Festivals Grant Fact Sheet

Funding amount

Up to $10,000

What is this grant for?

This grant provides support for local community events and festivals that deliver positive outcomes at a large scale across the Whitehorse community. This includes festivals that celebrate culture, bring people together, activate places and strengthen community identity.

Who can apply?

- Not-for-profit and incorporated organisations, clubs and community groups who are actively engaged in the Whitehorse community.
- Organisations that are auspiced by an appropriate not-for-profit incorporated organisation.

Who should not apply?

- Applicants seeking funding for smaller, one-off purchases (see Micro Funds).

Festivals may be less suitable if they:

- Primarily promote a commercial business or product
- Are private events with limited public access
- Lack community participation or benefit
- Focus mainly on fundraising for an organisation

Important things to note

- The Festivals Grant is the only grant category whereby applicants can apply for the same grant year on year
- This grant is **very competitive**. Applicants will need to clearly outline the impact the festival will have for the local community, with scaled events taking preference.
- You will be required to submit extensive proof that funding has been allocated in line with the funding agreement, including all receipts for purchases and photographs of the event.

Conditions of funding

- Provide written acknowledgement of Whitehorse City Council's funding support in promotional material, publications and annual reports for the duration of the grant
- Agree to take part in occasional checks by Council to make sure the funding is being used as approved
- Meet any additional conditions outlined in your funding agreement
- Meet additional key requirements outlined in your application, including your commitment to Whitehorse City Council's environmental sustainability goals and the Victorian Charter of Human Rights.

Examples of eligible projects

Theme	Examples
Cultural & Multicultural Festivals Celebrations that showcase cultural traditions, food, music and heritage. **Community benefit:** Builds cultural understanding, pride and social inclusion.	• A **Lunar New Year Festival** featuring cultural performances, food stalls and family activities. • A **Diwali Festival of Lights** celebration with music, dance and community storytelling. • A **Multicultural Street Festival** showcasing local cultural groups, traditional food and performances. • A **Greek, Italian or Vietnamese cultural festival** celebrating heritage through music, dance and cuisine. • A **Refugee Week community festival** celebrating stories, art and contributions of refugee communities.
Arts & Creative Festivals Events focused on creativity, arts and local talent. **Community benefit:** Supports creative expression and local artists while activating public spaces.	• A **community arts festival** featuring exhibitions, workshops and performances by local artists. • A **street art or mural festival** involving artists and young people in public art projects. • A **community film festival** showcasing local filmmakers and stories. • A **poetry and storytelling festival** celebrating local writers and spoken word performers. • A **music festival** highlighting emerging local musicians.

Examples of eligible projects (continued)

Theme	Examples
Community Celebration Festivals Events that bring neighbourhoods together and strengthen local identity.	• A **neighbourhood street festival** with local food, music and family activities. • A **community harvest festival** celebrating local produce and gardening. • A **spring or summer community festival** in a park with performances and workshops. • An **accessible community celebration** with sensory-friendly activities.
Environmental & Sustainability Festivals Festivals focused on environmental awareness and sustainable living.	• A **Sustainability Festival** with workshops on waste reduction, gardening and climate action. • A **Repair Café Festival Day** encouraging reuse and repair. • A **Community Garden Festival** celebrating urban food growing. • A **Climate Action Festival** featuring talks, demonstrations and youth-led activities.
Inclusive Community Festivals Festivals designed to be accessible and inclusive.	• A **disability arts and culture festival**. • An **accessible community celebration** with sensory-friendly activities. • An **inclusive sports and recreation festival**. • An **intergenerational community festival** connecting young people and older residents.

Assessment criteria

Criteria A: Community need or emerging priority	Criteria B: Achievement of community outcomes	Criteria C: Project sustainability	Criteria D: Capacity to deliver
Application demonstrates a clear community need for the proposed project/ initiative and is supported by relevant data, case studies and/or, local knowledge.	Application clearly articulates how their proposed project or initiative will achieve strategic community outcomes and how this will be measured.	Application demonstrates that the success of the project/ initiative will not rely on ongoing funding from Council.	Application demonstrates that the organisation has genuine capacity to deliver the project/ initiative and clearly shows how funding from Council will be used.
25%	35%	15%	25%

What assessors look for

Strong applications usually show:

✓ Broad community participation

✓ Cultural, social or creative value

✓ Accessible and inclusive event planning

✓ Partnerships with local organisations

✓ Safe event management planning

How funding levels are determined

Each application receives a weighted score based on the assessment criteria. This score helps determine how much funding may be offered, subject to available funds.

