



# Community and Promotions & Events Funding

This guide has been put together to assist the Central Otago community in applying for community or promotions & events grants.

## Contents

<b>Community and Promotions &amp; Events grants – an overview .....</b>	<b>3</b>
What is a grant?.....	3
What is a contestable grants process?.....	3
Do I apply for a grant through Council or my community board? .....	3
How much is available? .....	4
Community Grants .....	5
Promotions Grants .....	5
How do I apply? .....	5
What happens to my application after it is submitted?.....	6
What happens if I am successful?.....	6
<b>Flowchart of the grant process .....</b>	<b>7</b>
<b>Community and promotions grant criteria.....</b>	<b>8</b>
Community grant criteria .....	9
Promotions & Events grant criteria.....	11
<b>Assessment Principles.....</b>	<b>11</b>
<b>Central Otago Regional Identity.....</b>	<b>13</b>
<b>Reporting back to Council.....</b>	<b>14</b>
<b>Frequently asked questions.....</b>	<b>16</b>
What types of projects and activities will not be funded?.....	16
Will the full amount requested be awarded?.....	16
What happens if my project doesn't proceed?.....	16
Can I apply for grant funding that spans over more than one year? .....	16
Can I reinvest profits into the community?.....	16

**For further information please contact:**

### Community Grants

Rebecca Williams  
Community Development Advisor  
rebecca.williams@codc.govt.nz  
03 440 0634

### Promotions & Events Grants

Ali Mason  
Media and Marketing Manager  
alison.mason@codc.govt.nz  
03 440 0687

Or see our website: [www.codc.govt.nz/services/funding-grants](http://www.codc.govt.nz/services/funding-grants)

## Community and Promotions & Events grants – an overview

### What is a grant?

A grant is a fund given by Council to a group or individual for a specific purpose with a wider public or community benefit. Grants do not need to be paid back.

This guide focusses specifically on two rate-funded contestable grant programmes administered by the Central Otago District Council:

- Community grants
- Promotions & Events grants

### What is a contestable grants process?

A contestable grant process enables any group or individual to apply for funding. The merits of each proposal are considered, and funding is allocated as fairly as possible in accordance with Council's criteria, principles, and allocated budgets.

### Do I apply for a grant through Council or my community board?

Central Otago District Council has four community boards. Each community board, and Council itself, has its own designated grant budgets.

Community boards assess applications relating to their own wards, and Council assesses applications relating to the wider district.

Community boards accept applications for both community and promotions grants. Council only accepts applications for community grants, as it does not have funds available for promotions grants in the 2021-2031 Long-term Plan.

#### Cromwell Community Board



The main urban centre is Cromwell. The ward includes the settlements of Bannockburn, Pisa Moorings, Lowburn and Tarras.

### **Maniototo Community Board**

The main urban towns are Ranfurly and Naseby. The ward includes the settlements of Wedderburn, Oturehua, Patearoa, Kyeburn and Waipiata.

### **Teviot Valley Community Board**

The main urban towns are Roxburgh and Millers Flat. The ward includes the settlements of Etrick and Lake Roxburgh Village.

### **Vincent Community Board**

The Vincent community includes Alexandra, Clyde, Letts Gully, Springvale, Poolburn, Omakau, Ophir, Becks, Lauder, St Bathans, Earnsclough and Fruitlands.

## **How much is available?**

Community and promotions grants are entirely ratepayer funded. Promotions & Events grants are funded through a targeted rate. Grant budgets are set by Council and community boards during their long-term and annual planning processes. The financial year runs from July through June.

The total amount available for distribution in this current funding round is shown in the table below. This is the second funding round for the 2024/25 financial year and applications close on Sunday 2 March 2025 for decisions in May 2025. These figures reflect the commitments already made for the 2024/25 financial year.

Applications for promotions events and activities in 2025/2026 financial year will be accepted by all Boards in the funding round closing **2 March 2025**.

Community grants may be awarded over a multi-year period, provided reporting and accountability requirements are met. Events & Promotions grants are not eligible for multi-year funding.

Each Community Board have a small 'Chairpersons Fund', as set by the relevant board, for urgent small funding requirements between funding rounds. It is a strong preference that this fund is only utilised where the group or organisation would be disadvantaged by awaiting the next funding round. Please contact Rebecca or Ali for advice, using the contact details on page 2, if you are considering an application to this fund.

### **Please note:**

Council has fully allocated their 2024/25 community grants and there will be no second round of funding for district wide community grants.

Vincent Community Board have fully allocated their 2024/25 promotions grants, however will accept requests for the 2025/2026 financial year.

