Unincorporated groups. These must be Auspiced by an incorporated association that will take legal and financial responsibility for the administration of funds.
- Individual, sole traders and commercial organisations/businesses.

Eligibility

- The Christmas Incentive Scheme 2020 is to support projects occurring in primary lanes, main streets and open spaces near retail, food and hospitality precincts across city of Whyalla (including Essington Lewis, Playford Avenue, Jenkins Avenue and Norrie Avenue).
- Applications taking place on private property (such as window decorations) must include written evidence of approval from the business owner.
- Ineligible applications will not advance to the assessment stage and applicants will be notified.
- All applicants are required to provide a copy of the relevant insurances to deliver their project prior to assessment.

Essential information

The Christmas Incentive Scheme does support:

- Material costs including decorations, lighting, and small capital expenditure associated with the Christmas activations supported by this incentive.
- Marketing and promotional costs including photography and videography (business promotional costs are excluded).
- Artist fees

The Christmas Incentive Scheme does not support:

- Applications that contravene an existing City of Whyalla Policy or Operating Guidelines
- Applications that denigrate or exclude any groups in the community
- Any application with perceived safety and/or environmental hazards
- The applicant undertaking canvassing or lobbying of Councillors or employees of the City of Whyalla in relation to their application during the application and assessment process
- Application for large capital expenditure, i.e. purchase or lease of real estate, renovation, repair or maintenance of buildings or purchase of major equipment or material goods such as office furniture, computers and playground etc.
- Applicants that have not acquitted on any previous City of Whyalla funding or finalised outstanding debts;
- Application for reimbursement of funds already spent
- Application for general fundraising activities
- Funds for State or Australian Government departments or other Councils

Assessment Criteria:

Applications for the City of Whyalla Christmas Incentive will be assessed against the criteria below.

Criteria for Funding	Description	Weighting
Support to: <ul style="list-style-type: none">• local economies• local communities in building resilience• local creative sector	The degree to which the activation supports the city and encouraging residents and visitors to discover or rediscover the city during the Christmas period (day, twilight and night).	40%
	The degree to which the activation creates accessible opportunities for all ages and participation of Aboriginal and Torres Strait Islander and diverse communities.	
	The degree to which proposed activity involves and supports community groups working together to showcase works within the city.	

Alignment with the Christmas Festival 2020	Evidence that the project is activating an area by collaboration or cooperation with other sites in their vicinity.	20%
	Evidence that the projects will active for all the Christmas Festival dates	
Fully developed proposal: <ul style="list-style-type: none"> • Marketing and promotion • Satisfactory Budget • Satisfactory Risk Assessment 	Evidence that the project will be promoted through a range of channels.	40%
	Evidence that key project costs are considered.	
	Evidence that activation considers relevant COVID-19 government restrictions and guidelines, and other environmental impacts.	
TOTAL		100%

How to apply:

- Applicants are must discuss their project with the events team before applying.
- All applications need to be submitted online. Late or posted applications will not be accepted.
- Once submitted, applications will be assessed according to eligibility criteria, assessment criteria and available funding.
- Applicants will be notified by email of the outcome of their application.

Once approval is granted

Prior to payment, all successful applicants will be required to:

- sign an agreement detailing the funding terms and conditions
- provide a copy of their public liability insurance Certificate of Currency for a minimum of \$20 million
- provide a tax compliant invoice for the agreed funding amount (plus GST if applicable)
- All successful applicants will be required to complete an acquittal report of the project by the end of February 2021. Applicants who do not complete and return an acquittal report will be ineligible for any future applications and City of Whyalla funding.