



Placemaking Grant

Funding Amount: Up to \$1,000

Who can apply? The Placemaking Grant is open to the following applicants:

- Not-for-profit and incorporated organisations, clubs and groups.
- Local business/ traders associations.
- An auspice of an appropriate organisation including a not-for-profit and incorporated organisation.
- An organisation delivering a service that is the responsibility of State or Federal Government whereby the initiative is outside of their core business.

What is the Placemaking Grant?

This Placemaking Grant provides an opportunity for not-for-profit groups, including business associations, to host and deliver placemaking activations in Whitehorse's activity centres. An Activity Centre is a publicly accessible place within a community that serves as a focal point for social gatherings, cultural events, and commercial activities, promoting community interaction and economic growth. These centres do not include privately owned hardtop shopping centres but can be found in locations such as Mont Albert Heritage Plaza, Blackburn Station Village Community Lane, and Activation Pods, where community engagement activities can take place.

This grant is a sub-category of the Creativity Grant.

Activation dates must run between: **1 July 2025 – 30 June 2026.**

An activation program may be influenced by arts, culture, learning and wellbeing and promote inclusiveness, being available to people of all ages, abilities and backgrounds.

Examples:

The following ideas may assist you in developing an activation to engage and entertain the community:

- Performances
- Markets and fairs
- Murals
- Information sharing
- Same interest meet up groups
- Workshops
- Pop up Learning
- Swap meets such as books, plants, clothes
- Pop up dance, singing or exercise classes
- Community engagement activities
- Art and craft sessions

Please note the funding may also go towards the hiring of equipment for the activation or food permits.

Council supports applications that demonstrate consideration of **gender equality and environmental sustainability**. All applicants are encouraged to reduce their waste and consider resource recovery methods such as recycling. For more information visit www.vic.gov.au/single-use-plastics

For further enquiries regarding this grant, contact Council's Placemaking Lead:

activate@whitehorse.vic.gov.au