Teviot Valley Community Board have also fully allocated their 2024/25 grants allocations, however will consider requests for funding.

## Community Grants

Community Grants	Full Budget for 24/25	Remaining Budget for 24/25
Maniototo	Was \$15,000	Available: \$2,700
Cromwell	Was \$50,000	Available: \$50,000
Vincent	Was \$120,000	Available: \$28,000
Teviot	Was \$5,000	Fully allocated – but will consider requests
Council	Was \$151,000	Fully allocated – <b>no applications will be accepted</b>

*Note: These amounts are current as at 16 January 2025.*

## Promotions & Events Grants

Promotion Grants	Full Budget for 24/25	Remaining Budget for 24/25	Indicative Budget for 2025/26
Maniototo	Was \$5,000	Available: \$3,563	\$5,000 (tbc)
Cromwell	Was \$106,219	Available: \$11,219	\$106,219 (tbc)
Vincent	Was \$50,000	Available: \$10,000	\$50,000 (tbc)
Teviot	Was \$2,000	Fully allocated – but will consider requests	\$2,000 (tbc)

*Note: These amounts are current as at 16 January 2025. Any approved promotions grants for 2025/26 will be subject to final approval of the 2025/34 Long-Term Plan.*

## How do I apply?

Application forms and information about the various grant funds administered by Council are available on Council's website (<https://www.codc.govt.nz/services/funding-grants>).

If you wish to discuss your project or seek assistance with the application process please contact Council staff listed in this document (page 2).

Council also participates in combined funding clinics with other funding agencies for this region, to allow potential applicants to discuss their projects prior to submitting an application. Information about these sessions is on our website.

## What happens to my application after it is submitted?

There are a set of criteria that grant applications are assessed against (see below). These criteria are designed to prioritise applications that have a positive community impact or result and align with Council's strategic direction.

Council and community boards make decisions on how funding will be allocated at public meetings. You may attend or view these meetings – either in person or virtually – and even speak to the meeting during the 'public input' time on the agenda if you wish to. This is optional.

At times, grant applications may contain commercially sensitive information. In these circumstances, decisions will be made in a confidential rather than a public meeting.

## What happens if I am successful?

All applicants are notified in writing of the outcome of the grant funding round. Unsuccessful applicants can request feedback on their application, if they choose.

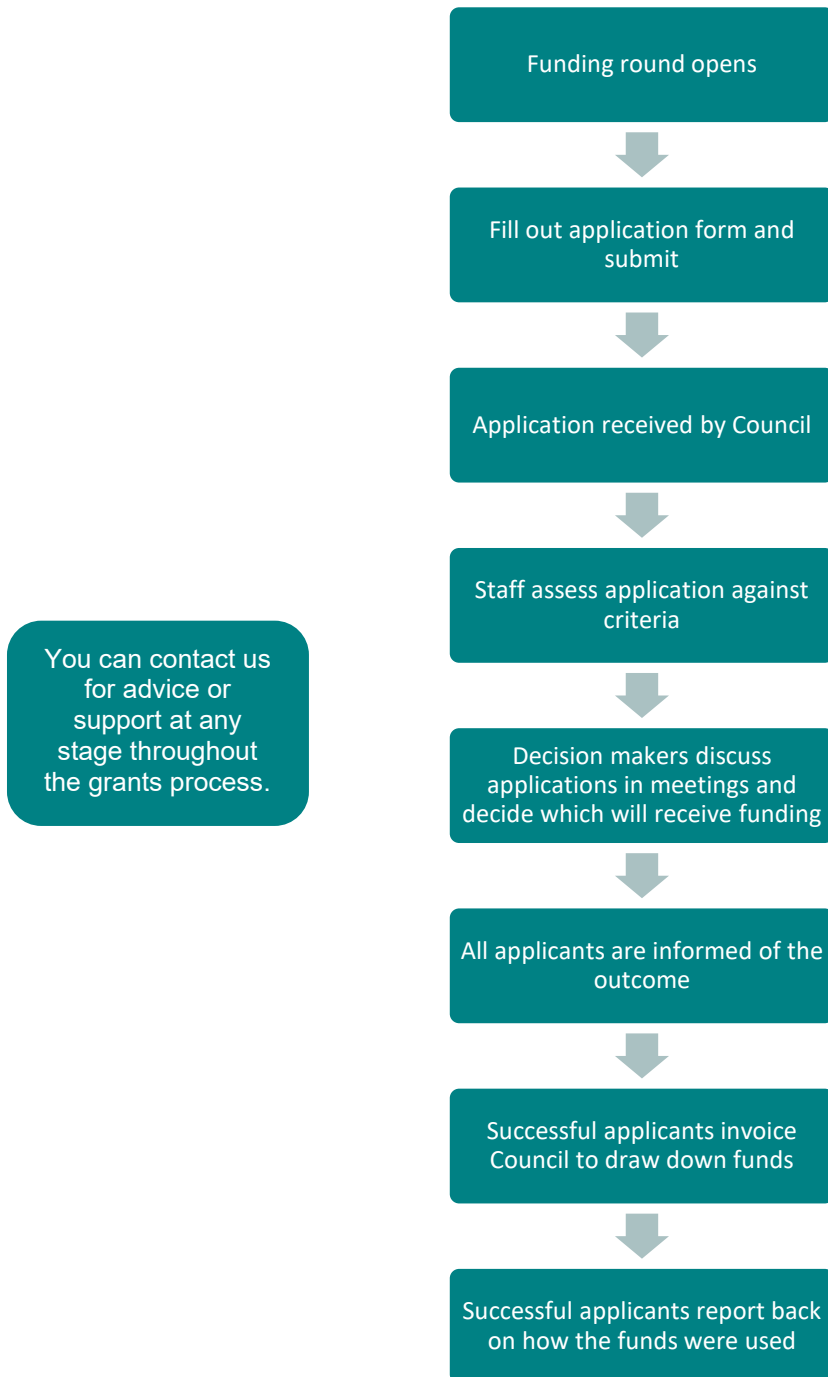
Successful applicants will be provided with information about how to invoice Council to release the funding. You will also need to provide a short summary, or accountability report, to Council on how the funding was used (refer to page 13).

