



Vic Grown – Regional Activation Grants Program

Guidelines



Acknowledgment

We acknowledge and respect Victorian Traditional Owners as the original custodians of Victoria's land and waters, their unique ability to care for Country and deep spiritual connection to it. We honour Elders past and present whose knowledge and wisdom has ensured the continuation of culture and traditional practices.

We are committed to genuinely partner, and meaningfully engage, with Victoria's Traditional Owners and Aboriginal communities to support the protection of Country, the maintenance of spiritual and cultural practices and their broader aspirations in the 21st century and beyond.



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Accessibility

If you would like to receive this publication in an alternative format, contact the grants administrator at artisan.ag@agriculture.vic.gov.au.

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1. Overview

The Victorian Government's Vic Grown program aims to increase awareness and consumption of locally produced food and beverages in Victoria.

The Vic Grown [website](#) showcases local producer profiles using an interactive map and seasonal recipes, utilising branded ingredients and articles about Victorian producers and provides a central space to promote Victorian food and beverages to Victorian consumers.

2. About the Vic Grown - Regional Activation Grants Program

The Department of Energy, Environment and Climate Action is seeking Expressions of Interest for the Vic Grown – Regional Activation Grants Program (the Program).

The Program provides funding to Regional Tourism Boards and regional bodies for delivery of localised activation events.

The Program aims to:

- deliver activations that will promote and increase awareness and consumption of Victorian food and beverage
- provide opportunities for Victorian consumers to engage with local food and beverage
- further develop the Vic Grown website by increasing the number of producer profiles following the activation event.

Activations for the purpose of this program are defined as an activation that:

- engages with at least 5 local agribusinesses to showcase their products to local consumers
- can leverage existing events or infrastructure
- will encourage and provide an opportunity for consumers to engage with local agribusinesses
- can be used as a tool by existing local agribusinesses to raise awareness and increase demand for their products
- is accessible to people of all abilities.

Specific examples of activations may include:

- a temporary installation that is promotable, static and engaging
- workshops and interactive activities that allow consumers to meet with local agribusinesses
- a specific Vic Grown engagement activity or display at an existing event.

These guidelines contain information relating to the 2 stage selection process for the program.

3. Who can apply?

To be eligible, applicants must:

- be a Regional Tourism Board, regional body or association or representative body
- have a current Australian Business Number (ABN)
- be a not-for-profit organisation
- be a legal entity¹
- hold or can obtain the relevant permit required to deliver the activation event
- currently have or can obtain if successful current public liability and professional indemnity insurance policies
- engage with at least 5 local agribusinesses that meet the following business criteria and product eligibility criteria.

Business Criteria:

- Meet all workplace and employment obligations as an employer in accordance with the National Employment Standards and the rights and obligations under applicable industrial awards.
- Must have a current Australian Business Number (ABN).
- Must be registered as a business in Victoria.
- Must be a legal entity.
- Must operate as an agribusiness within Victoria.

¹ A legal entity is an association, corporation, trustee of a trust, or individual that has legal standing in the eyes of the law. A legal entity has legal capacity to enter into agreements or contracts, assume obligations, incur

and pay debts, sue and be sued in its own right, and to be held responsible for its actions.

- Agree to participate and showcase their business on the Vic Grown website.

Product Eligibility Criteria:

Food producers, manufacturers and retailers must comply with the Food Act 2008, its subsidiary legislation and the Australia New Zealand Food Standards Code ensuring the production of safe food.

Local agribusinesses that wish to participate in the Vic Grown program to increase awareness and consumption of Victorian food and beverages should ensure that their product is Victorian grown and meets the following criteria:

- **Cheese**
 - 100% of the milk in Victorian cheese is produced on Victorian dairy farms
 - The curds and whey must be produced in Victoria from Victorian dairy inputs
 - Any identified secondary ingredients must be Victorian grown but will be reviewed on a case-by-case basis
- **Milk**
 - 100% of the milk is sourced from Victorian dairy farms
- **Eggs**
 - Must be laid on egg farms in Victoria
- **Fruit & Vegetables**
 - Must be grown in Victoria
- **Honey**
 - 100% of the product must be produced, extracted and packaged in Victoria
- **Meats**
 - Born, raised, slaughtered and further processed in an approved facility in Victoria
- **Seafood**
 - Caught in Victorian waters
 - Farmed seafood must be hatched, raised and processed in Victoria
- **Processed food products**
 - Processed foods include food that has been cooked, canned, frozen, packed or transformed from its natural state

- More than 80% of the primary ingredient mix (weight or volume) must be from Victoria
- Any primary ingredient must meet the individual Vic Grown criteria above.

