

Business Precinct Activation Grant - Application Form

Form Preview

Introduction

* indicates a required field

Business Precinct Activation Grant Program

Thank you for commencing your application for the 2026/27 Business Precinct Activation Grant Round. The Grant has a total pool of \$80,000 and award grants of **up to \$15,000** to support business led experiences, entertainment, pop-ups, trails or campaigns that are led by a minimum of 5 local street facing businesses in our smaller neighbourhood centres.

Consider attending our online Grant Information Sessions. Register via the links below:

- [Tuesday 23 June \(6pm - 7pm\)](#)
- [Monday 6 July \(6pm - 7pm\)](#)

Please note: This grant is only available to businesses located within the eligible neighbourhood activity centres listed in the Program Guidelines.

What is an activation?

For more information about what this grant will fund please visit the [Precinct Activation Grants](#) webpage for the Program Guidelines.

Events or activations must be temporary in nature and not alter or permanently change the infrastructure within the precinct.

Support and information

For any queries regarding the grant please phone 03 8290 1333, or email precinctgrants@stonnington.vic.gov.au, Monday to Friday (during business hours).

If contacting us please reference the grant application ID below:

Application Number

This field is read only.
The identification number or code for this submission.

Technical support

For any technical support regarding the Smarty Grants portal and submitting your form please contact the SmartyGrants help desk.

E-mail: service@smartygrants.com.au Phone: (03) 9320 6888 Support Desk Hours: 9:00am - 5:00pm AEST (Monday - Friday).

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Confirmation of Eligibility

As an applicant group, I confirm that:

- We comprise five or more registered businesses located within the same Stonnington neighbourhood activity centre and are committed to working together to deliver the proposed project.
- All participating businesses hold a current ABN and are registered for GST and WorkCover.
- We have nominated a lead applicant to enter into the funding agreement and receive funds on behalf of the group.
- All five businesses that make up the organising committee to deliver the activation are identified in the application, with their roles and responsibilities clearly outlined.
- We hold, or will obtain, Public Liability Insurance of at least \$20 million per claim for the project and any associated activities, and will increase coverage if required.
- No participating business has any outstanding acquittals or debts owing to the City of Stonnington.
- All applicants are aged 18 years or over.
- Council will not be responsible for any financial disputes arising from the awarding of the grant funds to the lead applicant. Financial arrangements are the sole responsibility of the businesses who have nominated to deliver the activation.
- We will submit a proposal that addresses the program objectives and assessment criteria.
- We acknowledge that shortlisted applicants may be required to present their proposal to the assessment panel.
- We will contribute at least 20% of the total project budget through cash, in-kind support, or a combination of both.
- We acknowledge responsibility for obtaining any permits required for activities on footpaths or public land and for meeting all Council safety and compliance requirements.

Declaration

I declare that I have read and understand the Grant Guidelines and can confirm that the applicant group is eligible to apply for this grant. *

Yes

Acceptance of Presentation requirement

Applications that progress to assessment will be required to present their activation proposal to the assessment panel. Presentations will be scheduled between **3 - 7 August 2026**.

Please acknowledge that you will be available to present during this week. *

Yes, I acknowledge this requirement and can attend an in person/virtual presentation session

Lead Applicant & Participating Businesses Details

* indicates a required field

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Lead Applicant Details

Lead Applicant Business Name *

Organisation Name

Business type *

- Pty Ltd Company
- Trust
- Not-for-Profit
- Incorporated Association

ABN *

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

Primary address *

Address

Address Line 1, Suburb/Town, State/Province, Postcode, and Country are required.

Primary phone number *

Must be an Australian phone number.

Primary email address *

Must be an email address.

Primary website

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Must be a URL.

Is your business registered for GST? *

Yes No

Do you currently hold Public Liability Insurance? *

Yes No

Public Liability of \$20 million per incident is required.

As you indicated that you don't Public Liability Insurance coverage at present, do you agree that you will apply for the appropriate cover for the activation if successful? *

Yes

Please upload a Certificate of Currency for your Public Liability Insurance. *

Attach a file:

Project contact person

This is the person who will be the key point of contact for the application and the project.

Applicant Project Contact *

First Name Last Name

Position *

Preferred contact phone number *

Must be an Australian phone number.

Preferred contact email address *

Must be an email address.

Organising Committee businesses

A minimum of five businesses, including the Lead Applicant, must participate in this project. However, more than that number can also collaborate.

Please list the other four businesses who are collaborating on this application and project.

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Participating business #1

Business name *

Organisation Name

Business address *

Address

Contact person's name *

First Name

Last Name

Position *

Activation project - role and responsibility *

Word count:

Must be no more than 50 words.

