

HOW TO GET THAT GRANT!



A Workbook for applying for funding

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Table of Contents

BE PREPARED	3
COFFS HARBOUR LGA - FAST FACTS 2014.....	3
UNDERSTAND YOUR ORGANISATION.....	7
GET READY TO GET THE GRANT	21
KNOW YOUR PROJECT	10
THE BUDGET.....	17
GET READY TO GET THE GRANT	21
ELIGIBILITY	30
APPLICATION FORMS.....	31
DEVELOPING YOUR SUBMISSION.....	34
RESOURCES.....	40
COFFS HARBOUR COUNCIL RESOURCES.....	41
COMMUNITY PROMOTION.....	41
APPENDIX A: SAMPLE SUPPORT LETTER	45
APPENDIX B: PROJECT PLANNING.....	46

Your comments and feedback would be much appreciated.
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BE PREPARED

There's lots of money out there, and you don't need to be a rocket scientist to get a share of it. You do, however, need to be organised and clear about what you want.

You will be competing against other organisations and you need to make a good argument for why your organisation should be successful in its application. It will be important to make sure that you understand the motivations of the grantmaker.

Many grants are advertised only a few weeks before the closing date. Collect and organise the relevant information about your organisation and your project and you will be prepared when a suitable opportunity arises.

Information about your community helps to identify local needs and strengths. It can help you argue that your project should be supported. Statistics can be a very useful type of information.

QUICK STATS - COFFS HARBOUR

	Coffs Harbour	Regional NSW	Australia
Median age	42	41	37
Median weekly household income	\$902	\$961	\$1234
Couples with children	25%	27%	31%
Older couples without children	11%	12%	9%
Medium and high density Housing	22%	16%	25%
Households with a mortgage	27%	30%	33%
Median weekly rent	\$250	\$220	\$285
Households renting	31%	27%	29%
Non-English speaking backgrounds	6%	5%	16%
University attendance	2%	3%	4%
SEIFA index of disadvantage	964	974	1005

SEIFA Index of Disadvantage measures the relative level of socio-economic disadvantage based on a range of characteristics.

The index is derived from attributes that reflect disadvantage such as low income, low educational attainment, high unemployment, and jobs in relatively unskilled occupations.

POPULATION AGE GROUPS

Age Group	Coffs Harbour				New South Wales		Australia	
	2011	%	Projected 2031	%	2011	%	2011	%
0-4 years	4,152	6.1	4,800	5.5	458,736	6.6	1,421,050	6.6
5-9 years	4,272	6.2	5,400	6.1	434,608	6.3	1,351,921	6.3
10-14 years	4,689	6.9	5,700	6.5	439,168	6.3	1,371,054	6.4
15-19 years	4,719	6.9	5,350	6.1	443,416	6.4	1,405,798	6.5
20-24 years	3,487	5.1	3,900	4.4	449,685	6.5	1,460,673	6.8
25-29 years	3,291	4.8	3,800	4.3	473,160	6.8	1,513,236	7.0
30-34 years	3,293	4.8	4,300	4.9	468,336	6.8	1,453,775	6.8
35-39 years	3,957	5.8	5,050	5.7	488,124	7.1	1,520,138	7.1
40-44 years	4,447	6.5	5,500	6.2	483,502	7.0	1,542,879	7.2
45-49 years	4,825	7.1	5,450	6.2	481,428	7.0	1,504,142	7.0
50-54 years	5,165	7.5	5,000	5.7	469,024	6.8	1,447,404	6.7
55-59 years	5,017	7.3	5,300	6.0	419,612	6.1	1,297,244	6.0
60-64 years	4,757	7.0	5,600	6.4	390,678	5.6	1,206,116	5.6
65 years and over	12,343	18.0	22,900	26.0	1,018,180	14.7	3,012,289	14.0
	68,414		88,050		6,917,657		21,507,719	

ABORIGINAL POPULATION

Aboriginal and Torres Strait Islander	Coffs Harbour (C)	%	NSW	%	Australia	%
Number	2,817	--	172,620	--	548,368	--
Male	1,335	47.4	85,080	49.3	270,331	49.3
Female	1,482	52.6	87,540	50.7	278,037	50.7
Median age	20	--	21	--	21	--

UNEMPLOYMENT

Employment status	Coffs Harbour	NSW
Unemployment Rate	6.7%	5.4%

EDUCATION

Schools	Government	Private/ Independent
Primary	20	6
Secondary	4	4
Enrolments		
Primary	3674	1868
Secondary	3072	1802
Tertiary	4265	NA

CULTURAL DIVERSITY

Birthplace	Coffs Harbour	Coffs Harbour %	NSW %
Australia	56,181	82.1	68.6
United Kingdom	3,027	4.4	4.0
New Zealand	1,017	1.5	1.7
India	679	1.0	1.4
Germany	404	0.6	0.4
Netherlands	263	0.4	0.3
South Africa	263	0.4	0.6
Philippines	206	0.3	1.0
United States	200	0.3	0.4
China	164	0.2	2.3

DWELLING STRUCTURE

Dwelling type	Coffs Harbour	Coffs Harbour %	NSW %
Separate house	22,518	73.5	67.9
Medium density	6,040	19.7	17.4
High density	648	2.1	13.3
Caravans, cabin, houseboat	1,299	4.2	0.8

Further Information

- http://www.censusdata.abs.gov.au/census_services/getproduct/census/2011/quickstat/LGA11800?opendocument&navpos=220

MORE USEFUL INFORMATION SOURCES

Coffs Harbour City Council www.coffsharbour.nsw.gov.au http://profile.id.com.au/coffs-harbour?BMID=40	<ul style="list-style-type: none"> • Social/community profiles • State of the Environment Reports • Community Services Directory
Australian Bureau of Statistics www.abs.gov.au	<ul style="list-style-type: none"> • Census (demographic, economic, employment, housing) • SEIFA • Social trends • Disability data • Victims of crime survey
NSW Bureau of Crime Statistics and Research (Attorney-General's Dept) www.bocsar.nsw.gov.au	<ul style="list-style-type: none"> • Crime statistics for NSW and LGAs • Specialist crime data and comparative trend analysis
Department of Family and Community Services www.community.nsw.gov.au	<ul style="list-style-type: none"> • Supported accommodation (SAAP) information • Child abuse and domestic violence statistics
Department of Education www.education.gov.au	<ul style="list-style-type: none"> • Enrolments in government and private schools • Enrolment of special groups (Aboriginal and Torres Strait Islanders; Non-English Speaking Background students)
Department of Employment www.employment.gov.au	<ul style="list-style-type: none"> • Responsible for national policies and programmes that help Australians find and keep employment in safe, fair and productive workplaces.
Department of Fair Trading www.fairtrading.nsw.gov.au	<ul style="list-style-type: none"> • Rental Bond Board data (rents, type of dwellings)
Department of Housing www.housing.nsw.gov.au	<ul style="list-style-type: none"> • Waiting list numbers • Housing stock information • Rent and sales reports
Transport Data Centre	<ul style="list-style-type: none"> • Passenger travel for all modes of transport • Journey to work data • Information on future road and public transport networks
Department of Planning (including Housing Data and Analysis Service) www.planning.nsw.gov.au http://www.planning.nsw.gov.au/en-au/deliveringhomes/populationandhouseholdprojections/data.aspx	<ul style="list-style-type: none"> • Population projections (LGA and regions) • Demographic trend analyses • Housing data – quarterly Rent and Sales Report • Regional housing statistics and market analysis
NSW Health http://www.ncahs.nsw.gov.au/health-profile/	<ul style="list-style-type: none"> • In-patient statistics • Community health data • Hospital facility data • Range of health indicators (eg mortality data)
Tourism New South Wales http://www.destinationnsw.com.au/tourism	<ul style="list-style-type: none"> • Visitor numbers (by country of origin) • Tourist expenditure data • Hotel/motel accommodation figures
Valuer General's Department	<ul style="list-style-type: none"> • Average house prices by type of dwelling and locality (based on a 'typical' sale not survey data)