4. Who cannot apply?

The following organisations and individuals cannot apply for funding:

- applicants and small agribusinesses not based in Victoria
- individuals
- government agencies
- private sector businesses and agencies
- educational institutions.

5. What might be funded?

Funding of up to \$70,000 per application is available to support:

- the delivery of a localised activation event with at least 5 local agribusinesses that meet the Vic Grown eligibility
- activations held between 1 March 2024 to 1 March 2025
- project management costs (capped at 10% of total eligible project)
- participation fees to local agribusinesses.

Successful applicants are not required to make a co-contribution.

6. What will not be funded?

The Vic Grown program will not fund the following activities, such as:

- proposals that do not hold the relevant permits required for the activation
- activations that are single business focussed (i.e. related to attracting visitation to a single business within a region rather than the broader region)
- activations held purely online
- activities that have already started
- where duplicate services are in operation or planned for in a targeted community
- activations that do not have an event permit, if applicable

- activations located outside the State of Victoria.

7. Assessment Criteria

Eligible expressions of interest will be competitively assessed against the following criteria:

Expertise, Capacity and Experience 30%

- Demonstrate previous activations undertaken to assist the department to evaluate the applicants past performance on work of a similar nature.
- Demonstrate capacity to deliver an activation within the timeframe applied for, including an estimation of the staffing resources required.

Quality of the Activation 30%

- Demonstrate the merit of the activation by describing the concept, rationale and benefits.
- Demonstrate how the activation will engage the region in interesting and genuine ways and contribute to showcasing local produce to local consumers.
- Demonstrate how the activation will meet the program objectives in Section 2 of these guidelines.

Access and Participation 20%

- Outline how the activation incorporates and meets the business criteria and product eligibility criteria.
- Outline the value of the activation.
- Demonstrate the ways in which people can participate in the activation.
- Outline opportunities for collaboration and partnership with agribusinesses through the process.
- Financial Viability 20%
- Provide a realistic budget, timeline and program to deliver the activation.

8. What is the Application Process?

Applicants must first submit an Expression of Interest at Stage 1 and if supported, applicants will be invited to submit further supporting documentation at Stage 2 to receive funding.

Stage 1: Expression of Interest

- Expressions of interest must be completed on the template found [here](#) and emailed to artisan.ag@agriculture.vic.gov.au, by the closing date.
- Each expression of interest will be carefully considered and assessed against the Eligibility Criteria (Section 5).
- Each expression of interest will be assessed on merit against the Assessment Criteria (Section 7). Applications that rank highest against both the assessment criteria and other applications will be invited to apply for a Vic Grown – Regional Activation grant.
- It is estimated applicants will be advised of outcomes within eight to twelve weeks from the closing date.

Note: No hard copy applications will be accepted. Late and incomplete applications will not be considered.

Supported and not supported applications will be notified in writing after the expression of interest process is completed.

Stage 2: Supported Expressions of Interest

- Supported Expressions of Interest will be notified via email and invited to provide the following documents to further support their application for a Vic Grown – Regional Activation Grant including:
 - Finalised project plan (template will be provided) – including detailed budget and documentation outlining and supporting the proposed timeline of the activity
 - Quotes – itemised quotes that include supplier's business details and ABN
 - Vic Grown Registration Form from each participating agribusiness (template to be provided)
 - Certificate of currency (public liability insurance)
 - Confirmation that you have or can obtain an event permit, if applicable (refer to your local council website for further information regarding event permits and if one is required to deliver the activation)

- Additional detail on activation components where required
- b) Successful applicants will receive a letter of offer and are required to enter into a Grant Agreement to receive funding.