How well you score will directly impact how much funding you receive based on the below thresholds:

More than 85% — 100% of the requested funding

Over 75% to 85% — 85% of the requested funding

Over 65% to 75% — 75% of the requested funding

Less than 65% — funding may be considered subject to available funds

Meeting the assessment criteria does not guarantee funding. Final funding decisions are subject to Council approval and available budget.

Example of how the assessment criteria will be applied to your application – Criteria A

Criteria A - Evidence of community need or emerging priority	Assessment applied and examples of why			
	Not demonstrated	**Minimally demonstrated**	**Adequately demonstrated**	**Strongly demonstrated**
Requirements per policy: • Describe the need or issue your project is responding to • Provide evidence that the need exists in the Whitehorse community • Explain why the project is important now	No evidence provided. Need described is vague, generic, or unrelated to the proposed project. Does not identify a specific issue or gap. No reference to Whitehorse or the local community. No explanation of why the project is needed now.	Limited or generic evidence. Assertions made without data or examples. The "why now" explanation is weak and generic.	Clear and relevant evidence provided. Clearly describes a community gap. Provides local context and informal evidence. Explains why the project is relevant at this point in time.	Clear and relevant evidence provided with multiple, high-quality evidence sources cited. Clearly defines the issue and who it affects. Provides strong, place-based evidence linked to Whitehorse.

Example of how the assessment criteria will be applied to your application – Criteria B

Criteria B - Achievement of community outcomes	Assessment applied and examples of why			
	Not demonstrated	**Minimally demonstrated**	**Adequately demonstrated**	**Strongly demonstrated**
• Describe the outcomes your project will achieve • Show how these outcomes align with Council's strategic priorities • Explain how your project activities will lead to these outcomes	Outcomes are unclear, vague, or listed as activities only (e.g. "run cooking classes"). No link between activities and change for participants. Does not explain *what will change* for participants or how success will be measured.	Some outcomes described but not measurable or time-bound. Weak connection between activities and outcomes. Identifies change but lacks clarity on *how much*, *by when*, or *how it will be measured*.	Clear outcomes described with basic measures. Logical connection between activities and outcomes is evident. Shows a reasonable outcomes framework but limited detail or evidence of measurement.	Outcomes are clearly articulated across a change pathway (awareness → knowledge → skills → behaviour change), with timeframes, indicators, measures and data sources clearly identified. Demonstrates strong outcomes thinking, clear causality, and practical evaluation methods aligned to Council priorities.

Example of how the assessment criteria will be applied to your application – Criteria C

Criteria C - Project sustainability	Assessment applied and examples of why			
	Not demonstrated	**Minimally demonstrated**	**Adequately demonstrated**	**Strongly demonstrated**
Outline how your project can continue or have lasting impact beyond the funding period Demonstrate how the project will be maintained, supported or embedded over time	No consideration of what happens after funding ends. Treats the project as one-off.	Sustainability mentioned but relies on ongoing Council funding. Sustainability is aspirational rather than planned.	Some elements of lasting impact identified, but limited detail. Identifies ongoing benefits but not embedded.	Clear plan showing lasting impact without further Council funding. Shows skills, relationships and behaviours will continue independently.

Example of how the assessment criteria will be applied to your application – Criteria D

Criteria D - Experience and capacity to deliver	Assessment applied and examples of why			
	Not demonstrated	**Minimally demonstrated**	**Adequately demonstrated**	**Strongly demonstrated**
• Outline how you will deliver the project as proposed • Outline how you will manage the funding responsibly • Demonstrate relevant experience, skills or partnerships	No evidence of experience, partnerships, or risk management. Does not show capacity to deliver responsibly.	Limited experience or vague delivery approach. Section completed partially. Experience is implied rather than evidenced.	Relevant experience and basic risk management identified. Shows competence but limited detail.	Strong track record, partnerships, and proactive risk management. Demonstrates readiness, credibility, and risk awareness.