○ **HOW AND WHY YOUR ORGANISATION GOT STARTED**



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○ **WHAT IS THE CORE BUSINESS OF YOUR ORGANISATION?**

In addition to knowing your general mission, it is important to know what your organisation does. What is its core business?



What your organisation does – Core business
Services:
Products:

○ **UNDERSTAND YOUR STAKEHOLDERS**

Knowing the people who are involved in your organisation and who benefit from your organisation gives you a good idea of the types of grants that can be applied for. For example, if your organisation works with young people who live in isolated areas, that information will help you describe what sort of organisation you are and who your project is for.

Stakeholders in your organisation may include:

- Board members
- Management Committee - formal
- Committee – informal
- Employees
- Volunteers
- Group members – paid membership
- Group members or clients

Some of the members or management committee may also be part of your target group.




Who are your stakeholders? Do some of their roles overlap?
<ul style="list-style-type: none">••••••••••

KNOW YOUR PROJECT

○ **WHAT IS YOUR PROJECT IDEA?**

Jot down some notes about your project.



 Simplify it even further into dot points. What is your project mainly about?

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○ **WHAT WILL YOUR PROJECT DO?**



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○ **WHO IS YOUR PROJECT GOING TO HELP? (TARGET GROUP)**



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○ **TARGET GROUP**

The defining characteristics of the people you will be serving, eg; age, location, disability type, social group etc.

The people who your project targets are also the beneficiaries of the project, ie; they will benefit from your project. These will often be referred to in a funding application as:

- Target group
- Beneficiaries of the project
- Clients
- User group
- Members

Examples of Target groups/ beneficiaries

- Aboriginal and Torres Straight Islanders
- Culturally and Linguistically Diverse(CALD), Migrants or Refugees
- Children
- Gay, Lesbian, Bi-sexual, Transgender, Intersex
- Regional or rural
- Men
- People with a disability (physical or intellectual)
- People over 55 years of age
- Young people
- Women

More than one target group - Some projects will benefit several target groups. For example, a digital storytelling project that aims to develop positive relationships between seniors and young people includes two target groups.

 **Who is/are your main target group/s?**

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Note: There could be many flow-on effects of doing a project such as a digital storytelling project, for example, families in general might also benefit and even the whole community. You need to be clear, however, about who are the main target groups as you will also need to be able to say how you will know who benefits and how they do.

○ **WHY DO YOU WANT TO DO THIS PROJECT?**

One of the most important questions you can ask yourself is ***WHY do you want to do this project?***

 **Why do you want to do your project?**

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Knowing why you might do something is the question always asked on funding applications. Often there are many good reasons to do something. Some common ones are:

- To promote your organisation and what it does (marketing, economic development and tourism)
- To make people safe (manage risk, address OH&S and prevent crime)
- To get more people to join your organisation (recruitment)
- To keep people healthy (health promotion and activities)
- To teach/ educate people (training, leadership and community development)
- To keep your members happy (meet identified needs in your organisation)
- To serve in your community (meet community needs)
- To give people a job (employment outcomes)

○ **COMMUNITY NEEDS AND ASPIRATIONS**

Some projects are developed in response to a perceived need, as identified by service providers or community groups. Other projects grow out of a shared vision amongst group or community members and draw on existing community assets, strengths, talents and skills, etc. to seize opportunities for achieving their goals.

There are many good resources on the Internet to help with project planning, community engagement, identifying needs, etc. For example, check out: http://www.communitybuilders.nsw.gov.au/getting_organised/planning/stp.html

Some funding bodies require you to prove the community need that your project is addressing. Others may also ask you to demonstrate how your project contributes to community capacity building.

One definition of community capacity building is:

- *Improving the abilities of communities to enhance their quality of life*
- *Assisting disadvantaged groups in communities to participate in these processes and obtain their fair share of the benefits*

(Ref. http://www.communitybuilders.nsw.gov.au/builder/what/capb_progs.html)

See this site for more on approaches and planning tools for community capacity building.

How does your project contribute to community capacity building?

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○ **WHAT LOCAL NEED DOES YOUR PROJECT ADDRESS?**

This is a common question on many funding application forms.

“**Needs** can be defined as the gap between what a situation is and what it should be. A need can be felt by an individual, a group, or an entire community. It can be as concrete as the need for food and water or as abstract as improved community cohesiveness. For example, older adults in a community need help getting around town, but your community has no public transportation. Here the need is more

obvious. More abstractly, these same adults may feel a need to be valued for their knowledge and experience. Examining needs helps us discover what is lacking, and points us in the direction of future improvement.” (Community Tool Box: <http://ctb.ku.edu>).

Identifying Needs

You need to be as specific as you can about what need you aim to meet so that you can convince the funding body that your project addresses real needs. To do this you need to do some sort of needs assessment process. Where has the need come from? How do you know about it? What do people say about it? Who is affected? How are they affected? What do they think and feel about it?

Some ways to identify need:

- Anecdotally (listen to people / community tell you what is needed); eg: having to turn people away from a service; long waiting lists;
- Community consultations and planning sessions
- Surveys, reports, Social Plans, Census data, discussions at meetings, meeting minutes
- Newspaper articles, letters to the editor

Substantiate the need – gathering evidence

It is important to be able to substantiate the need you have identified. Keep records of the research you do, including facts, feelings and thoughts from those affected by the situation. Keep a copy of all relevant information, articles, etc, which can be kept in a file for later use. Keep a list of people and organisations you have contacted. Find out if there other sources of evidence which support your view that this is an important need.



What needs you have identified?

<ul style="list-style-type: none">•••

○ HOW IS YOUR PROJECT GOING TO MEET IDENTIFIED NEEDS?

You need to be able to demonstrate that your project addresses the needs and aspirations you have identified in the community. As much as possible, involve the people who are directly and indirectly affected (stakeholders) by the situation in decision-making processes about how best to address the need. Find out if other people in the community think your project is a good idea.

You also need to consider if other ways of addressing identified needs might be more appropriate than your original project idea. For example, a youth dance may be *one* answer to an identified need. Other answers could include sporting activities, movie nights, substance abuse education program, etc.

 **What are all the possible ways to meet the identified needs?**

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doing this process changed how you are thinking about your project?

Is there support from the community? Will there be uptake of the project?

