

# INVEST FRANKSTON

After Dark  
Activation Grants  
2022



## TABLE OF CONTENTS

Table of Contents	3
Introduction	4
About the grant	4
Who can apply?	4
What can I apply for?	6
How does the grant work?	6
What are Council's desired outcomes?	6
How do I submit my application?	6
SmartyGrants	6
SmartyGrants technical support	6
What is the assessment process?	8
Grant application requirements	8
Key dates	8
Invest Frankston	9

## INTRODUCTION

IF you're thirsty to invigorate Frankston City after dark, stop dreaming and awaken the possibilities.

IF star spangled entertainment is your specialty, ignite the fire within and help us activate our city's nightlife potential.

As a designated Metropolitan Activity Centre, Frankston City has emerged as one of Melbourne's most important commercial precincts, transforming itself into a vibrant new "city away from the city".

Frankston isn't Frankston anymore people. It's FRANKSTON!

Edgy. Inventive. Invigorated. Dynamic. Different. That's Frankston and it's bursting with new ideas and emerging prospects.

Dubbed a satellite city alongside Geelong, Frankston City is ripe with opportunities, innovative, progressive, liberalism and that momentum is ready to expand for when the sun sets.

The Lifestyle Capital of Victoria is getting

set to turn on the lights and rouse its night-time economy. And YOU can be a part of its awakening.

IF you're keen to liven the city's nightlife with extended opening hours, kerbside dining and shopping, illuminating activations, exciting entertainment, innovative art or inventive lighting installations, now is THE time make your move.

IF the future of Frankston City's nightlife feel like yours for the taking, Invest Frankston After Dark.

## ABOUT THE GRANT

Frankston City Council are offering a new grant program aimed to support Frankston City's transformation into a vibrant, diverse, inclusive and safe destination after dark.

A thriving and dynamic night-

time offering comprises a range of experiences including dining, performances, live music, events, shopping, nightclubs, twilight markets, sporting events delivered by a range of diverse businesses and community and

cultural groups.

This attracts visitors and entrepreneurs, creates jobs and drives the economic development of our city.

## WHO CAN APPLY?

This grant is designed to financially assist local businesses, creative agencies, community groups and entrepreneurs build a vibrant night-time economy by developing new and interesting experiences and destinations that encourage 'a good night out' in Frankston City.

