

Christmas Incentive Scheme Guidelines and Frequently Asked Questions 2021-2022

Guidelines

The City of Adelaide’s Christmas Incentive Scheme is an opportunity for city businesses, artists and performers to create exciting and enticing activation and cultural experiences throughout the City. The incentive is an easy to apply for funding opportunity to support experiences that celebrate Adelaide’s diverse community and vibrant City culture, with a focus on live music and performance, community events and small festivals during Christmas Festival 2021.

The Christmas Incentive Scheme is intended to deliver on the City of Adelaide Strategic Plan 2020-2024 and support thriving communities, strong economies, dynamic City culture and environmental leadership through:

- activation of Adelaide’s main streets and laneways
- multicultural, community focused and all ages experiences
- day and night, accessible, public facing and environmentally friendly activities
- balance of activities across the City and for the duration of the Christmas Festival
- projects that demonstrate cooperation between businesses to attract visitation to an area
- no cost or low cost activities
- activities that celebrate peace, love, joy, hope and cheer.

The Christmas Incentive Scheme is intended to help achieve the goals outlined on the Christmas Festival Action Plan 2021-2024:

- Goal 1: The City will be brimming with magical places, must-see dynamic destinations, decorations and lighting, and sensory experiences that draw people in day and night.
- Goal 2: The City will be the premiere location in South Australia to participate in the signature events of a festive season that is culturally rich, meaningful and prosperous.
- Goal 3: City businesses, artists and makers will be directly supported to grow their cultural, artistic and economic contribution to the city, to attract audiences, visitors and givers

The Christmas Festival dates are 14 November 2021 – 25 December 2021. All events will be promoted as part of Christmas Festival 2021.

Please note that the Festival colour scheme is primarily red and green. The full campaign colour palette is pictured below for artistic interpretation.

PURPLE	BLUE	PINK (50%)	PINK	MAROON	RED	GREEN	PALE GREEN
R=138 G=95 B=209	R=215 G=253 B=254	R=215 G=253 B=254	R=255 G=114 B=197	R=163 G=40 B=64	R=252 G=72 B=73	R=27 G=150 B=64	R=186 G=255 B=204
C=65 M=73 Y=0 K=0	C=25 M=1 Y=00 K=0	C=3 M=29 Y=0 K=0	C=5 M=61 Y=0 K=0	C=3 M=90 Y=65 K=30	C=0 M=90 Y=76 K=0	C=68 M=6 Y=68 K=15	C=35 M=0 Y=21 K=0
PANTONE 2665 C PANTONE 2665 U	PANTONE 290 C PANTONE 290 U	PANTONE 2365 C PANTONE 243 U	PANTONE 231 C PANTONE 231 U	PANTONE 1807 C PANTONE 1807 U	PANTONE Red 032 C PANTONE Red 032 U	PANTONE 7730 C PANTONE 7731 U	PANTONE 332 C PANTONE 331 U

[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](#).

Funding Available: City of Adelaide will provide a one-off incentive to eligible individuals, businesses and organisations that can deliver on one or more of the below categories:

- **Live music and performances** (one-off or series across different locations) that create on-street opportunities for musicians and performance artists to activate primary lanes, main streets and other open spaces including balconies near retail, food and hospitality precincts and surrounding businesses during the Christmas Festival 2021 with Christmas themed and uplifting performances. Individual applications **up to \$1,000** for a single musician/band (can be more than one performance and more than one location). Applications up to **\$3,000** to deliver a series or larger program of performances. All applicants are encouraged to use hourly standard industry rates for performance fees.
- **Outdoor community events and small festivals** that create public opportunities for culturally diverse, inclusive and multicultural experiences in a range of locations including Adelaide squares, parks and laneways. Applications **up to \$10,000** will be considered to cover costs associated with event delivery (City of Adelaide fees, infrastructure, promotions, event management), and artists fees. Community celebrations and public workshops will be considered.

Key Dates

- Christmas Incentive Scheme **opens** Tuesday 10 August 2021
- Applications **closes** COB Friday 10 September 2021
- **Assessment** of all applications Wednesday, 15 September – Wednesday 22 September
- AD Sign off and **approval** by Tuesday, 28 September
- **Notification** of results from Wednesday 29 September 2021
- **Projects start** from 14 November 2021
- **Projects completed** by Saturday 25 December 2021
- **Acquittals** must be submitted by Friday 25 February 2022

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); Adelaide 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 2021 is to support projects occurring in primary lanes, main streets and open spaces near retail, food and hospitality precincts across city of Adelaide (including North Adelaide) only.
- Activations and cultural activities taking place during the Christmas period: 14 November 2021 – 25 December 2021 only
- Business as usual (BAU) activities, ongoing programs and core business including salaries are ineligible for funding, even if the activities are project based. The Christmas Incentive Scheme is to support activities different to an organisation's core business including regular Christmas activities (i.e. brochures for Christmas sales will not be considered).
- Applications taking place on private property must include written evidence of approval from the business owner.

- If the project is taking place in a public space such as [Adelaide's Park Lands and squares](#) or [roads](#) successful applicants will need to include fees and charges for City of Adelaide services as part of the expenses for their project. City of Adelaide will not provide in-kind support via the waiving of fees.
- Ineligible applications will not advance to the assessment stage and applicants will be notified.
- If successful, applicants are required to provide a copy of the relevant insurances to deliver their project.