 **How is your project idea the best way of addressing identified needs?**

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○ **CONSULTATION, NETWORKING AND BUILDING PARTNERSHIPS**

By now you should have consulted with the people you aim to involve in your project to find out how they see the situation, what they want and what ideas they have for achieving their goals.

Stakeholders are people and organisations who are in some way affected by or involved in your project. They have a stake (ie; an interest in your project). They include:

- Your target group – eg: isolated young people at risk
- People associated with that target group (eg teachers, sports-players, etc)
- Other organisations; eg: schools, youth groups, sporting groups, neighbourhood groups, Elders, Police, Juvenile Justice, PCYC, church groups, Council, bus services, etc
- Your organisation: members, volunteers, staff, management committee, etc

Consulting with and involving stakeholders will help your project be relevant, ie; the project responds to the need you have identified in a way that has a chance of succeeding. It can also create a sense of ownership amongst those involved, which can increase participation and uptake up the project. Developing good networks can provide you with much needed support, sources of information and feedback. Of course, you will also develop these networks as the project goes along.

 **What are some ways your project could benefit from developing partnerships with other services and groups?**

Organisations and networks	Possible Benefits
<ul style="list-style-type: none"> • • • • 	<ul style="list-style-type: none"> • • • • •

○ **BENEFIT - HOW WILL PEOPLE BENEFIT FROM YOUR PROJECT?**

It is vital to describe how the organisation and its activities benefit the community. If it cannot be defined then the whole idea should be questioned. It is often an advantage to demonstrate collaboration with other organisations.

 **How will people benefit from your project?**

○ **IMPACT - HOW WILL YOU MAKE A DIFFERENCE?**



Impact - how will you make a difference?
<ul style="list-style-type: none">•••••

○ **OUTCOMES**

The outcomes of the projects are the effects of the activities you undertake on your target group. Outcomes are all the impacts or consequences of the services or program. Outcomes are often delayed or long term and they may be intended or unintended.

Outcomes are often hard to measure because they can be intangible or occur over a long period of time extending beyond the end of the project. Nevertheless these are the real objectives of the project and if you can quantify them in some way it will add greatly to its credibility with funders.

○ **PROMOTION – HOW WILL PEOPLE FIND OUT ABOUT YOUR PROJECT?**

How will the target audience or target participants find out about your project? Depending on your project, your promotion and marketing plans are a really important aspect of your project. Some projects will not achieve their outcomes without extensive communication, promotion and marketing. Much of this can often be at low cost, such as community newsletters and social media but other forms of promotion such as printed flyers and newspaper advertising may cost considerable funds.



How will the target group find out about the project?

<ul style="list-style-type: none">••••••

THE BUDGET

If it is the first submission you have written, you might like to ask a more experienced submission writer to assist you with the budget. Identify the costs associated with the project, by costing **all** the resources needed to be successful in meeting the needs.

You need to clearly identify what you are asking for, and what your organisation, or others, may be contributing. This includes in-kind contributions offered by your organisation to the project which could include: volunteer hours, management support, administrative support, access to rooms, refreshments for groups etc.

Be realistic – don't overestimate, or underestimate, and ensure that admin costs are reasonable compared with overall program costs. Funding bodies would much prefer to see funding dollars be spent on project costs.

Avoid the trap of attempting too much on too little. Unrealistic estimates usually result in project workers doing heaps of unpaid overtime or struggling with resources because someone applied for funding without thinking about what it would all cost and what the consequences of that would be. If realistically your project needs 2 workers full-time, don't set up some poor person to do an impossible job. If the funding guidelines don't fit your budget – look for another source.

○ **POSSIBLE BUDGET ITEMS**

Project Establishment

What will you need to set up the project and the project worker? Eg. Equipment such as computers, fax, phone, printer, photocopier, desk, chair

Wages/Salaries

You'll need to identify how many hours per week x \$ per hour. To do this you'll need to identify what level the position is being paid at and under which award. Wages/Salaries also includes: on costs (this varies and can be as much as 20%), leave loading, superannuation, relief wages, Workers compensation,

Administration

Rent – even though you might be getting free rent now you need to factor in a rent component .

General Administration – eg. paper, folders, paper clips, fax paper, postage, telephone etc.

Audit – grants over a certain amount require an audit. This can cost around \$500. Check requirements, get a quote from an accountant and if you receive the grant over 2 or 3 years you will need to include this amount each year.

Other Administration Costs

Program costs

Training/Conference

Translations/interpreters

Advertising – you may need to advertise in the newspapers. Advertising can be very costly but please at the options in the *Community Promotion* section.

Evaluation – many funding bodies are now requiring an evaluation to be built into the application.

In-kind Support

It may be that your organisation is able to find some in-kind support. For example another organisation provides a desk and chair in a room for the worker. You can cost out what it would cost if you had to purchase the desk and chair and this is your in-kind support.

Monetary Support

It also may be that your group is able to offer some actual \$ to the project. This is included in your budget. For example the total project may be \$20,000. Your group may have raised funds and have \$2,000 to allocate to the project. So, you are asking for \$18,000. But, you need to show that you are contributing to the project. It often helps if a group has some funds to allocate to the project. Some funding requires a financial contribution for the group and some require a 50-50 contribution.

Budget Proforma

INCOME	(how is it calculated)	Funder	Partner #1	In-kind/volunteer	Total
Applicant's contribution					
Sponsors' contributions					
Sales					
In kind contributions					
Other grants					
Grant requested					
TOTAL					
EXPENDITURE	(how is it calculated)	Funder	Partner #1	In-kind/volunteer	Total
Equipment Hire or Purchase					
Wages					
Sessional /casual Staff					
Materials and Consumables					
Staff Travel					
Rent or Venue Hire					
Education and training					
Financial audit					
Publicity and Advertising					
Participant Travel and Transport					
Project evaluation					
Administration costs eg postage, telephone, internet, bank fees					
TOTAL					

GET READY TO GET THE GRANT

○ **HAVING A BANK ACCOUNT**

Write down your BSB, Account Number, Bank Name and Account Name as many grants ask you to fill this out.



Bank Name and Branch	
BSB	
Bank Account Name	
Bank Account Number	
Notes: (include comments on signatories)	

○ **HAVING AN ABN (AUSTRALIAN BUSINESS NUMBER)**

Most funding submissions ask for your ABN. No grant giving bodies will give money to an organisation that does not have an ABN. Community Groups as well as businesses need to have an ABN. Invoices and receipts issued by your organisation should quote your ABN.

If you need to know more about getting an ABN and check if you have an ABN:

http://www.abr.gov.au/ABR_BC/

[http://www.abr.business.gov.au/\(sw5rbx45yxez3z55mpddcv45\)/main.aspx](http://www.abr.business.gov.au/(sw5rbx45yxez3z55mpddcv45)/main.aspx)

○ **YOUR GST STATUS**

The Goods and Services Tax (GST) is a tax of 10 % on the sale of most goods and services in Australia. You must register for GST if:

- your business has a GST turnover of \$75,000 or more (\$150,000 or more for non profit organisations)

By registering for GST, you will be entitled to claim **input tax credits** for the GST included in the price paid for things that you acquire for use in your business. If you are **not registered**, you will **not be able to claim input tax credits**.

