



# Community Grants **Application Kit**



sponsorships@capricornian.com.au  
[www.capricornian.com.au](http://www.capricornian.com.au)





## ABOUT THE CAPRICORNIAN

**We are proudly the only local customer owned financial institution in Central Queensland.**

The Capricornian – our commitment to our local community isn't only in our name. It's in our actions. Each year we give some of our profits back into our community.

We're focused on enriching the lives of people in Central Queensland by supporting local organisations who are doing good for our community.

One way we do this is through The Capricornian Community Grants Program – which exists to support small unincorporated groups to medium-sized organisations.

## OUR LOCATIONS

We've got your savings, loans and insurance needs covered with eight branches providing face-to-face financial services across Central Queensland.

Our branches are run by people who understand what it's like to pay bills, own a home or investment property, raise children, save for holidays and plan for retirement. Our staff believe in fairer banking for our local community and want to see you achieve your financial goals.

Visit us at our:

- East Street Branch
- Stockland Rockhampton Branch
- Yeppoon Branch
- Gladstone Branch
- Miriam Vale Branch
- Emerald Branch
- Springsure Branch
- Capella Branch

## PROGRAM HISTORY

At The Capricornian, we believe in the power of community and our commitment goes far beyond banking services. We've achieved this through our Community Sponsorships, Community Marquees, Staff Volunteering and Community Grants programs.

By actively supporting local groups and initiatives, we are working to make a positive difference in our region. Since its inception in 2018, our Community Grants program has funded over \$132,500 worth of projects and events across Central Queensland.

## OUR VALUES, MISSION AND VISION

### OUR VALUES

The values of The Capricornian are articulated through what we call our FIRST values.

**F – Fairness:** We are flexible, equitable and accessible when dealing with our members, colleagues and stakeholders.

**I – Integrity:** We are always honest, reliable and transparent when dealing with each other and our communities.

**R – Respect:** We respect each other's differences and this is evidenced by behaviour that is accepting, approachable and understanding.

**S – Social Responsibility:** Mutuality and co-operative commerce are at the core of our business and inform how we seek to drive economic growth for the benefit and welfare of Central Queensland's society.

**T – Trust:** We seek to do what we say and say what we do in our interactions with members, staff and the broader community.

## OUR MISSION

To share co-operative banking with the community, be our members' financial institution of choice and responsibly assist members to achieve their financial goals and objectives.

## OUR VISION

Provide trusted, financially sustainable and quality financial services to our members and our communities, now and for future generations.

## CONTACT INFORMATION

### Marketing & Community Engagement Team

Please use this contact information to enquire and submit any Community Grants applications.

Phone: 1300 314 900

Email: [sponsorships@capricornian.com.au](mailto:sponsorships@capricornian.com.au)

Mail: Attn: Marketing & Community  
Engagement Manager  
The Capricornian  
PO Box 1135  
Rockhampton, QLD 4700

Visit: The Capricornian  
East Street Branch  
157 East Street  
Rockhampton, QLD 4700

Website: [www.capricornian.com.au/community](http://www.capricornian.com.au/community)

## TIMELINE FOR APPLICATION AND EVALUATION

### Round 13

Applications Open 3rd April 2024

Application Close 26th April 2024

Judging 29th April to 10th May 2024

Announcements 13th May to 17th May 2024

### Round 14

Applications Open 2nd October 2024

Application Close 25th October 2024

Judging 28th October to 8th November 2024

Announcements 11th to 16th November 2024

## ELIGIBILITY

Groups must be not-for-profit organisations to be eligible. We apply the Australian Taxation Office's definition of not-for-profit organisations for the purposes of our Community Sponsorship program.

*'A not-for-profit organisation is defined as 'one which is not operating for the profit or gain of its individual members. This applies to direct and indirect gains. Any profit made by the organisation goes back into the operation of the organisation to carry out its purposes and is not distributed to any of its members.'*



**WE'RE HERE**  
*for good.*

**The Capricornian's Community Grants program opens for applications twice a year, in April and October. Each application round offers a total of \$12,500 inc. GST in funding which can be distributed to one (1) or more successful applicants depending on the applications received.**

## **APPLYING FOR A GRANT**

Applying for a Capricornian Community Grant is easy and provides every applicant with an equal opportunity to produce a quality application. We endeavour to make the process simple for groups to have confidence that they can write their grant application without needing to engage professional grant writers.

The Capricornian Grants are made available to not-for-profit groups for worthwhile projects and initiatives that deliver ongoing benefits to our communities. Please submit one (1) electronic copy and/or one (1) printed copy of your application including any forms and information required in addition to the contact details below.

Our Community Grants Judging Panel will review all applications received. Those that meet the selection criteria for funding are then considered by the Chief Executive Officer and Marketing & Community Engagement Manager to decide the outcome. All applicants are then advised by email of the outcome of their application.

