

2023  
ROUND 5

AMP



# ACTIVATE MY PLACE

GRANTS TO REIMAGINE AND REINVENT PUBLIC SPACES

Calling all placemakers, artists, musicians, businesspeople and community members – we need your creative ideas to activate public spaces across the Mackay region!



## Placemaking Grant Aim

Activate My Place! (AMP!) is a placemaking grant program that supports communities and businesses across the Mackay region to create and deliver inspiring, inclusive and vibrant projects in shared spaces.

The program aims to create places where people feel connected and engaged, leading to thriving local economies, memorable experiences, and improved quality of life.

Mackay Regional Council is excited to work with our communities to identify projects that will activate the local pockets of our region and benefit our residents and visitors alike.

# AMP!

A stylized white lightbulb icon with a heart shape inside, positioned to the right of the 'AMP!' text.

# ACTIVATE MY PLACE

Grants to reimagine and reinvent public spaces

## What is Placemaking?

Placemaking refers to a collaborative process by which communities shape their public spaces, and in doing so, strengthen the connection between the people and the places they share. It is a community-based approach that inspires the collective reimagining and reinventing of everyday spaces, then implementing projects that, ultimately, create safe, cohesive and vibrant communities.

## Program Purpose

- To create active, engaging, and vibrant spaces that attract increased foot traffic and visitation
- To connect individuals, businesses, and the broader community
- To engage local businesses and improve local economies
- To improve physical health, mental well-being and/or public safety
- To celebrate and promote art, culture, creativity, history and/or environment



## Funding Amount

Successful AMP! applications will be eligible for a co-contribution from council of up to 80 per cent of the total project cost. At least 20 per cent of total project cost will need to be provided by the applicant in cash or in-kind support. Applications that demonstrate cash contributions will be viewed favourably.

In previous rounds, successful projects have received between \$3000 and \$15,000 in funding support. While there is no cap on the amount of funding that can be requested, it should be considered that the total budget is only \$30,000. Grant funds are competitive and will be awarded to applications that best meet the assessment criteria.

Applicants must disclose government funding contributed to the project (either confirmed or in application), as well as any corporate or commercial sponsorship or funding arrangements.

Approval of funding under the AMP! Grant Program is at the sole discretion of council.

## Eligibility

The AMP! Grant Program is open to not-for-profit organisations, registered businesses, individuals, artists, community groups, and service organisations. If the applicant does not have an ABN, the application must be auspiced by an incorporated organisation that can manage the grant on behalf of the applicant. The auspice body is responsible for providing a financial report on completion of the project.

### **Eligibility requirements:**

- Proposed project is located within the Mackay Local Government Area in a publicly accessible space. Private land will only be considered with permission from the owner.
- Application is made prior to the project commencing.
- Applicant has an appropriate level of insurance for the activities proposed.
- Proposed project can obtain any required permits, licences and approvals. Where public art is proposed, the applicant must obtain written approval from council before the installation of any public works. For more information and to access the Installation of Art in Public Places application form, visit: [artspacemackay.com.au/learning/collection/public\\_art](http://artspacemackay.com.au/learning/collection/public_art)
- Application demonstrates a reasonable in-kind and cash contribution to the project.

Before lodging an application, we strongly recommend you contact council's Economic Development team to discuss your project by calling 1300 MACKAY (1300 622 529) or email [Business@mackay.qld.gov.au](mailto:Business@mackay.qld.gov.au).



## What projects will be funded?

The following activities may be eligible for funding:

- Small-scale beautification projects
- Public art initiatives
- Pop-up installations
- Public lighting, signage
- Community markets
- Heritage and cultural projects
- Exhibitions, performances, festivals, events
- Community gardens and environmental initiatives
- Street libraries and street furniture.

## What projects will not be funded?

The following activities are ineligible for funding:

- Travel and private expenses
- Purchases or expenses relating to privately owned items
- Purchases of some capital items (e.g. equipment, buildings or vehicles). Capital items will be considered if they are integral to the project and where the item will remain available for community use
- Activities that negatively impact neighbouring residents or businesses, or have not demonstrated collaboration with the broader business community
- Activities funded by another Mackay Regional Council grants stream and/or sponsorship program. Exceptions may be considered at the discretion of council
- Activities restricting public access/attendance
- Activities commencing prior to council providing funding approval.



# Application process

Before lodging an AMP! application, council strongly recommends that applicants contact the Economic Development team by calling 1300 MACKAY (1300 622 529) to discuss the proposed project.

- 1) Complete an online application form via [mackay.smartygrants.com.au](http://mackay.smartygrants.com.au)

**Attach:**

- Project budget
- Quotes for goods and services
- Supporting approvals, permissions, permits, licenses and public liability
- Project visuals (photos/concepts) and/or site plans.