To register for GST you will need to complete an application. You use the same application to register for an Australian Business Number (ABN). You will need an ABN to be part of the GST system. Your ABN will also be your GST registration number.

Reference

<http://www.business.gov.au/Business+Entry+Point/Business+Topics/Taxation/Taxes+explained/Goods+and+Services+Tax.htm>

To check if you are registered for GST, see:

[http://www.abr.business.gov.au/\(sw5rbx45yxez3z55mpddcv45\)/main.aspx](http://www.abr.business.gov.au/(sw5rbx45yxez3z55mpddcv45)/main.aspx)

○ **NOT-FOR-PROFIT ORGANISATIONS**

The term “not-for-profit organisation” includes a club, society or association organised and operated solely for welfare, civic improvement, pleasure or recreation, or for any other purpose except for profit. All income must be directed to the purpose of the organisation, and not distributed by way of dividend, bounty or profit to its controllers, members or shareholders.

Source: Grants in Australia: Management and Accountability Made Easy for Not-for-Profit Organisations, CPA Australia, 2007

Examples:

- Senior Citizens
- Neighbourhood Centres
- Amateur Sports groups
- Culture and arts community groups
- Environmental community groups

○ **BEING INCORPORATED (OR EQUIVALENT) - LEGAL STATUS**

To apply for money you must have a legal status and/or be legally recognised.

Types of organisations that are legally recognised are;

- Incorporated associations
- Company limited by guarantee
- Local government agencies
- State and federal organisations
- Land councils
- Co-operatives
- Church groups

Not all of these can always apply for funding (eligible). More information about this and model rules of incorporation can be seen at:

http://www.fairtrading.nsw.gov.au/Cooperatives_and_associations.html

○ **DGR (DEDUCTIBLE GIFT RECIPIENT STATUS)**

Some organisations have Deductible Gift Recipient (DGR) Status. They are often able to apply for grants that other groups cannot. This is because they are listed as a Charity and business can give money to this group and claim a tax deduction for it.

To check if your organisation has DGR see:

[http://www.abr.business.gov.au/\(sw5rbx45yxez3z55mpddcv45\)/main.aspx](http://www.abr.business.gov.au/(sw5rbx45yxez3z55mpddcv45)/main.aspx)

More information and application forms see the Australian Tax Office

<http://www.ato.gov.au/nonprofit/content.asp?doc=/content/34481.htm&page=2&pc=001/004/006/007/001&mnu=1274&mfp=001/004&st=&cy=1>

○ **INSURANCE**

Community groups need to know that their activities are insured. There are a number of different types of insurance available to community groups including:

- Public Liability - protects the organisation from claims by members of the public for personal injury or property damage due to your negligence
- Association Protector - protects the organisation and its management from directors and officers and professional indemnity claims
- Property insurances - protects assets (includes fire and other perils, burglary, money, glass, general property and business interruption)
- Personal Accident Volunteers - compensates volunteers if they are accidentally injured while helping you
- Comprehensive and non-owned motor vehicle - covers vehicles owned by the group as well as workers and volunteers vehicles.

Reference: http://www.ncoss.org.au/projects/insurance/cc_index.html

Community groups can get insurance from a number of sources, including peak organisations (such as Netball NSW), or through a broker for community groups such as NCOSS (see the link above). Groups usually cannot apply for grants just to cover insurance premiums.

Some grants require a copy of your insurance(s) with the application.



Public Liability	
Association Protector	
Personal Accident Volunteers	
Property Insurance	

○ **THE TYPES OF GRANTS YOU CAN APPLY FOR**

If you have completed the first section of this booklet, you will now know what types of grants you are able (eligible) to apply for.

You will not be able to go any further if you cannot answer the questions that have been highlighted in black below. So, if you have not answered these questions you will need to:

- Set your organisation up properly or
- Develop a partnership with an organisation that is set up properly, eg: with an auspice body



Organisations Official Name	
Legal Status (incorporated etc)	
ABN:	
GST Registered:	Yes No
DGR:	
NOTES:	

FINDING A GRANT

○ **WHO GIVES GRANTS?**

1. Federal Government
2. State Government
3. Local Government
4. Philanthropic foundations and trusts
5. Private companies

All of these types of funders have different drivers for their grantmaking (for example, government grantmakers are usually driven by policy outcomes, while corporate grantmakers may wish to create a better image for their company, for example).

Make sure you understand the motivations of the grantmaker you are targeting for funds. It will help you to better target your application and reporting.

Grants budgets vary greatly from funder to funder and from program to program – one program may have only a couple of hundred dollars to give away; another tens of millions.

And each individual grantmaker will differ too in how they decide who is eligible for their money, how they go about picking the “winners”, and what they ask of grantees in return for their cash.

○ **HOW DO I FIND THEM?**

There are many funding opportunities available to organisations within Coffs Harbour LGA. The following web-sites contain databases of funding opportunities and links to funding sources in NSW and Australia.

→ **Easy Grants Newsletter and database**

\$85 (single user) \$150 (multi-user up to 10) - Not-for-Profits Groups & Schools and \$330 (single user) \$400 (multi-user up to 10) - Government, Privates Businesses & Individuals, you receive:

- 12 monthly email newsletters
- All the latest new and recurring Federal and State Government, philanthropic and corporate grants

This is also available at Coffs Harbour City Library.

http://www.ourcommunity.com.au/funding/grant_main.jsp

→ **GrantsLINK**

Lists Government grants

<http://www.grantslink.gov.au/Info.aspx?NodeId=0>

→ **Community Builders**

Information on NSW Government, Federal Government, Business and Benevolent grants opportunities

<http://www.communitybuilders.nsw.gov.au/>

→ **Pathways Australia**

Information for not-for-profit organisations about everything that they will need to know - including how to go for grants.

<http://www.pathwaysaustralia.com.au>

→ **Newcastle Permanent Charitable Foundation**

www.newcastlepermanent.com.au/community

→ **The Australian Directory of Philanthropy**

Listing 350 trusts and foundations, The Australian Directory of Philanthropy is the key resource for those seeking funding. Featuring tips on how to apply for grants, write submissions, and tax information, the Directory is an essential resource for not-for-profit organisations, charities and community groups. The new edition contains important tax information to help grantseekers understand what needs to be supplied

to foundations in any application for funding. \$65.00 – Book, \$75.00 - Online (annual subscription)

<http://www.philanthropy.org.au/>

→ **The ETC Community Support Fund**

The ETC Community Support Fund is designed to help organisations improve the social and economic development of communities.

<http://enterpriseandtrainingcompany.com.au/csf/>

→ **FundBase** was launched in March 2008 for fund seekers. There is a cost.