## **WHAT WE ARE UNABLE TO SUPPORT**

We cannot support the following:

- Individual pursuits such as travel to participate in sporting events or ongoing medical treatment
- Events or organisations involved in commercial activities
- Initiatives where another financial institution, bank or insurance competitor are a sponsor
- Programs that could be detrimental to public health or safety, discriminatory, or offensive to the community
- Projects of a political or religious nature
- Events that encourage smoking, substance abuse, irresponsible alcohol consumption or gambling
- Organisations and events outside The Capricornian's core region
- Activities that duplicate our existing sponsorships
- Events or projects which create, or could be seen to create, a conflict of interest
- Events or projects with excessive risk, both to The Capricornian, your organisation and participants

**If you are unsure about whether we can support your request, please call or email us.**

## CRITERIA CONSIDERATIONS

Community Grants are assessed in accordance with our community support policy and should fall into one of the following categories:

- Sporting
- Arts
- Education or employment related activities
- Community activities (e.g. festivals & fairs)
- Environmental
- Indigenous/cultural health

To be considered for The Capricornian Community Grants program, your event or project should:

- Provide benefits for the local community, especially long term positive impact
- Be of interest to members of The Capricornian
- Be local to The Capricornian's core areas of business (Rockhampton, Yeppoon, Gladstone, Miriam Vale, Emerald, Springsure or Capella)
- Be inclusive of the diverse cultures, groups, backgrounds and abilities in our region
- Be for groups that share the values, mission and vision of The Capricornian or exhibit similar behaviours of being flexible, supportive, approachable and friendly
- Provide The Capricornian with media, promotional and signage opportunities
- Be hosted by a committee or organisation willing to consider bringing their accounts to The Capricornian. Priority will be given to those organisations that have done so.

[SEE OUR APPLICATION GUIDE](#)

## SUCCESSFUL APPLICATIONS

The Capricornian will notify successful grant recipients in writing within one month of the grant round closing. Once a grant is approved, we will send you a letter or email advising your organisation of the successful application with the amount you have been approved to receive. We will confirm your Community Grant with our Terms and Conditions documentation.

This correspondence will also include:

- Details on how to accept your grant and agreed benefit for The Capricornian
- Instructions on how to access grant funding
- Invoice requirements
- The Community Grants Guidelines
- Logo/s for your use, if applicable

## UNSUCCESSFUL APPLICATIONS

The Capricornian will notify unsuccessful applications in writing within one month of the grant round closing. The Capricornian will have the sole and absolute discretion to determine applications taking into account any considerations it considers relevant, and maintains the right to reject an application for any reason.

## FUNDING USAGE PERIOD

The term of the grant is strictly 12 months. This ensures communities are receiving the benefits of the projects and initiatives that have been funded in the near term.

If there is a risk the funds will not be spent within 12 months of receiving the grant, you must contact us immediately to discuss.



## APPLICANT INFORMATION

### Name of club/organisation

### Name of sponsorship coordinator

### Position

### Contact phone numbers

Landline

Mobile

### Email address

To:

CC (optional)

### Mailing address for club/organisation

Street

Suburb + City/Town

State

Postcode

### ABN

### Is your club/organisation

Incorporated?

Yes

No

Not-for-profit?

Yes

No

Local government?

Yes

No

Subject to GST?

Yes

No

A member with us?

Yes

No

If you are a member with The Capricornian, please provide member number:

**Please refer to the definition of 'not-for-profit' under the **ELIGIBILITY** section.**

## EVENT/PROJECT INFORMATION

### Name of upcoming event/project

### Event/project date(s) (if applicable)

### Event frequency

One-off                      Biannual                      Annual                      Other

### Event/project location

Rockhampton              Yeppoon                      Gladstone                      Miriam Vale                      Emerald                      Springsure  
Capella                      Other

### Estimated attendance numbers

### Event/project website and social media pages

Website

Facebook

Instagram

YouTube

LinkedIn

Other e.g. Twitter/X, Pinterest, TikTok

### Have you received Community Grants funding from The Capricornian previously?

Yes                      No

If yes, when did we provide funding and what was the contribution?

Amount \$

Date

Community Grants  
**AMOUNT REQUESTED**

\$

Does this include GST?    Yes                      No

## GOALS, AUDIENCE & EVALUATIONS

Please outline the goals and objectives of your event/project:

**Which group/s of people are likely to attend your event/project?**

Families

Sporting enthusiasts

Culture/food/wine lovers

Travellers/business operators

Fellow community clubs

Retirees

Low income earners

High income earners

**What is the specific age group that you are targeting?**

**Is there a specific community sector that you are targeting?**





## MARKETING COMMUNICATION PLAN

**Do you have a marketing budget for your event/project?**

No                      Yes                      If yes, total marketing budget: \$

**Will your group/organisation manage your marketing, or is a third party supplier managing this on your behalf? If so, who?**

**Please provide a detailed marketing plan that includes all advertising and promotions:**

If you have a marketing plan already created, please attach it to your application.