Grant funds must be used for the purpose agreed to by the funder, and as described in the application. It is expected that all funds will be spent within 12 months of notification. Any tax obligations (including GST) are the responsibility of the grant recipient.

We like to promote and celebrate projects and activities that have received funding through this contestable grant process, so do provide us with photos and other material that we can share on our website and social media platforms.

We also encourage you to publicly acknowledge Council as a financial contributor to your project or activity.

## Flowchart of the grant process



## Community and promotions grant criteria

Community and promotions grants are available for projects and activities that enhance the well-being of Central Otago communities.

### Well-being includes:



#### Social

Social well-being involves individuals, families, whanau, hapu, iwi, and communities being able to increase their happiness, welfare, and quality of life.

It includes factors such as the strength of community networks, personal security, and equity.



#### Cultural

Cultural well-being includes shared beliefs, values, customs, and identities. It is often reflected in language, stories, and the arts.

Cultural well-being includes the qualities that shape who we are as people, and what makes Central Otago unique.



#### Environmental

Environmental well-being concerns the health of our natural environment.

Examples include clean air, open spaces, minimising pollution, waste management, ecosystem regeneration, and climate change.



#### Economic

Economic well-being is the ability of the local economy to generate the employment and wealth necessary for social well-being.

This includes enabling financial security and equity of opportunity. It can be measured through household incomes, district growth, thriving businesses and industry, rates of poverty, and financial prosperity.

In addition, Central Otago District Council aims to achieve the following community outcomes through all funding decisions:



## Central Otago’s community outcomes:



He Ōhaka e Ora Rāia ana  
Thriving Economy

Reflecting economic well-being



Toitū te Whenua  
Sustainable Environment

Reflecting environmental well-being



He Hapori, He Haumi  
Connected Community

Reflecting social and cultural well-being



**Please note:** it is the Grant recipient’s responsibility to obtain and/or have in place the appropriate consents, plans and licences (including Resource Consent, Traffic Management, Health and Safety plans etc) as required by legislation, agencies, property owners, and/or individuals to undertake the project. Failure to meet all legal obligations may result in Council requiring reimbursement of the grant.

## Community grant criteria

Applications for community grants are assessed against a range of criteria to reflect their benefits to the area. Applications do not need to meet all criteria but this is likely to affect how they are prioritised.

Criteria	Explanation
Clearly demonstrates community benefit	All applications within the community grant process must generate or contribute to positive outcomes for our communities.
Has a positive impact on social well-being or contributes toward the Connected community outcome in the district	These four criteria are based on the four well-beings and the Central Otago Community Outcomes.