<http://www.fundbase.com.au/about.aspx>

→ **WESTIR**

<http://www.westir.org.au/>

→ **Community Net**

<http://www.communitynet.tricomm.org.au/>

NSW State Government Grants

[Community Builders](#) has links to funding sources, both State and Commonwealth. The Community Builders Funding Program is a regional development program funded by the Department of Community Services providing support to local governments and organisations which develop ways of improving community life at <http://www2.communitybuilders.nsw.gov.au/funding/2433.html>

[ArtsNSW](#) offer grants to cultural and community groups involved in artistic activities at <http://www.arts.nsw.gov.au/>

The Department of Education and Training Community Grants Program is at <https://www.det.nsw.edu.au/eas/>

[ClubGrants](#) funding is available to community groups, charities and sporting teams across NSW. Approximately 500 clubs voluntarily allocate funds to the ClubGRANTS scheme. Funding is available under three separate categories:

Category 1: *Supports community welfare and social services; community development; employment assistance activities; community health services; and projects aimed at improving the living standards of low income and disadvantaged people.*

Category 2: *Provides funding for general community development and support activities, such as junior sport.*

Category 3: *Is a state-wide fund that supports large-scale community infrastructure projects, such as hospitals and sporting facilities.*

<http://www.clubsnsw.com.au/community/clubgrants/about-clubgrants>

The [Community Relations Commission](#) projects involving linguistically and culturally diverse members of the community.

Arts and Culture - <http://regionalartsnsw.com.au/grants/> and <http://www.artsmidnorthcoast.com.au/>

Environmental Restoration and Rehabilitation Grants. The aim of the Restoration and Rehabilitation (R&R) program is to facilitate projects to prevent or reduce pollution, the waste stream or environmental degradation of any kind, run by community organisations and State and Local government organisations. <http://www.environment.nsw.gov.au/grants/restoration.htm>

The NSW Environmental Trust is an independent statutory body established by the NSW government to fund a broad range of organisations to undertake projects that enhance the environment of NSW. <http://www.environment.nsw.gov.au/grants/envtrust.htm>

Waste Grants - grants under the Waste Less, Recycle More Initiative <http://www.epa.nsw.gov.au/waste/grants.htm>

Financial assistance and grants are available to sport and recreation organisations through a number of sources, including the Sport and Recreation grant programs. <http://www.dsr.nsw.gov.au/grants/>

The NSW Government is implementing a new approach to combat domestic and family violence that increases the focus on prevention and early intervention.

As part of this improved approach, small grants of up to \$1,000 each are available annually for Local Domestic and Family Violence Committees across NSW.

http://www.women.nsw.gov.au/violence_prevention/local_domestic_violence_committee_grants

Non-Government Organisations

ANZ Trustees provides a listing of a wide number of funds and foundations providing grants in different areas at <http://www.anz.com/personal/private-bank-trustees/trustees/apply-grant/find-trust-program/>

[Australian Charities](#) has a selection of links for fundraisers and a database of contact details for major Australian Charities at <http://www.auscharity.org/>

[Australia's Open Garden Scheme](#) provides grants for garden-related community projects at <http://www.opengarden.org.au/givingprogram.html>

[Australian Ethical Investment Scheme](#) provides grants to community groups annually at <http://www.australianethical.com.au/supporting-community>

[Charities Aid Foundation](http://www.cafaaustralia.org.au/) allows charitable organisations to be placed on a registry to be matched with corporate donors and sponsors at <http://www.cafaaustralia.org.au/>

The Wesfarmers Board allocates a percentage of the group's pre-tax profits to community projects and programmes in the arts and innovation; indigenous communities; medical research; and education and community at <http://www.wesfarmers.com.au/community-a-sustainability/community-partnerships.html>

[Commonwealth Bank Staff Community Fund Local Grants Program](http://www.commbank.com.au/about-us/in-the-community/employee-giving/staff-community-fund/local-grants.aspx) funds project that improve the health and well being of children and young people at <http://www.commbank.com.au/about-us/in-the-community/employee-giving/staff-community-fund/local-grants.aspx>

[Fosters Community Grants](http://www.fosters.com.au/about/fosterscommunitygrants.htm) for specific projects run by community groups and charities at <http://www.fosters.com.au/about/fosterscommunitygrants.htm>

[The Foundation for Rural and Regional Renewal](http://www.frrr.org.au) assists regional, rural and remote communities to respond to social, cultural and economic change at www.frrr.org.au

The Foundation for Young Australians provides opportunities for young people with specific funding for projects involving Indigenous youth at <http://www.fya.org.au/>

[Landcare Community Grants](http://www.landcareonline.com.au/) are funded in partnership with Australia Post and provide grants for projects aimed at improving the environment at <http://www.landcareonline.com.au/>

[Macquarie Group Foundation](http://www.macquarie.com/foundation/index.htm) - <http://www.macquarie.com/foundation/index.htm>

[Medibank Community Fund](http://www.medibankcf.com.au/) - long-term community health and wellbeing outcomes. <http://www.medibankcf.com.au/>

The Mercy Foundation provides support for organisations involved in reducing inequality and poverty in Australia at <http://www.mercyfoundation.com.au/>

The Myer Foundation and The Sidney Myer Fund at <http://www.myerfoundation.org.au/>

The [National Foundation for Australian Women](http://www.nfaw.org/what-we-do/supported-organisations/) runs a program through which women's groups can receive tax deductible donations and grants through their preferred donor fund at <http://www.nfaw.org/what-we-do/supported-organisations/>

[NRMA Insurance communityhelp grants](http://www.nrma.com.au/about-us/community/help-grants/index.shtml): grants for crime and injury prevention, emergency services and the environment at <http://www.nrma.com.au/about-us/community/help-grants/index.shtml>

[Perpetual Trustees Australia](http://www.perpetual.com.au/philanthropic-services.aspx) has philanthropic services and assists clients to set up charitable endowments at <http://www.perpetual.com.au/philanthropic-services.aspx>

The Ian Potter Foundation - <http://www.ianpotter.org.au/>

[The Reichstein Foundation](#) funds projects aimed at assisting disadvantaged communities at <http://www.reichstein.org.au/>

[The Rockefeller Foundation](#) - <http://www.rockefellerfoundation.org/grants>

[The Telstra Foundation](#) provides community development grants for projects particularly aimed at children and young people. They also provide assistance through their Indigenous Community Development program and Social Innovation Grants at <http://www.kidsfund.telstrafoundation.com>

○ **COFFS HARBOUR CITY COUNCIL**

Arts and Cultural Development Small Grants

<http://www.coffsharbour.nsw.gov.au/our-community/Pages/small-grants-program.aspx>

Capital Community Grants – for community infrastructure

<http://www.coffsharbour.nsw.gov.au/our-community/Pages/Capital-Community-Grants.aspx>

○ **GRANT DIRECTORIES**

A number of commercial enterprises provide assistance and advice via subscription services to databases and printed materials. These include:

[GrantsearchAustralia](#) who publish the Grants Register at <http://www.grantsearch.com/>

Ourcommunity publishes *EasyGrants* newsletter and provides a subscription database service at <http://www.ourcommunity.com.au/index.jsp>

Pathways Australia provides a database of corporate and government fundraising opportunities for not-for-profit organisations at <http://pathwaysaustralia.com.au/>

Philanthropy Australia publishes the *Australian Directory of Philanthropy* - <http://www.philanthropy.org.au/>

ELIGIBILITY

*Read the eligibility section of grant guidelines
to make sure you can apply*

Use the guidelines as a check list to make sure that you can apply. Find out what the funding body is offering money for (priorities in the guidelines or talk with the contact person). A lot of funding applications are now submitted online and if you have someone in your organisation who can use the internet would be helpful. Internet access is available at Coffs Harbour City Library.