Start date	End date	Platform/media source	Specifications	Cost
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**Is there anything further you wish to add to the marketing communication plan section?**

## RISK MANAGEMENT AND INSURANCE DETAILS

**Does your event / project have a risk management plan?**

No                      Yes                      If yes, submit a copy with this application

**Is your event insured?**

No                      Yes                      Type of insurance

Cover amount \$                      Policy number

Please submit a Certificate of Currency or evidence of public liability cover with this application.

**Will food/market stall holders be in attendance at your event/project?**

No                      Yes

**Will you be hiring equipment such as staging, lighting, generators etc?**

No                      Yes

**Has your event/project ever experienced any risk incidents or insurance claims against it?**

No                      Yes

If yes, brief outline of incident/claim

## SPONSORSHIP BENEFITS

Please outline the benefits The Capricornian will receive by ticking the relevant boxes:

Naming rights to the entire event/project

Other co-naming sponsor/s

Co-naming rights to the entire event/project

Other

Naming of a prize category, competition or stage

### Signage located at:

Main Stage

Marquee\*

Featured area

Event entry

Finish line

Other, outline below

**Please note The Capricornian can supply branded signs, corflutes and teardrop banners.**

**\*Subject to Terms and Conditions, with a refundable \$200 deposit required. See our [Community Marquee application kit](#) for more details.**

### Logo inclusion:

Banners and/or road signage

All printed advertising

Uniforms and/or sporting equipment

Entry tickets

Television advertising

Posters and flyers

Event merchandise/souvenirs

Event website

Event program

Other inclusion, please outline:

### Other acknowledgements:

Staff member to open the event or make public address

Mascot - MOOLAH the Brahmam Calf to attend event

Prize or trophy presentation by a staff member at the event

The Capricornian promotional stand at your event, add size/location below

Use of our marquees at your event  
3m×3m (2 available) or 6m×3m (1 available)\*

Acknowledgement in television adverts

Public announcements by an MC at the event

Acknowledgement in radio adverts

Ability to email members/attendees a special message or offer

Other acknowledgement, please outline:

Tickets for our staff to attend your event and/or any project functions e.g. opening night, sponsor's lunch

Quantity and date

### We would be happy to:

Provide photograph(s) of our group, event or project

Supply a testimonial to The Capricornian at the conclusion of the event/project

Tag The Capricornian's social media pages and/or website on any related content

Give an interview about our project/event and support received from The Capricornian

## POST-EVENT REPORTING

### How will you measure the success and achievements of your event?

(e.g. attendee surveys and feedback, a record of ticket sales and patterns, totals of money raised, social media interactions etc.)

All organisations who receive our support are accountable for providing a post-event report within four (4) weeks of your project event completion. This should detail the following:

- How the grant funding was spent
- Event attendance numbers and feedback
- If and how the various objectives (as outlined in your application) were met
- Examples of any media, advertising or editorial
- Photos of the event including evidence of our sponsorship signage or involvement
- A post-event report form will be sent to you when you receive your successful application letter.

**In some instances we may arrange an event debrief meeting to discuss your event so please keep evaluation and reporting in mind in your planning stages!**

## BANKING WITH THE CAPRICORNIAN

We have a simple and flexible **Club Account** specifically designed for not-for-profit clubs and organisations who process a lower volume of transactions and want to earn a competitive at-call interest rate.

### Features and Benefits:

- 24/7 access to funds
- No monthly service fee
- No minimum monthly balance
- Online banking
- The Cap App
- Branch access and transactions available

For Grant Applications awarded to the value \$5,000 or more we encourage incorporated and unincorporated clubs and organisations to open active banking accounts with us.

Upon announcing Grant Applications, we will organise for you to speak with one of our Branch Team Leaders to discuss how we can help you with your banking needs.

[FIND OUT MORE](#)

*Thank you for your application!*



## PRIVACY DECLARATION AND CONSENT

The Capricornian Limited ABN 54 087 650 940 (address 157 East Street, Rockhampton QLD 4700) collects and uses any personal information that you provide with this application form to assess your application for funding for your Local Community Project.

If you do not wish for your personal information to be collected then we may not be able to consider your application.

Our Privacy Policy is available on our website at [www.capricornian.com.au](http://www.capricornian.com.au) or upon request from one of our staff members, and contains information on accessing and seeking correction of your personal information and making complaints about breaches of the Australian Privacy Principles and how The Capricornian will deal with the complaint.