Has a positive impact on cultural well-being in the district	Applications are assessed and it is noted which wellbeing or outcome they would contribute toward.
Has a positive impact on environmental well-being or toward the Sustainable Environment community outcome in the district	
Has a positive impact on economic well-being or contributes toward a Thriving Economy in the district	
Is a community-led activity	Applications do not need to meet all four well-beings or all three community outcomes – many will focus on just one or two.
Is well planned and defined	The application has been led and put together by a community group or member, for the benefit of the community
Demonstrates value for ratepayers	The application identifies projects with a clear project plan, including clear timelines and reasonable costs
Builds or strengthens community organisations	The application identifies a project/activity that delivers good financial investment to ratepayers, in terms of well-being. Projects will be prioritised that return a greater benefit relative to the spend.
Strategic alignment	The project/activity supports building or developing strong, inclusive, and effective community organisations.
	The project/activity aligns with Council's strategic documents and organisational practices; this includes our Regional Identity - Central Otago A World of Difference (see page 12 for more information).

The criteria may change between rounds. In some cases, certain Community Boards may add new criteria to include priority areas for a certain funding round.

Any updates to criteria will be published on our website and in this guide.

## Promotions & Events grant criteria

Promotions grants provide funding for events or activities that enhance the experience of locals and visitors.

Funding is targeted to attracting people to visit, stay, or reside in the area for the betterment of existing residents and ratepayers. Promotions grants are funded from targeted rates in each ward.

Grant applications are assessed against a range of criteria to reflect their benefits to the area. These criteria are:

- Directly enhances user experience
- Attracts and retains visitors
- Supports approved strategies and plans
- Delivers community outcomes
- Is well planned and defined
- Benefits are demonstrated clearly
- Costs are clear and reasonable
- Has broad economic benefit (not individual)
- The applicant shows organisational capability

The criteria may change between rounds. Any updates will be published on our website and in this guide.

Recipients of Promotions & Events grants are expected to show progression toward financial stability. As a result, Promotions & Events grant funding will generally be available for up to 5 years per event, with some discretion as circumstances require. It must be applied for each year.

## Assessment Principles

Central Otago District Council is committed to the following principles in the assessment and treatment of all grant applications. These principles guide Council and community board decision making. Central Otago's Regional Identity Values also underpin decision-making.

**Transparency** The grants programme operates transparently in all respects and at all stages of the process.

Council publish information about all grants allocated, including who has received them and for what purpose.

Feedback is provided to unsuccessful applicants.

**Fairness and equal opportunity**

Council and Community Boards value Central Otago's diverse communities, and welcomes grant applications from people of all ages, identities, abilities, cultures and ethnicities, wherever in the district they reside.

Applicants will be treated equally and fairly throughout the process.

**Partnership**

Council and Community Boards recognise the critical contribution that the community and voluntary sector makes in building a more liveable district.

Council and Community Boards will use a partnership based approach with applicants and value applications that partner with other entities in the community.

**Effectiveness**

Council and Community Boards are committed to effective use of ratepayer funding and natural resources.

Council encourages projects which can show a clear plan for being able to remove reliance from Council grants and provide for an initiative to grow organically.

**Accessibility**

Council will make all reasonable efforts to ensure that the general public are well informed on what funding opportunities are available and that information about grants is easily accessible.

Council will provide clear guidance on what is required from those applying for funding and will take all reasonable steps to provide assistance to those completing applications.

**Efficiency**

Council will handle the applications efficiently without placing undue burden on the applicants. Council will balance the need for efficiency against the need for transparency and accountability, with larger grant awards having more robust reporting and accountability requirements.

# Central Otago Regional Identity

There are few places in the world which will leave you with a lasting sense of difference. Central Otago is undoubtedly one of them, from its landscapes, its seasons, its people, its products and experiences. Together we must celebrate it and look after it. There will be many influences that could affect our unique Central Otago district, meaning it is important that we all make wise choices that last beyond this lifetime.

Central Otago's Regional Identity defines who we are and what we value within Central Otago district. Our regional identity is based around a set of values that build on the region's uniqueness and help to create the kind of place we can be proud of now and into the future. As individuals, businesses and communities we can enhance our region by standing by our regional values.

For more information visit: [www.centralotagonz.com/discover/our-values](http://www.centralotagonz.com/discover/our-values)

## OUR REGIONAL IDENTITY VALUES

### 1. MAKING A DIFFERENCE

We will aspire and lead others with our special point of difference.

**We stand for:** Vision, being at the cutting edge, setting directions and accepting challenges.

### 2. RESPECTING OTHERS

We will respect our cultural and personal differences.

**We stand for:** Inclusive actions; harmonious positive communities.

### 3. EMBRACING DIVERSITY

We will recognise differences and embrace diversity.

**We stand for:** Freedom of ideas and different thinking.

### 4. ADDING VALUE

We will always ask ourselves if there is a better way – one that achieves a premium status.

**We stand for:** Unique experiences and quality interactions.

### 5. HAVING INTEGRITY

We will seek to be open and honest.