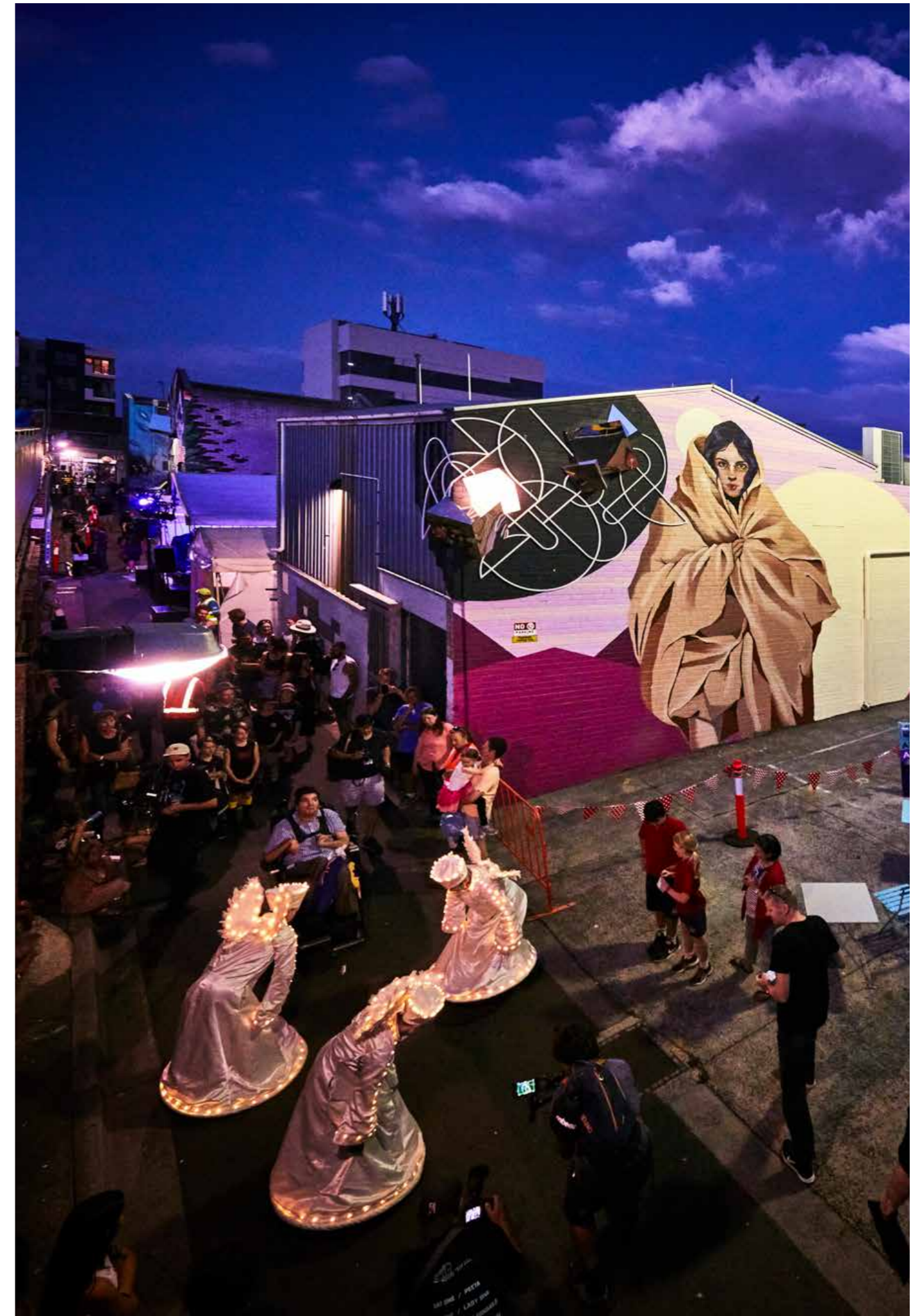
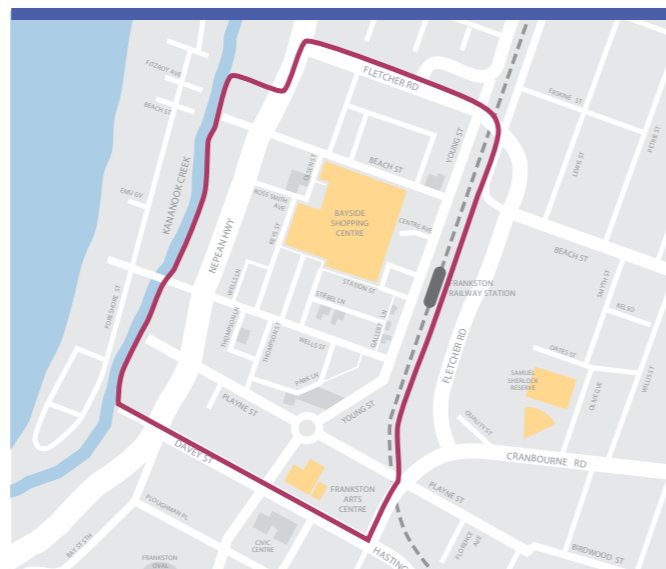
To be eligible for funding, applicants must:

- Legally trade from or own premises located within Frankston's city centre (on this page), or;
- Be able to demonstrate how their Frankston city centre based project will bring significant night-time benefits to the city's businesses,

residents, visitors and/or workers. Be able to demonstrate and outline a collaboration project working with a Frankston City centre business.

The applicant can be:

- A not-for-profit
- For-profit, or;
- Sole trader



## WHAT CAN I APPLY FOR?

Applicants can seek funding for activations including, but not limited to;

- Offer an ongoing series of after dark events such as regular music programming, comedy or performance nights

- Introduce a new night-time experience or interesting concept to boost after dark activity within the city centre precinct

- Curate and coordinate activities between a group of businesses within

the city centre precinct

- Invest in capital works that are most impactful at night, such as digital illuminations and animations
- Operational costs for extended opening hours, including staff wages

## HOW DOES THE GRANT WORK?

The grant covers up to 50 per cent of the total project cost to a maximum of \$30,000 for a night-time program that may run up to 12 months, or a short term

capital works project.

Reimbursed Council funded grants will be awarded to eligible businesses,

property owners, community or cultural organisations subject to Council approval until allocated grant funds are exhausted.

