

Heritage Activation Grant

Overview

Parramatta boasts many historically significant sites that are currently underutilized but possess tremendous potential to draw visitors from both within and beyond the Local Government Area (LGA). The Heritage Activation Grants category aims to boost visitation to these sites through a program of engaging on-site experiences, including tours, workshops, public installations, and performances.

Category Objectives

- ▶ Activate heritage sites and sites of historical significance within the Parramatta LGA beyond current programming offerings.
- ▶ Develop skills and provide professional networking opportunities for businesses and individuals contributing to Parramatta's visitor economy.
- ▶ Increase visitation to heritage sites or sites of historical significance by extending access hours and diversifying creative and cultural programming and events.
- ▶ Foster community connections through activities that explore the unique identity and rich histories of the Parramatta region.
- ▶ Celebrate and amplify Parramatta's complex histories by supporting visitor economy businesses in expanding their cultural activities.

Available Funding

This grant is matched funding.

Total Funding Pool: \$50,000

Funding Cap: \$10,000

Program Timeline

This program opens once a year. Projects must start after July 1st. Recipients in this category are required to:

- ▶ Complete their projects within twelve months of funding.
- ▶ Submit a Progress Report at the halfway mark.
- ▶ Submit a Final Acquittal Report upon project completion. Report due date is July 31st of the following year.

Please note: Failure to acquit the grant will impact eligibility for future funding requests.





Outcomes

- ▶ Activations such as tours, workshops, public installations, and performances, where local organizations, businesses, and sole traders (including creative workers) are compensated for their work.
- ▶ Increased visitation to heritage sites and locations of historical significance.
- ▶ New audience engagement with and attendance at heritage sites and historically significant locations.
- ▶ Development and showcase of new collaborations, activities, or works.

Supporting Documents Required

- ▶ For funding requests below \$5,000, applicants must provide:
 - ▷ An itemised budget proposal (receipts for project expenditures to be submitted at the acquittal stage).
 - ▷ A quote for any item costing \$500 or more.
- ▶ Evidence of matched funding received from sources outside the City of Parramatta Community Grants Program, if applicable.

Assessment Criteria

Project Merit	Degree to which the applicant addresses the Grants Program’s objectives by demonstrating that the project will support the growth and diversification of the visitor economy.	20%
Impact	<p>Extent to which the project assists in developing new strategies, capabilities, operating models, or methods that could support future visitor economy activities.</p> <p>Extent to which the project facilitates the development of networks, collaborations, and partnerships that could enhance future visitor economy activities.</p> <p>Degree to which the project provides employment and/or development opportunities for local workers.</p>	20%
Reach	<p>Extent to which the project assists in developing networks, collaborations, and partnerships that support future visitor economy activity.</p> <p>Degree to which the project will produce opportunities for the community to participate in or engage with cultural and/or creative visitor economy activity.</p>	30%
Budget	Extent to which the budget exhibits quality, cost-effectiveness and realism required to achieve the desired outcomes with clear costings for all aspects of the project, including match funding.	30%