**We stand for:** Friendly interactions, community mindedness and a truthful approach.

### 6. LEARNING FROM THE PAST

We will learn from past experiences with future generations in mind.

**We stand for:** Making a positive difference to tomorrow.

### 7. MAKING A SUSTAINABLE DIFFERENCE

We will make decisions in business with the community in mind and in harmony with the natural environment.

**We stand for:** Financial viability, sustainable business practices, quality and balance.

### 8. PROTECTING OUR RICH HERITAGE

We will protect and celebrate our rich heritage in landscapes, architecture, flora and fauna and different cultural origins.

**We stand for:** A living heritage.

### 9. MEETING OUR OBLIGATIONS

We will meet legal obligations at both a local and national level.

**We stand for:** Meeting building and resource consent obligations, OHS and DOC concessions.



## Reporting back to Council

All community and promotions grant recipients are required to complete an accountability report for Council on how the grant funding was used. This must be completed within one calendar year of receiving the grant, ideally as soon as the funds are spent (which is also expected to occur within the year).

Failure to report back will impact future funding applications. Future applications will not be eligible for funding if there are outstanding accountability requirements.

You will be asked to provide the following:

### For grants below \$1,000.00

- An update of how the funds were used
- Photos of the event or project, if possible
- This update can be emailed to [grants@codc.govt.nz](mailto:grants@codc.govt.nz)

### For grants between \$1,001.00 and \$9,999.99

- A 50-100 word update of how the funds were used
- Photos of the event or project
- Proof of expenditure, for example copies of invoices and receipts
- Copies of reviews or feedback relating to the project, if applicable
- Fill in the response form on our website [www.codc.govt.nz/services/funding-grants](http://www.codc.govt.nz/services/funding-grants)

### For grants above \$10,000.00

- Photos of the event or project
- Proof of expenditure, including end of year financial accounts
- A member will be required to present for approximately five minutes to Council or the Community Board
- Copies of reviews or feedback relating to the project, if applicable
- A written report about how the grant was used
- An economic impact assessment, if relevant (for high levels of funding only)
- Fill in the response form on our website [www.codc.govt.nz/services/funding-grants](http://www.codc.govt.nz/services/funding-grants)

### One paragraph update example

The 50-100 word update should be fairly straightforward – it is used as part of a report showing what grant funding was spent and how it was used.

It should state the name of your organisation, the amount of funding, what it was used for, and a sentence or two about the event or activity and what was achieved.

Here are some fictional examples:

*We received \$1,500 from the Community Board to install a seat overlooking Lake Dunstan. The seat was selected through a community consultation process and installed in June. We have received feedback that the seat has been well used and people are grateful for a place to enjoy the view.*

*We received \$9,500 to run a new event celebrating Matariki. The event attracted an audience of approximately 2,000 people. We noticed an increasing amount of young families attending the event this year and vendors were happy with the turnout. The accommodation in town over the weekend was busier than usual for the time of year.*

## Frequently asked questions

### What types of projects and activities will not be funded?

Council accepts applications from both individuals and groups for projects and activities that meet the criteria.

The following projects or activities will not be funded:

- Where the primary purpose is to promote religious or political activity
- Where the project is part of the core business of another public organisation or service provider
- For debt servicing or repayment, or to cover legal or medical expenses
- For physical works that have not yet received the required consents or permits
- For the purchase of alcohol
- Funding is not awarded retrospectively

### Will the full amount requested be awarded?

Council or the community board will assess all applications that are submitted to a funding round by the application closing date. Members may choose to award a smaller sum than the full amount requested, due to the application's fit with funding criteria and/or the number and standard of other applications in that funding round.

### What happens if my project doesn't proceed?

If a project doesn't proceed, funding must be returned to Council. Similarly, if funds remain unspent following project completion, the unused funding must be returned to Council.

### Can I apply for grant funding that spans over more than one year?

Community grants can be given over a multi-year period, although this is applied sparingly to ensure sufficient funding is available for other applicants in future years.

It is of note that Council funding operates on a three-year financial model through the long-term plan process, and grant funding cannot be guaranteed beyond this time period. All Council funding is also conditional on any changes to the Rating Policy.

Multi-year funding is not available for Events & Promotions grants.

### Can I reinvest profits into the community?

At times, a group or project has made a profit and sought community initiatives to reinvest into. Council prefers groups:



- use this money toward their own future activities or events in lieu of a future grant application to become self-sustaining;
- returns money from their grant to be redistributed through a fair and contestable process; or
- gains prior agreement from the funder for where those funds will be spent.