Participating business #2

Business name *

Organisation Name

Business address *

Address

Contact person's name *

First Name

Last Name

Position *

Activation project - role and responsibility *

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Word count:

Must be no more than 50 words.

Participating business #3

Business name *

Organisation Name

Business address *

Address

Contact person's name *

First Name

Last Name

Position *

Activation project - role and responsibility *

Word count:

Must be no more than 50 words.

Participating business #4

Business name *

Organisation Name

Business address *

Address

Contact person's name *

First Name

Last Name

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Position *

Activation project - role and responsibility *

Word count:

Must be no more than 50 words.

Participating business #5

Business name *

Organisation Name

Business address *

Address

Contact person's name *

First Name

Last Name

Position *

Activation project - role and responsibility *

Word count:

Must be no more than 50 words.

Activation Details

* indicates a required field

Activation title *

Please provide a short summary or description of your activation *

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Word count:

Must be no more than 150 words.

Please describe the format of your event *

Word count:

Must be no more than 50 words.

Format examples may be: indoors, outdoors, on-street entertainment etc. Please refer to the Guidelines for more information.

If you are not sure of the exact date please put indicative dates in. The dates will need to be finalised if your grant application is successful.

Approximate project start date *

Must be a date.

Approximate project end date *

Must be a date.

Will the activity be one single event or multiple events? *

- Single event Multiple events

Number of proposed events *

Must be a number.

If you do not know the exact number of events please provide an approximate figure.

Activation location

Please refer to this [Activation Site Map](#) to ensure you select the correct precinct.

Please select the precinct your activation will be delivered in *

- | | |
|--|--|
| <input type="radio"/> Beatty Avenue, Armadale | <input type="radio"/> Malvern Hill Village |
| <input type="radio"/> Central Park Village | <input type="radio"/> Malvern Valley, Malvern East |
| <input type="radio"/> Darling Village | <input type="radio"/> Punt Road, Windsor |
| <input type="radio"/> Gardiner Village | <input type="radio"/> Prahran East Village |
| <input type="radio"/> Glen Iris Village | <input type="radio"/> Tooronga on High Street |
| <input type="radio"/> Hawksburn Village | <input type="radio"/> Wattleree Village |
| <input type="radio"/> High St, Armadale (at Orrong Road) | <input type="radio"/> Waverley Road, Malvern East (corner Belgrave Road) |

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- Holmesglen, Malvern East
- Kooyong Village
- Malvern East Terminus
- Waverley Rd, Malvern East (corner Warrigal Road)
- Waverley Road, Malvern East (Dandenong Road - Tooronga Road to Bates Street)

Business and Community Collaboration

* indicates a required field

This section requires you to provide information on how you will collaborate with and secure participation from other businesses in the precinct and other local organisations that are involved with precinct.

Press the **add more** or **+ button** to add more rows. Please remember to regularly press **save**.

Please explain how you intend to recruit precinct businesses to participate in the activation. *

Word count:

Must be no more than 200 words.

Council encourages applicants to consider collaborating with local groups, not for profit organisations and schools to better engage the local community.

Do you intend to collaborate with any of the following types? *

- Local community groups
- Charities or not for profit organisations
- Local artists
- Local schools
- Other:

Select all that apply.

Please describe how you intend to collaborate with local partners as part of your project. This may include local community groups, charities or not-for-profit organisations, local artists, local schools, or other organisations or individuals. *

Word count:

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Must be no more than 200 words.

Capability and Experience

* indicates a required field

In this section we ask that you outline your capability and experience to manage and deliver a successful activation to scope, on time and on budget.

Please remember to regularly press **save**.

Please outline the experiences of your participating business members and how they will enable delivery of a successful activation in your precinct. *

Word count:

Must be no more than 200 words.

Local Visitation and Economic Benefit

* indicates a required field

Applicants are asked to demonstrate how the project will activate the precinct and support local businesses (attracting visitation, stimulating the precinct's economy etc) and how these will be measured.

Please remember to regularly press **save**.

Please explain how the project will activate the precinct by attract locals and visitors and stimulate the precinct economy *

Word count:

Must be no more than 150 words.

How many people have you estimated will attend the activation(s)? *

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Word count:

Must be no more than 75 words.

For example, you may want to say 10 attendees per each event of 50 attendees per each day.

How will you measure visitation, participation and economic impact? *

Word count:

Must be no more than 150 words.

You may want to consider audience surveys, QR codes, pedestrian counts, observations, business feedback and participation numbers.

