

# Community Care and Recovery Grant (Level 1) Guidelines

This document provides advice on eligibility, funding available, assessment criteria and processes associated with the City of Launceston Community Grants program. Your application must comply with all specified guidelines.

Grants and Sponsorship Team  
Liveable Communities

P 03 6323 3351

E [grants.sponsorship@launceston.tas.gov.au](mailto:grants.sponsorship@launceston.tas.gov.au)

## Overview

The purpose of the Community Care and Recovery Grant Program is to support eligible local businesses/organisations within the Launceston municipality, impacted by COVID-19, to access professional online marketing mentoring to adapt their Business practises in response to the changing COVID-19 environment. Sporting groups, cultural and community groups may also be eligible if they are looking for support to rapidly transition to alternate models of commerce, outreach and engagement, primarily digital solutions.

Businesses/organisations looking for this level of advice are also encouraged to access the State Government Digital Ready service at <https://digitalready.tas.gov.au/about/> or 1800 955 660. The Digital Ready program is funded by the Department of State Growth and offers businesses 2 hours of free online marketing mentoring with experienced consultants. The program is open to all eligible businesses and organisations and is an ideal way to assess and improve your current marketing activities. Consultants can make recommendations on how the Community Care and Recovery Package grants funding could be used to market your business online.

**Please note:** businesses/organisations are encouraged to access both State Government's Digital Ready service and the City of Launceston's Community Care and Recovery Grant Level 1, if eligible.

## Who can apply?

- An eligible registered business/organisation meeting Council's eligibility requirements as outlined below;
  - Small and Medium Businesses (a business, sole trader, partnership, company or trust that employs fewer than 20 people, and has an aggregated turnover of less than \$10 million)
  - Businesses operating within the City of Launceston municipality with at least one Launceston based employee/worker
  - Indigenous Corporations, Incorporated Associations, (Registered) Unincorporated Associations, Not-for-profits registered with the Australian Charities and Not-for-profits Commission all located within the Launceston municipality
  - Eligible Organisations and businesses must have a valid Australian Business Number (ABN)
  - Business/organisation operating on or before 31 January 2020
  - Businesses/Organisations with the ability to demonstrate
    - how your business/organisation is affected by COVID-19
    - how your business/organisation will benefit from access to professional marketing mentoring

Applicants must meet the above eligibility plus all category eligibility specific to the grant they are applying for.

Applicants who do not meet these eligibility requirements or do not provide the relevant documentation will not be considered.

## Who can't apply?

The program will not support applicants:

- businesses/organisations located or occurring entirely outside the City of Launceston municipality
- that are political organisations or that have a political purpose
- that are government departments of agencies, foundations or grant making bodies
- that have a primary focus on fundraising
- that denigrate, exclude or offend parts of the community
- businesses/organisations that have an outstanding debt to the City of Launceston or that have failed to comply with the terms and conditions of any previous funding agreement with City of Launceston
- Businesses/organisations that will outsource this work to an interstate or international business
- Individuals; foundations or grant making bodies universities; federal, state and local government agencies and bodies (including government business enterprises, schools and school agencies e.g. parents and friends associations)

## Level 1 Funding Available

Applications for grants can be made for amounts up to \$1,000 (plus GST if applicable). This should cover approximately 5 hours of professional advice from an approved marketing mentor provider.

City of Launceston will fund an approved online marketing mentor provider to deliver these services to the local business (the applicant). The approved level of grant funds will be paid to the marketing mentor (not the applicant) upon submission of appropriate documentation (see Allocation of Funds below).

A panel of approved online marketing mentor providers will be chosen by the City of Launceston via an Expression of Interest process. Successful applicants for a Level 1 grant will be allocated a provider from this panel.

The funding round will be open indefinitely, subject to budget availability. The budget allocation for the grants under the Community Care and Recovery Package has been determined by Council. This will be reviewed in the 20/21 financial year, should the need for these grants still exist.

## Funding Limitations

### Where Council will not provide funding assistance:

- Projects held outside the City of Launceston municipality;
- For more than one Community Care and Recovery Grant (Level 1) application per local business
- Business operational costs, e.g. general running costs; staff costs; rent etc

## Assessment Criteria

Applications for this Community Grant will be scored and assessed based on answers to questions aligned to the following criteria.

- **Funding need** - Explain to what extent your business is effected by COVID-19 (200 words)
- **Funding benefits** - Explain how your business will benefit from access to professional online marketing mentors (300 words)

## Assessment process

- Community Care and Recovery grant applications are to be made online via the City of Launceston website
- Applications are assessed in the order they are received
- All applications are reviewed by the Grants and Sponsorship Team to ensure they meet eligibility requirements and all relevant information has been provided
- Funding decisions are made under the approval of the Manager – Liveable Communities and are subject to the available budget

Applications will not be accepted by mail, email or in hand written form.

## **Allocation of funds - How to receive your service**

Once the application is assessed and approved, if eligible, the following process will occur:

- Approval email will be provided to the successful applicant with the following details;
  - Details of the marketing mentor provider to be used
  - Approved **amount of funding** and **code**
- CoL connects the applicant with an approved marketing mentor, and provides the marketing mentor with the Grant Approval Email
- Applicant receives the marketing mentoring advice from the mentor
- City of Launceston will provide payment to the marketing mentoring provider for services provided (**only to the level of the approved grant funding**)

## **City of Launceston costs**

No additional funding or assistance (including in-kind assistance e.g. permit waivers) will be provided for the project, unless stated otherwise in additional Council policy.

### ***PURPOSE***

To provide a guide to the application and funding process for the Community Care and Recovery Grant (Level 1) Program.

### ***SCOPE***

Applies to community groups/organisations seeking funding for community projects/activities.

### ***RELATED POLICIES & PROCEDURES***

[05-PI-018 Community Grants \(Organisations\) Policy](#)

[05-PI-017 Community Engagement Policy](#)

[05-Rfx-024 Community Grants \(Individuals/Teams/Groups\) Guidelines](#)