- 2) Lodge application via SmartyGrants

- 3) Assessment by council

All valid applications will be reviewed and scored by an assessment panel. Successful applicants will be determined by the quality of their responses to the assessment criteria.

- 4) Applicant is advised of decision

- 5) If successful, signing of a funding agreement

Successful applicants will be required to sign a formal funding agreement with council detailing the funding amount, conditions of funding, timeframes, and project reporting requirements.

- 6) Release of grant funds to the applicant

- 7) Applicant undertakes the project

- 8) Project is completed within specified timeframe

- 9) Applicant submits outcome report, high-resolution images (free from obstruction) showcasing the completed works, proof of payment, and acquittal documentation to council.

**Note:** The applicant must immediately notify the Economic Development team should any details outlined in the funding agreement change during project delivery.

# Assessment criteria

Applications will be assessed against the below criteria.

**Activation**

The proposed project contributes to creating an active, engaging, and vibrant space that will attract increased foot traffic and visitation. (Weighting 20%)

**Collaboration**

The proposed project demonstrates collaboration between individuals, businesses, and the broader community. (Weighting 20%)

**Economic vitality**

The proposed project demonstrates the potential to improve the economic vitality of local communities. (Weighting 20%)



### Community benefit

The proposed project benefits the community by:

- Promoting physical health, mental wellbeing and/or public safety
- Celebrating local art, culture, creativity, history and/or environment
- Strengthening the connection between people and the places they share.

(Weighting 20%)

### Project management

The project is well-planned, managed by suitably skilled people, ready for commencement upon grant approval, and likely to be delivered to a high standard within nine (9) months of grant approval.

(Weighting 10%)

### Budget

The project budget demonstrates a reasonable financial contribution to the project by the applicant, is realistic and provides value for money.

(Weighting 10%)

## Success stories



### Slade Point Water Tower

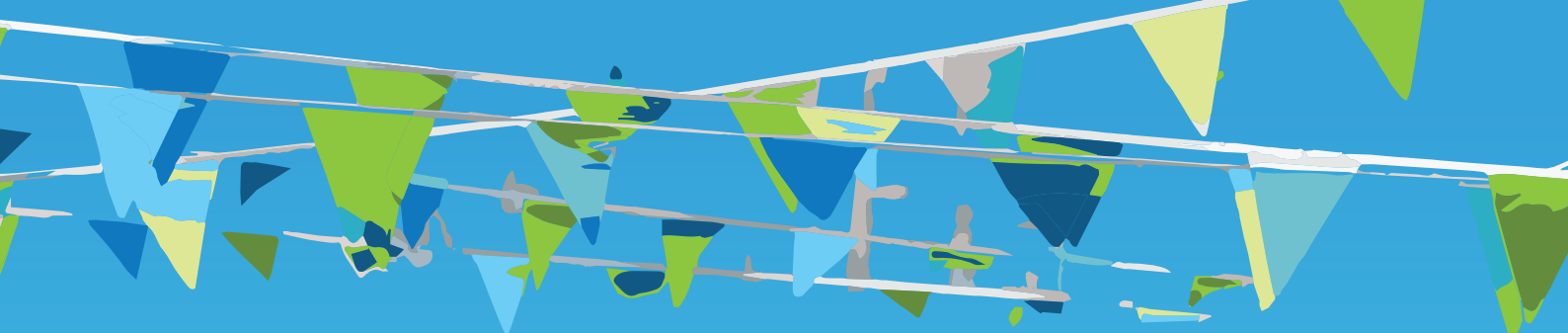
Slade Point Neighbourhood Watch Community Group was approved \$7500 to beautify the Slade Point Water Tower. The group successfully sought additional sponsorship from other businesses which enabled an impressive super-mural to be displayed on the 18-metre tall tower, highlighting the humpback whale migration season and the black cockatoos that frequent the area. The water tower installation now attracts visitation from all over the region and features in promotional material for the Mackay region.



### Indigenous Meeting Place and Healing Garden - Mackay Base Hospital

Mackay Hospital Foundation was awarded \$5000 through the AMP! grant program. This funding, along with funds sourced from various other organisations, has allowed for the establishment of an Indigenous Meeting Place and Healing Garden. This garden helps support and preserve Aboriginal and Torres Strait Islander language, arts and culture within our local community, and also provides a tranquil, culturally-appropriate healing space where staff, patients and their families can enjoy a walk or chat outdoors.





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FOR FURTHER INFORMATION, PLEASE CONTACT:

**Economic Development**

**Email:** [business@mackay.qld.gov.au](mailto:business@mackay.qld.gov.au) | **Phone:** (07) 4961 9587

Version 5, 2023