9. Grant Agreement and conditions

Successful applicants must enter into a funding agreement with Department of Energy, Environment and Climate Action (DEECA). The Victorian Common Funding Agreement is used for funding agreements with not for profit organisations.

It is recommended that applicants review the terms and conditions before applying. Information about the Victorian Common Funding Agreement is available on <https://www.vic.gov.au/victorian-common-funding-agreement>

The activity does not include using the Funding for political campaigning or advocacy activities for political parties.

Grant recipients are required to comply with project monitoring and reporting requirements as outlined in the funding agreement. This may include progress reports, site inspections, completion reports and acquittal documentation.

All expenditure is to be incurred only after the execution of the funding agreement (once the funding agreement has been signed by the department and returned to the applicant). Grants will not be provided for retrospective activities (activities that occur prior to the executed funding agreement).

The activation event is expected to be concluded by 1 March 2025.

Payment will be made by the department to the grant recipient as follows:

- 50% of funding processed upon the execution of the funding agreement; and
- 50% of funding processed upon receiving the approved acquittal documentation:
 - Evidence of completion of the funded activation (all invoices and receipts for eligible expenditure)
 - Statutory declaration (stating that expenditure has been incurred)
 - Evidence of marketing, advertising of activation

- Event permit to deliver the activation, if applicable
- Nominated bank details

Any additional or ineligible costs associated with the overall activity must be met by the grant recipient.

Note: Milestone payments may be available upon request.

Tax implications

Applicants should consult the Australian Taxation Office or seek professional advice on any taxation implications that may arise from this grant funding.

10. Legislative and regulatory requirements

In delivering the activity grant recipients are required to comply with all relevant Commonwealth and state/territory legislations and regulations, including but not limited to:

- *The Privacy Act 1988 (Commonwealth)*
- *The Freedom of Information Act 1982 (Vic)*
- *Occupational Health and Safety Act 2004*

11. Privacy

Any personal information about you or a third party in your application will be collected by the department for the purposes of administering your grant application and informing Members of Parliament of successful applications.

Personal information may also be disclosed to external experts, such as members of assessment panels, or other Government Departments for assessment, reporting, advice, comment or for discussions regarding alternative or collaborative grant funding opportunities.

If you intend to include personal information about third parties in your application, please ensure that they are aware of the contents of this privacy statement.

Any personal information about you or a third party in your correspondence will be collected, held, managed, used, disclosed or transferred in accordance with the provisions of the *Privacy and Data Protection Act 2014* and other applicable laws.

DEECA is committed to protecting the privacy of personal information. You can find the DEECA Privacy Policy online at www.delwp.vic.gov.au/privacy.

Requests for access to information about you held by DEECA should be sent to the Manager Privacy, P.O. Box 500 East Melbourne 8002 or contact by emailing Foi.unit@delwp.vic.gov.au.

12. Acknowledging the Victorian Government's support

Successful applicants are expected to acknowledge the Victorian Government's support and promotional guidelines (<https://www2.delwp.vic.gov.au/grants>) will form part of the funding agreement. Successful applicants must liaise with the departmental program area to coordinate any public events or announcements related to the project.

13. Absolute discretion

DEECA's decisions on all matters pertaining to the award of grant funding under this Program is at DEECA's absolute discretion. This includes approving a lesser amount than that applied for.

DEECA reserves the right to:

- request the applicant provide further information should it be deemed necessary;
- amend these guidelines and the application terms at any time as it deems appropriate in its absolute discretion.

DEECA makes no representation that a grant of funds will be made to any applicant and reserves the right to make no funds available under the Program.

All costs in connection with this application are the responsibility of the applicant.

DEECA may at any time, remove an applicant from the application and assessment process, if in DEECA's opinion association with the applicant may bring DEECA, a Minister or the State of Victoria in disrepute.

14. Additional information

Additional information is available at the program [web page](#).

If you require assistance submitting your application, email artisan.ag@agriculture.vic.gov.au.