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.
- City of Adelaide fees and charges associated with Christmas activities taking place in the public realm (squares, roads, parks).
- Infrastructure and staff costs associated with the Christmas Incentive activity such as portable toilets, marquees hire, staging and event management.
- Activity or event marketing and promotional costs including photography and videography (business promotional costs are excluded).
- Artist fees

The Christmas Incentive Scheme does not support:

- Applications for creative and cultural activations already supported by The City of Adelaide or that are part of the City of Adelaide Christmas Festival curated program
- Applications contravene an existing City of Adelaide Policy or Operating Guideline
- Applications that denigrate or exclude any groups in the community
- The application has safety and/or environmental hazards
- The applicant undertakes canvassing or lobbying of Councillors or employees of the City of Adelaide in relation to their application during the application and assessment process
- The application is 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. The only exception is lighting.
- The applicant has not acquitted on any previous City of Adelaide funding or finalised outstanding debts;
- The application is for reimbursement of funds already spent
- The application is for general fundraising activities
- Funds are for State or Australian Government departments or other Councils

Assessment Criteria:

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

Criteria for Funding	Description	Weighting
Support to: <ul style="list-style-type: none"> • to local economies • local communities in building resilience • local creative sector • local communities in enhancing wellbeing 	<p>The degree to which the activation supports retail and dining offers, encouraging residents and visitors to discover or rediscover the city during the Christmas period (day, twilight and night).</p> <p>The degree to which the activation creates accessible opportunities for all ages and participation of Aboriginal and Torres Strait Islander and diverse communities.</p>	50%

	The degree to which the proposed activity involves and supports the work of local makers, artists and performers and showcases their works to City audiences and visitors.	
	The degree to which the proposed activity improves community connections and wellbeing.	
Alignment with the Christmas Festival 2021	Evidence that the project is activating a priority location and/or several locations across the City, Evidence that the projects considers a spread of dates and/or priority dates (day and night). Flexibility of location/dates will be regarded positively.	20%
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 and that the Christmas Festival colour palette will be used to create a cohesive look and feel. Evidence that key project costs are considered including City of Adelaide fees when required, and that Industry rates are followed regarding artists fees. Evidence that activation considers relevant COVID-19 government restrictions and guidelines, and other environmental impacts.	30%
TOTAL		100%

How to apply:

- Applicants are encouraged to discuss their project with a City of Adelaide Project Officer before applying.
- All applications need to be submitted online. Late or posted applications will not be accepted.
- Receipt of all applications will be acknowledged within two weeks of the closing date.
- 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 a funding agreement detailing the grant terms and conditions
- Provide a copy of their public liability insurance Certificate of Currency for a minimum of \$20 million
- If paid staff are employed, provide a copy of their Return to Work SA certificate of registration, or similar employee insurance policy
- 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 Adelaide funding.

Frequently Asked Questions

1. How much can I apply for?

This is dependent on which category your project falls into. Please see the Funding Available information on page 2 of the Christmas Incentive Scheme Guidelines.

2. Who is eligible to 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); Adelaide 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.

3. When will I find out if I was successful?

Notification of results will occur from the 29th of September 2021.

4. Do you support Projects outside of the city?

No, we don't. Only projects within Adelaide (5000) and North Adelaide (5006) are eligible to receive funding for this grant.

5. Will I need a permit or approval to host my project?

For live music / performances only: City of Adelaide will issue a special permit for live music / performances which may not incur a fee, subject to final approval from the Events Department. A busking permit is not required.

For events / markets only: For Christmas activities taking place in the public realm (squares, roads, parks) we will work with you to issue a permit for your activity. Please take note of any additional [fees and charges for City of Adelaide services](#) that your activity may induce.

For activities on private property: you will be required to upload written evidence of approval from business / property owner as part of your application.

6. Can we apply if we have been successful in receiving previous Council funding?

If applicants have received other types of funding from City of Adelaide they are not eligible to apply for this funding.

7. Will Council charge fees for any services or approvals required?

Yes - there may be fees associated required to be paid for your project. You can include these fees in your grant application. Please take note of any additional [fees and charges for City of Adelaide services](#) that your activity may induce.

8. Do you waive council fees for successful grant applicants?

No - any Council fees for activities must still be applied and paid for. You can include these fees in your grant application.

9. What is an acquittal?

All successful applicants will be required to complete an acquittal report on the project by the end of February 2022. We will provide you with an acquittal reporting template once you sign your funding agreement and this is what you need to complete and return to us to let us know how your improvement project went and what the funding was spent on.

Applicants who do not complete and return an acquittal report will be ineligible for any future applications and funding.

10. Am I required to provide receipts of purchase?

Yes - we require you to provide the receipts and/or invoices for purchases or payments.

11. How soon would funds be available if successful?

If successful, applicants will work with us to develop a funding agreement as soon as possible, with funding available upon a co-signed agreement.

12. What if the partnership is impacted by restrictions or other impacts associated with COVID-19?

We understand that some activities may be affected due to COVID-19 and we will work with successful applicants to alter the agreement if postponement is required.