

Community Grants
Application Kit

sponsorships@capricornian.com.au
www.capricornian.com.au

the capricornian Community



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 $136,500 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
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

TIMELINE FOR APPLICATION AND EVALUATION

Round 15

Applications Open	2nd April 2025
Applications Close	25th April 2025
Judging	28th April to 9th May 2025
Announcements	12th to 16th May 2025

Round 16

Applications Open	1st October 2025
Applications Close	24th October 2025
Judging	27th October to 7th November 2025
Announcements	10th to 14th November 2025

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.'



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.

Note: Previous Community Grant funding recipients are ineligible to reapply for 12 months.

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.

Where did you hear about us?

EVENT/PROJECT INFORMATION

Name of upcoming event/project

Please outline what you're seeking funds for, and how they would be used

Event frequency

One-off ☐ Biannual ☐ Annual ☐ Other ☐ Date

Event/project location

Rockhampton ☐ Yeppoon ☐ Gladstone ☐ Miriam Vale ☐ Emerald ☐ Springsure ☐

Capella ☐ Other

Estimated attendance numbers

Event/project website and social media pages

Website

Instagram

Facebook

LinkedIn

YouTube

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

If successful, how will this grant benefit your local community? What are the goals of your initiative?

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 age group does your initiative target?

- ☐ Under 18
- ☐ 18 – 30
- ☐ 30 – 55 / Families
- ☐ 55+
- ☐ All of the above



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 outline your plan for marketing the initiative:

☐ Social media ☐ Traditional/print media ☐ Radio and television

☐ Email distribution lists ☐ Word of mouth ☐ Other

Please explain in more detail below:

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
- ☐ Co-naming rights to the entire event/project
- ☐ Naming of a prize category, competition or stage

Other co-naming sponsor/s

Other

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.

***Marquee/s 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
- ☐ Entry tickets
- ☐ Event merchandise/souvenirs
- ☐ All printed advertising
- ☐ Television advertising
- ☐ Event website
- ☐ Uniforms and/or sporting equipment
- ☐ Posters and flyers
- ☐ Event program
- ☐ Other inclusion, please outline:

Other acknowledgements:

- ☐ Staff member to open the event or make public address
- ☐ Prize or trophy presentation by a staff member at the event
- ☐ Use of our marquees at your event 3m×3m (2 available) or 6m×3m (1 available)*
- ☐ Acknowledgement in television adverts
- ☐ Acknowledgement in radio adverts
- ☐ Other acknowledgement, please outline:
- ☐ Mascot - MOOLAH the Brahmam Calf to attend event
- ☐ The Capricornian promotional stand at your event, add size/location below
- ☐ Public announcements by an MC at the event
- ☐ Ability to email members/attendees a special message or offer
- ☐ 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
- ☐ Tag The Capricornian's social media pages and/or website on any related content
- ☐ Supply a testimonial to The Capricornian at the conclusion of the event/project
- ☐ Give an interview about our project/event and support received from The Capricornian

POST-EVENT REPORTING

How will you measure the success and positive community impact 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.

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 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.

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