Accessibility, inclusion and sustainability

Please refer to City of Stonnington Council accessibility guidelines:

- [Inclusive and accessible events guide](#)
- [Better Access Better Business](#)

Please refer to City of Stonnington sustainability guidelines:

- [Sustainable Stonnington](#)
- [Plastic Free Stonnington](#)

Do you agree that your project will meet these requirements? *

Yes

Marketing and promotion

Please explain how you will market and promote the activation *

Word count:

Must be no more than 200 words.

Planning and Financial Viability

* indicates a required field

Applicants are asked to demonstrate capability to deliver a successful cost-effective activation by providing a realistic project plan, and a budget that offers value for money.

Press the **add more** or **+ button** to add more rows. Please remember to regularly press **save**.

Total grant funding requested (ex. GST) *

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\$

What is the total grant amount you are requesting in this application? It cannot be more than \$15,000

Project budget

Applicants are required to provide an itemised budget for the total project cost. All income and expenditure related to the project must appear in the budget, including cash and/or in-kind contributions.

The budget must show which expenses will be funded by the grant amount.

Eligible Expenses - grant funding can include:

- Marketing and social media promotion of the activation
- Lighting and Audio
- Entertainment and talent fees
- Temporary signage
- Traffic management
- Event infrastructure
- Event signage
- Event management
- Projections
- Branding and design

Ineligible Expenses - grant funding cannot be used for:

- Permanent infrastructure or building works
- General business operating costs – staff salaries, rent, overheads, vehicles etc.
- Commissions or surcharges
- Parking expenses
- Workcover and other business insurances
- Staff meals, uniforms etc.
- Personal Protective Equipment and first aid kit
- Permit fees
- Bank or accounting fees

Total project cost

Applicant businesses are expected to provide in-kind contributions to the value of at least 20% of the total grant funding requested. In-kind contributions may include staff time, venue use, marketing support, equipment or activation support.

Income

Source of funding	Funding confirmation	Funding amount (ex. GST)	Comments
		Must be a dollar amount.	
		\$	

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Expenditure

Total expenditure may be covered by funding provided from Council, business funding and/or in-kind contribution. Only enter one expenditure item per each row and the amount being contributed by the funding source.

All boxes must be completed, so if funding from one source is not applicable just enter zero (0). The first row provides an example, highlighting that \$0.00 is applicable when required.

Expenditure item	Stonnington grant funding amount (ex. GST)	Cash in-kind amount (ex. GST)	In-kind funding amount (ex. GST)	Comments
	Must be a dollar amount.	Must be a dollar amount.	Must be a dollar amount.	
ABC	\$0	\$0	\$0	
	\$	\$	\$	

Budget totals

Total income amount (ex. GST) **Total event or activation expenditure amount (ex. GST)** **Residuals (ex. GST)**

This number/amount is calculated.	This number/amount is calculated.	This number/amount is calculated.
\$	\$	\$

Total funding from sources and percentage contribution per each.

Total grant funding	Grant funding percentage (%)	Total cash in-kind funding	Cash in-kind funding percentage (%)	Total in-kind funding	In-kind funding percentage (%)
This number/amount is calculated.	This number/amount is calculated.	This number/amount is calculated.	This number/amount is calculated.	This number/amount is calculated.	This number/amount is calculated.
\$		\$		\$	

Co-contribution

If the co-contribution is less than 20% please revisit the income and/or expenditure tables above.

Total in-kind co-contribution (%)

This number/amount is calculated.

You will be unable to submit this form if this amount is less than 20%.

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As the co-contribution amount was below 20% you're unable to progress further with this application form.

Please revisit the income and/or expenditure tables in case there was an error.

Project timeline

Developing a project timeline is critical to your project's success.

Please outline the key project milestones and delivery dates.

Milestone activity	Start date	Completion date
	Must be a date.	Must be a date.

Declaration and Feedback

* indicates a required field

Privacy Statement

The personal information requested on this form is being collected by Council for the purpose of assessing eligibility under the Business Precinct Activation Grant. This information will be used solely by Council for those primary purposes or directly related purposes. The applicant understands that the information provided is for these purposes and that they may apply to Council's Privacy Officer on telephone 8290 1333 for access and/or amendment of the information.

I agree: *

Yes

Declaration

I confirm that: *

- all details supplied in this application form and attached documents are true and correct
- the application has been submitted with the knowledge and agreement of all participating businesses
- the applicant group agrees to comply with the Grant Guidelines and funding conditions
- the lead applicant is authorised to submit this application on behalf of the participating businesses

All four choice must be confirmed.

Name *

First Name

Last Name

Position *

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Date *

Must be a date.

Feedback

How did you find this online application process?

- Very easy Easy Okay Difficult Very difficult

Please feel free to provide any improvement suggestions and/or additions to the application process.