## WHAT ARE COUNCIL'S DESIRED OUTCOMES?

Council's desired outcomes are strategically aligned with the Council Plan 2021-2025, where we seek to reimagine how we use our spaces and precincts to increase productivity in the evenings. Council desired outcomes include:

- Add vibrancy and a sense of uniqueness to Frankston City
- Create social cohesion, diversity and inclusion
- Celebrate Frankston's artistic and creative culture

- Develop Frankston's tourism product mix and cultural offerings
- Support a safe and accessible environment
- Aid business recovery and impacts associated with the COVID-19 pandemic

## HOW DO I SUBMIT MY APPLICATION?

### Smarty Grants

Web Portal Applications must be submitted online via the SmartyGrants program. The program requires the user to create a username and password and applications can be saved throughout the process.

To register and commence an application, visit: [frankston.vic.gov.au/BusinessGrants](http://frankston.vic.gov.au/BusinessGrants)

### Smarty Grants technical support

If you need assistance with the program, visit: [help.smartygrants.com.au](http://help.smartygrants.com.au) or phone 9320 6888



## WHAT IS THE ASSESSMENT PROCESS?

An expression of interest process is conducted to appoint an Independent Assessment Panel (IAP). The IAP is a diverse group of business and creative experts, independent of Council.

IAP members have qualifications and experience in the arts, accounting,

marketing, business strategy, proprietorship, commercial law, innovation and entrepreneurship.

Council's Chief Executive Officer appoints the panel and their identities remain confidential. The IAP assesses eligible applications and identifies those that best

meet the objectives of the program.

The IAP then makes a recommendation to Council, outlining which businesses should receive grants. Council will formally consider the recommendation when issuing the grants.

## GRANT APPLICATION REQUIREMENTS

This grant application process is divided into two stages. The first stage is a concept stage and requires the submitter to supply a project idea and brief plan which aligns with Council's desired outcomes.

### Stage one:

- Business or organisation contact details
- Australian Business Number (ABN)
- Brief project concept and plans
- Project location and site plan (if applicable)

- Start and end dates (if applicable)
- Anticipated attendance
- Project contributors /partners
- Benefits to the community and local business (including employment opportunities and inclusivity considerations)

The second stage requires the submitter to include a more in-depth plan to respond to the following;

### Stage Two :

- Demonstrated alignment with Council desired outcomes (example)
- Budget and estimated expenditure
- Letters of support and/or owners consent (if applicable)
- Insurance and risk management plans
- Marketing plan
- Declaration

## KEY DATES

What	When
Stage 1 Application open on SmartyGrants (Concept phase)	Thursday 1 September 2022
Stage 1 Applications close	Friday 16 September 2022
Shortlisted applicants chosen, advised and encouraged to apply for Stage 2	Monday 19 September 2022– Wednesday 21 September 2022
Stage 2 Applications open on SmartyGrants for shortlisted applicants from Stage 1 (IAP phase) only	Wednesday 21 September 2022
Stage 2 Applications close	Wednesday 5 October
Stage 2 Applications assessed by Independent Assessment Panel (IAP)	Thursday 6 October 2022–Sunday 16 October 2022
Successful applicants chosen and notified	Week commencing Monday 17 October 2022
Projects to begin	From October 2022



## INVEST FRANKSTON

Invest Frankston is our commitment to creating the most robust, most forward thinking, most energetic, exciting, progressive suburb, city, municipality and region in Melbourne.

We aim to become an epicentre of innovation, growth, industry, modernity and thinking. Fully supported by Council, this is our ethos; the mantra we live, grow and develop by.

We will continue to support and encourage the people and businesses of Frankston City to make it happen, through our highly innovative and successful support programs.

We will continue to work with the Victorian and Australian governments to ensure we remain at the forefront of infrastructure and investment facilitation, now and into the future.

We are committed. We are dedicated. We are unswerving.

IF you share the vision and the passion for what can be, Invest Frankston.

**FRANKSTON  
CITY COUNCIL**

30 Davey Street  
Frankston VIC 3199  
Australia

PO Box 490  
Frankston VIC 3199

Phone: 1300 322 322

Email: [business@frankston.vic.gov.au](mailto:business@frankston.vic.gov.au)

[frankston.vic.gov.au/business](http://frankston.vic.gov.au/business)



**INVEST  
FRANKSTON  
.COM**