○ **COMMON THINGS TO LOOK FOR WITH GRANT APPLICATIONS:**

- Requires you to match their money with your own
- DGR Status (Deductible Gift Recipient Status) or Not For Profit Status
- Legal status or auspice body
- A certain budget limit
- A specific target group eg 0-4 year olds
- Specific places (locations) that will be funded eg A Council grant will only cover projects in that Local Government Area (LGA)
- Probably require you to use a specific form
- May require that you fill out the form on the internet

○ **OTHER WAYS OF FINDING GRANTS PROGRAMS**

- List all the government bodies you deal with, and talk to them or search their websites for grants.
- List any foundations that you know specialise in your area of expertise.
- List the agencies or bodies that aim at dealing with the problems or issues that fall into your area of expertise.
- List non-profit organisations that share your territory and find out any external grants they have gained - by studying their annual reports or by talking to them.
- Talk to groups you already have contact with, and who might be able to help.
- Find a contact person inside the various agencies that deal in your area and ask them about grant opportunities they might have for your group.
- Talk to your local council's community grants or community development officer - both for grants they might offer, or for other groups that might have grants.
- Talk to your State or Federal MP about government grants programs. Attend any seminars or talks from grant makers or experienced grant seekers.

APPLICATION FORMS

Once you have found a funding source and a grant that matches your project you are ready to fill in the application form. Often the first hurdle in filling out the application form is the jargon. Here is a list of commonly used project funding jargon.

○ **JARGON**

Project summary - a concise (100 words or less) statement of what your project will do, who it will do it for and when it will do it.

Target group - the defining characteristics of the people you will be serving, age, location, disability type, social group etc. Statistical evidence, previous research and anecdotal evidence showing that this group exists and that they have a need for your project will add authority to your application. Statements of support from other authorities and service providers can be useful. Make sure you do not elevate the organisation you represent above those people or clients which you are trying to assist.

Outputs - this is a list of the tangible products your project will produce, ie Number of groups run, number of counseling sessions, events, visits, publications, objects etc . This is different to outcomes as discussed below.

Outcomes – another word for result. The outcomes of the projects are the effects of the activities you undertake on your target group. Outcomes are all the impacts or consequences of the services or program (beyond its outputs). Outcomes are often delayed or long term and they may be intended or unintended.

Outcomes are often hard to measure because they can be intangible or occur over a long period of time extending beyond the end of the project. Nevertheless these are the real objectives of the project and if you can quantify them in some way it will add greatly to its credibility with funders.

Although programs work towards bringing about various outcomes, the outcomes are often beyond the direct control of the program. This makes it difficult to show cause and effect links between the services provided and the outcomes achieved.

Resources needed - describe and quantify all of the project staff, administrative support and other equipment, services and supplies etc required.

Budget - the budget should reflect the dollar cost of the resources required for the whole project and also indicate which resources will be financed by the funder and which will be provided by the parent organisation. Where practical, you can show the dollar value of volunteer or in-kind contributions made by the parent organisation or project supporters.

Financials - more often than not a funding body will want to assess the financial status of the organisation making the application. They will want to assess the

capability of the organisation to manage the funds should they be successful. To do this they may request the last 'three years' financials. The financials of an organisation tell a story. For instance, how much is spent on administration versus actual program or service delivery.

Schedule/Timeline - you will need a timetable indicating the overall duration of the project and the timing of the significant stages and events.

Organisation - In preparing your submission you need to ask yourself whether you are the most appropriate organisation to make the application for the project. To answer this question you will need ask yourself:

- do you/your organisation have the experience/skills to prepare the application?
- do you/your organisation have the skills, experience or capacity to manage the project?
- could the objectives of your project be best achieved by collaborating with other organisations?

To answer the first two questions it may be possible to cite examples of projects previously managed by your organisation or the skills and experience of the staff/volunteers. In reviewing the third question it may be useful to make contact with other organisations to see if they are already undertaking activities which may achieve the same outcomes.

Partnerships - Should the guidelines of a grant require some sort of in-kind or cash contribution it may be useful to seek partnerships with other like organisations in order to spread the burden. In this way experience and expertise not contained in your organisation may also be accessed from your partners. It will also demonstrate to the funding body that you are aware of other programs/initiatives and making the best effort to avoid duplication and provide 'value for money'.

Vision Statement - A vision statement is a statement of the future ideal you are working towards. For example "our community will be one where children's rights are respected, children are protected and parents have adequate knowledge, skills and links with family, friends and community to parent well".

Action Plan - Who will do what, when, to implement the strategies? At its most general the action plan could include a list of what staff and resources will be needed to implement the plan and how they will be organised. For example the action plan could include that the service requires a Coordinator, Administrative Assistant and three support workers, what days the staff will work, how many clients they will see and so on. At its most specific it could include a plan for who is to see what clients when, who is to answer the phones and so on.

Inputs - The resources used to produce outputs. Inputs include: staff time, cars, capital equipment, buildings, etc

Processes - The transformation of inputs to outputs (which ultimately lead to outcomes). In human services we are often referring to the service delivery process. For example counseling is a process where inputs such as staff time and client time

are used in such a way as to counsel clients and ultimately achieve some outcomes for clients.

Performance information - Performance information is evidence about performance. Sometimes we use the term performance indicators. This term is used in many different ways. In developing performance indicators two useful questions are:

- How do we know that the objectives have been achieved? I.e. what evidence would we see if the outcomes are achieved? (E.g. that newly arrived migrants **understand** what services are available to them)
- How do we know the strategies have been carried out? I.e. what evidence do we have for our activities? (E.g. how many telephone calls we made in order to provide information to clients about what services are available to them).

Evaluation and measurement - the processes you will use to report and measure both the outputs and, ideally, the outcomes of your project. These will form the basis of reporting to your board/ committee/ supervisor and to the funding body.

Notes: What couldn't you fit in that you thought was important to include?

-
-
-

 Try again

Project summary – (100 words or less)

○ **AIMS/GOALS**

Aims and goals are often use interchangeably. In human services aims are general statements of what we intend to achieve in relation to clients needs.

An example of a service aim is: For parents in families under stress to strengthen and enhance their parenting skills. This aim is a broad statement of what we are trying to achieve. Because of this aim/goals are not usually written in a way that we would know whether we have achieved them. (Objectives are more specific.)

A useful model for writing aims is: For (a group of people) to (gain a benefit). Some examples are:

- For older isolated people to be more connected with people living in their local community.
- For new arrivals to be able to understand our systems of government and services.

To run parenting groups is not an aim. It is a strategy that could be used to achieve the aim above about enhancing parenting skills.

○ **OBJECTIVES**

By now you should have enough information to say what your objectives are.

Objectives define what is going to be done in the short term. They state:

- What you want to achieve (end)
- How you want to achieve it (means)
- Who the main beneficiaries are (end)

The main beneficiaries are those whose needs the project aims to address. So in a project that aims to improve young people's lives by training youth workers to better work with young people at risk, the main beneficiaries are young people, not the youth workers.

Statements such as; 'To improve young people's quality of life' are too broad. This is an aim, ie a statement of what the project is hoping to achieve in the long term.

Objectives are specific statements of what you intend to achieve. Ideally objectives should be (SMART):

- Specific
- Measurable
- Achievable
- Results oriented (i.e. written as something to be achieved)
- Time bound.

Measurable does not mean that it would be easy to measure but rather that it is possible to tell whether or to what extent the objective has been achieved.

Some examples of objectives are:

- For 35 parents each week to have a 2 hour break from their children for the next 12 months.
- For 35 children under the age of 5 to experience a creative learning environment for four hours per week for the next 12 months.
- For 30 older women living in a particular area to get to know each other over the next 12 months.

What are your project objectives?

<ul style="list-style-type: none">••••••

○ **STRATEGIES**

Strategies are the processes and activities that will be undertaken to achieve the objectives. Examples of strategies are:

- Run a discussion group
- Provide information and referral
- Volunteer visiting
- Provide family counselling
- Run a play group
- Advertise in the local media.

 **What are your strategies?**

<ul style="list-style-type: none">••••••

○ **DEVELOP A PROJECT TIMELINE / SCHEDULE**

Identify when you will implement each strategy and mark it down on a timeline. Make sure you allow time for recruitment, promotion, monitoring, data collection, evaluation and acquittal processes.

○ **GATHER EVIDENCE TO SUPPORT YOUR PROJECT**

Statistical evidence, previous research and anecdotal evidence showing that this group exists and that they have a need for your project will add authority to your application. Statements of support from other authorities and service providers can be useful. Make sure you do not elevate the organisation you represent above those people or clients which you are trying to assist.

○ **GET SUPPORT FOR WHAT YOU WANT TO DO**

You need people in your organisation to support what you want to do (minutes of meetings would be a good way to show this). It is better still if other organisations support what you want to do.

Talk to other people in other organisations to see if they think that what you want do is a good idea. Keep track of who you speak to, when you spoke to them and what they say (and their contact details).

Sometimes it helps to get support letters from other organisations. Appendix A gives an example of a support letter that you could draft for this group to put on their letter-head and send back to you. Some grant applications do want these letters or other supporting material.

○ **DEVELOP PARTNERSHIPS WITH DIFFERENT ORGANISATIONS**

Auspice Bodies

Sometimes groups that have not been able to tick all of the boxes in the “Ready” section of this document are still able to apply for funds. For example, a group that is not incorporated may ask another organisation to apply for money for them (Auspice the project). If the other organisation agrees to do this, they will usually want a small payment for their assistance.

Partnerships

Sometimes you may have a project that you can apply for the grant for, however another organisation will be very involved in the project (for example a sports group raising money to build a building on Council land using Council staff). This is a true partnership.

You want to make sure that you have a good relationship with a partner or auspice organisation because otherwise you will have wasted the money that you raised. Have a clear agreement with the organisation about:

- What you will do and what they will do
- What reporting they want you to do and what they will do.
- How you will do it and how they will do it
- When you will do it and when they will do it
- Where you will do it and where they will do it
- Explain why you are doing what you are doing and why it will help them

Make sure that you write all of this down and get something in writing (contract) or e-mail from them to say that they agree to do what you want them to do or develop a more formal contract.

○ **WATCH OUT FOR HIDDEN EXTRAS**

Groups end up with problems because they do not think about the hidden extras that can come from a grant application. Here are some common problems:

- Not allowing money in the budget for an audit. Large grants may require a professional auditor if a grant is over a certain amount.
- Not having money in the budget for travel costs
- Not allowing for increases in costs from the time of the quote to the time the grant is announced (if you have a quote from a builder, ask him to stay with that quote until the announcement of the grant).
- Not checking that Council will give approval for the work
- Not budgeting for the cost of Council approvals

It is always a good idea to get someone else to read your application just to check that you have not omitted any of these other matters. Contact Community Development workers, eg: at Coffs Harbour Council and Neighbourhood Centres who may be able to read over grant applications for you and comment on them.

○ **GET THE APPLICATION IN BY THE DUE DATE AND TO THE RIGHT ADDRESS**

After all of that hard work, it would be a pity to not submit the application. If you know you want to apply, and cannot meet the deadline, ring up and ask if you can submit the application late (extension). Sometimes an extension will be granted. Applications take a lot longer than you think to write. Do as much of this as you can before the grant comes up. Some grants are only available for a short time from when they are announced, so be prepared. This especially happens at the end of the financial year (June 30).

○ **EVALUATION AND ACQUITTAL**

It helps to evaluate your project as you go rather than just at the end. You can evaluate it yourself or get someone outside your organisation to do it – allow for this in your budget.

If you know at the start what you want to change, keep records of what the situation was when you begin your project – this is called baseline data.

Then think about how you will know whether your project has worked or whether anything has changed. What evidence do you have? See if you can tie your project evaluation plan in with the key performance indicators often required by funders.

Then set up systems to collect data, such as a diary, photos, consent forms for photos, attendance sheets and feedback forms to take to events.

You will never get any more money for a grant if you do not report on what you did with the money (acquit) at the other end. Acquitting a grant includes:

- Keep track of your money that you spend, including receipts and possibly sending these to an auditor
- Keep track of timelines and what you did in them, including using a diary
- Taking photos of what you did
- Writing a report on what you did
- Have a good relationship with your funding body and contact them if anything changes. Tell them what is going on, ask for help if you need it, and they will usually be very helpful

Use the format that the funding organisation asks you to use when putting in this report.

RESOURCES

○ WEBSITES

→ **Our Community** runs the Australian Institute for Community Practice and Governance

- Grants & Fundraising
- Boards, Governance & Leadership
- Finance, Insurance & Risk Management
- People Management
- Strategic Planning, Review & Revitalisation
- Information Technology
- Community Engagement & Advocacy
- Marketing & Media

http://www.ourcommunity.com.au/training/training_article.jsp?articleId=3240

○ PRACTICAL

<http://www2.communitybuilders.nsw.gov.au/>

- [Writing a Submission](#)
To translate a good idea or concept into a practical project will involve preparing a submission. This submission will be the basis on which your idea is evaluated and then possibly supported and/or funded.
- [Guide to Submission Writing](#)
Provides suggestions, tips and checklists that will help you in the submission writing process.
- [Non-profit guides: writing funding proposals](#)
This collection of free, web-based tools aims to guide not-for-profits through the proposal writing process, from inquiry letters to full proposals.
- [Writing a Funding Proposal: toolkit](#)
This CIVICUS toolkit is a comprehensive guide to writing funding proposals, from researching potential funders to writing the document and following-up on its progress.

<http://www.fundingcentre.com.au/grant/home> has lots of information about grant application processes and project planning.

○ RELATED READING

[Writing a Submission](#)

A broad practical guide to writing clear submissions to government. This guide is for any submission written to Government, not only for funding. At

http://www.communitybuilders.nsw.gov.au/finding_funds/submissions/wrsubm.html

CPA, Grants in Australia - Management and accountability made easy for Not-for-profit organisations. Available as a pdf file at

<http://www.cpaaustralia.com.au/cps/rde/xbcr/cpa-site/grants-in-australia.pdf>

COFFS HARBOUR COUNCIL RESOURCES

- 1. Coffs Harbour 2030 Community Strategic Plan**
The 'Community Vision 2030' provides a long term view of Coffs Harbour based on the aspirations of its people. The principles that it sets out are designed to guide planning decisions on social and economic growth, transport, housing, lifestyle and the environment. It was drawn up following a series of wide-ranging public consultation activities including surveys, a telephone poll, creative arts competitions and workshops. The Draft was exhibited for public comment for two months and submissions were considered in the development of the final Vision, which was adopted by Council in March 2009. <http://www.coffsharbour.nsw.gov.au/COFFS-AND-COUNCIL/OUR-FUTURE/Pages/coffs-harbour-2030.aspx>
- 2. Coffs Harbour Council website address** www.coffsharbour.nsw.gov.au
- 3. Demographic Data**
Coffs Harbour City Council Community Profile provides Australian Bureau of Statistics 2006 Census data.
- 4. Coffs Harbour City Council Community Services Directory**
The Directory gives a list of all community organisations in the Coffs Harbour Local Government Area.
- 5. Coffs Harbour City Council Community Services Department**
Ph 6648 4078

LOCAL MEMBERS OF PARLIAMENT

Mr Luke Hartsuyker MP – Federal Member of Parliament for the seat of Cowper

39 Little St
Coffs Harbour
NSW 2450
1300 301 793
02 6652 6233
Email luke.hartsuyker.mp@aph.gov.au

Mr Andrew Fraser MP – State Member for Coffs Harbour

1/9 Park Avenue
COFFS HARBOUR NSW 2450
02 6652 6500
Email electorateoffice.coffsharbour@parliament.nsw.gov.au

COMMUNITY PROMOTION FOR COMMUNITY-BASED ACTIVITIES AND EVENTS IN COFFS HARBOUR

ONLINE

It is always a good idea to list at least 3-4 weeks before your event. Select the promotional outlets most suitable for your particular project.

Mycommunityconnect.com.au

Operated by the Southern Cross Network, My Community Connect gives you the possibility of advertising your event across three platforms:

- Online via their event calendar
- On your local radio station
- On television via Southern Cross Ten/Southern Cross Television

Events and information can be submitted by signing up for a free membership to the service at <http://www.mycommunityconnect.com.au>

Coffs Harbour City Council Events Calendar

Events can be submitted online at:

<http://www.coffsharbour.nsw.gov.au/Lists/Community%20Events/NewForm.aspx?Source=http%3a%2f%2fwww.coffsharbour.nsw.gov.au%2four-community%2fPages%2fevents-calendar.aspx>

Coffs Connect

Events and information can be submitted by creating a free account at:

<http://coffsconnect.com.au/user/login?destination=events/add>

ABC Local Events

<http://www2b.abc.net.au/EventCentral/View/Search.aspx?p=17&ci=0&pm=2&StateID=2&RegionID=46>

Arts Mid North Coast provides an online events calendar and a regular newsletter. Events and news can be submitted through their website.

Website: <http://artsmidnorthcoast.com>

Tel: 02 6658 9400

Coffs Harbour City Council Arts & Cultural Community Information – E-Newsletter

Please forward the information at least three (3) weeks prior to the event to Council's Cultural Development Officer christabel.wright@chcc.nsw.gov.au

Discover Coffs Coast

(Please note that listing is at the discretion of the editor and it is focussed on larger events)

Website: <http://www.coffsc Coast.com.au>

Email: discover@coffsc Coast.com.au

COMMUNITY NOTICEBOARDS

Posting information about two weeks prior to the event is best.

- Coffs Harbour City Library and branches
- Outside Regional Art Gallery
- Happy Frog Café, Park Avenue
- City Square Noticeboard – Economic Development Unit Council staff have keyed access – please bring material to 1st Floor, Rigby House (above the Regional Art Gallery)
- Jetty Village Shopping Centre noticeboard
- Coffs Harbour Education Campus – CHEC noticeboards
- Three noticeboards in Bellingen main street.

MEDIA

Radio

- It is best to familiarise yourself with the presenters who are most likely to talk about your content, then call the radio station and ask to speak to them and offer to send through information for them.
- Local interviewees are often popular with morning show presenters as it helps them create content.
- It is best to make contact 2 weeks out from your event with the aim of organising an interview for the week of the event.

2HC <http://www.radio639am.info/index.html>

2CS <http://www.2csfm.com.au/>

CHYFM (Youth) <http://www.chyfm.com/>

Star FM <http://www.starfm.com.au/coffs/>

2 Air FM Community Radio (mature listeners) - <http://www.2airfm.com.au/>

ABC Local Radio - http://www.abc.net.au/coffsc Coast/?ref=portal_m10

Please note that all of the above have Facebook pages which may help with your promotion.

Newspapers

- It is best to write a concise press release of about 300 words. Write the story as you would want to read it in the local newspaper, keeping it lively, informative and easy to read. It is good to include a quote from a spokesperson. Also be sure to include your contact details at the end of the press release.

- If newspapers received ready-written local stories it helps them to create content, make it easy for the paper and be sure to send all the information and images they would need in one concise email. Please be sure that any images that you send to go with your press release are large, high resolution .jpg files and are clear and not blurred.
- When you call the newspaper ask to speak to the News Desk and tell them you have a local interest story for them.
- It is best to contact the paper at least a week before you would like your event to be covered to allow them to receive and process your information.
- It is best to be aware of which day the paper goes to print and avoid calling the day before as most people will be very busy meeting the print deadline.

The Coffs Coast Advocate – www.coffsc Coastadvocate.com.au

The Woolgoolga Advertiser – (02) 6654 2133

The Bellingen Shire Courier Sun – www.bellingencourier.com.au

The Guardian News (Nambucca Shire) – www.nambuccaguardian.com.au

TV

- Be aware that local news reporters usually need to gather 3 stories to cover each day. They will choose what they are going to cover in the morning, then film from about 11am – 2pm when they return to the studio to edit their report. They like to film items that are lively, visually appealing and have local interest.
- It is best to contact the news reporter directly, let them know you can send them information about a filming opportunity and then send them a press release. In the body of your email, give concise details about where, when, what, where, who. Contact them about a week in advance and they will put the opportunity in their diary and then choose on the day what they are going to cover.
- It is best to make contact about a week out from the filming opportunity to get the details in the diary.

Prime News Coffs Harbour - coffs.newseditor@prime7.com.au 6659 7777

NBN News Coffs Harbour - (02) 6651 3349

APPENDIX A: SAMPLE SUPPORT LETTER

SUPPORTING ORGANISATIONS LETTERHEAD

Persons Name
Position
Organisations Name
Street Address
Town State Postcode

Dear Sir/Madam,

I am writing to support the [Name of your organisation] in their application for [Name of the funding application].

The [Name of the funding application grant] will allow [Name of your organisation] to [What you want to do with the application].

This is important because [list why this is important, using words that are used in the grant application].

If you want to talk to me further in relation to this you can contact me on [contact details and name of the person and organisation that are supporting you].

Yours truly

[Signature]

[Name of person from supporting organisation]
[Their position in the supporting organisation]

APPENDIX B: PROJECT PLANNING



Why will you do it (objectives)	What will you do (strategies)	When will you do it (timeframes/ deadlines)	How much will it cost (budget)	Who will help you (partners/ responsibility)	FUNDING SOURCE