

Application Walkthrough: How To Apply



2027
**Community Events
Grant Program**

Welcome to the walkthrough guide for the 2027 Australia Day Community Events Grant Program. This guide is designed to help you navigate the application process from start to finish, and includes:

- **Tips and tricks** on how to strengthen your application
- **Step-by-step instructions** for each section of the application
- **Important reminders** about key details

We recommend having this guide open while completing the online application form. Feel free to refer to each section as needed.

Disclaimer: This document is provided for support only and does not supersede the official 2027 Community Events Grant Program Guidelines. For comprehensive information, please refer to the official Guidelines, published at <https://www.australiaday.org.au/grants> once available.

1. WHAT TO PREPARE BEFORE YOU START

To make your application process smoother, it's helpful to gather certain documents and information in advance.

1.1. KEY PHYSICAL DOCUMENTS AND DETAILS FOR UPLOAD

- **ABN:** Ensure you have a valid ABN if you are applying on behalf of an organisation. This helps confirm your eligibility for funding and keeps everything transparent and accountable.
- **Public Liability Insurance:** Have a copy of your current Public Liability Insurance policy (certificate of currency) ready to upload. This shows that you're committed to managing risk and creating a safe environment for everyone involved, which is an important part of putting on a great event.
- **Bank details:** Have documentation ready (e.g. a recent bank statement no older than 6 months or an official letter from the bank) to confirm the account belongs to your organisation. This will help us ensure that funds are transferred quickly and accurately, all while keeping our financial oversight in check.

1.2. BASIC IDEAS AND DETAILS TO THINK THROUGH

- **Event summary:** Get excited to share an inviting and lively description of your event! Highlight what it's all about, who it's for and the fun activities that will take place.
- **Assessment criteria alignment:** Take a moment to think about how your event aligns with the program's assessment criteria. Reflecting on this will help you craft stronger responses.
- **Community benefits:** Think about the ways your event can bring positive change to the local community. By clearly outlining specific and measurable benefits, you'll show just how much your initiative aligns with the program's focus on making a meaningful impact.
- **Grant type:** Make sure you're familiar with the three different grant types available in 2027. The Base Grant, the Additional Grant for events that include significant Aboriginal and/or Torres Strait Islander elements, and the \$2,000 Alternate Grant to support community-focused events that do not require the larger grant amounts.

2. APPLICATION FORM WALKTHROUGH

The online application form for the 2027 Australia Day Community Events Grant Program is divided into eight sections. Below, you'll find a handy walkthrough for each section, along with suggestions on how to strengthen your responses.

PAGE 1: BACKGROUND

This section of the form gives you a snapshot of the 2027 Australia Day Community Events Grant Program. It highlights what the program is all about, its main features, and the goals we're aiming to achieve together.

You won't be required to input any information in this section.

Read this section carefully for a snapshot of the scope of the grant, funding opportunity, and the administrative requirements. However, always refer to the full guidelines, accessed at <https://www.australiaday.org.au/grants> once available, for comprehensive information and any updates. You can also reach out to grants@australiaday.org.au if you require any further clarification.

PAGE 2: APPLICANT INFORMATION AND ADMINISTRATIVE ELIGIBILITY

In this section, we ask for some important details about your organisation to help us confirm your eligibility. We've split it into three parts:

APPLICANT DETAILS

- To help us verify everything smoothly, make sure the name you provide matches your ABN, your bank documents, and your Public Liability Insurance certificate.
- Also, please double-check that your organisation fits into one of the eligible categories.
 - an Australian local government entity
 - an Australian state or territory government entity
 - an Australian not-for-profit organisation

PUBLIC LIABILITY INSURANCE

In this section, you'll need to upload your Public Liability Insurance certificate. To qualify, your organisation must hold a current policy with at least \$10 million coverage, valid beyond 26 January 2027.

- If you don't have a current valid policy, you can select the relevant checkbox, agreeing to submit an updated certificate once it has been renewed (send to grants@australiaday.org.au).

BANK DETAILS

In this section, you will be asked for the bank details of the account where your grant funds will be deposited.

- The account holder's name must match your organisation's name.
- If your bank details change, please send an updated bank statement to grants@australiaday.org.au as soon as possible.

PAGE 3: GRANT TYPE AND HISTORY

This section requires you to specify the grant(s) you are applying for and provide details about your previous grant experience. Providing accurate grant history information helps us to assess your experience and eligibility.

The section is divided into two parts:

GRANT TYPE

- You will need to select one of the three available funding streams:
 - i. **Base Grant:** \$10,000 to support inclusive public community events held on or around Australia Day.
 - ii. **Base Grant + Additional Grant:** \$10,000 combined with an additional \$5,000 for events that include significant Aboriginal and/or Torres Strait Islander elements.
 - iii. **Alternate Grant:** A standalone \$2,000 grant to support community-focused events that do not require the larger grant amounts.

Note: if you select the Alternate Grant, the following section (Grant History and Investment History) is not applicable and will not appear.

GRANT HISTORY AND INVESTMENT HISTORY

- Select the relevant option to let us know if your organisation has received an NADC Australia Day Grant in the past.
- *For local government, state or territory government entities*, an eligibility requirement is that you will need to invest at least as much in your 2027 event as you did in your previous event. This question asks you to verify your previous investment against the amount committed for the 2027 event.

PAGE 4: EVENT PLANNING AND DETAILS

In this section, you'll be asked to share details about your event, including how you plan to organise it. You'll also be asked to tell us about the size, location and timing, as well as details you'd like to share publicly about your event.

EVENT PLANNING OVERVIEW

- Choose the option(s) that best describe the nature and scale of your event, and those that best describe your planning/approach to delivering your event.

EVENTS

Successful applicants are required to stage their Australia Day 2027 event on 26 January 2026 but may also run related events around Australia Day. For each event you plan to host, you'll be prompted to provide important logistical information like dates, location, estimated attendance and whether it's a paid or free event. Make sure to click 'add more' if you have multiple events. Each event you are hosting should have its own section completed within the application form.

Beyond these basics, you'll also include a **short event summary** (up to 200 words). Here's how to make the most of that limited word count:

- **Keep it focused:** Highlight the core purpose of your event and why it matters. Are you aiming to foster community spirit, showcase local talent, or celebrate a particular theme? Make it clear and concise.

- **Show alignment with assessment criteria:** Demonstrate how your event supports inclusivity, fosters community engagement, or involves Aboriginal and Torres Strait Islander elements (if applicable). Mention any unique, culturally significant features or youth-focused activities if they're relevant.
- **Paint a vivid picture:** Even in short form, help us understand the atmosphere you are trying to create. Will there be performances, workshops, or interactive displays?
- **Why it's special:** Whether you are featuring people from different backgrounds or highlighting important local traditions, convey the unique impact your event will have.
- **Changes to your plans:** We understand that changes can occur. For this reason, we've also integrated a Variation Process, which will allow you to update us if unexpected changes take place. Just reach out to grants@australiday.org.au and our team will walk you through the process.

Here's an example of an event summary to help assessors understand what you are trying to achieve:

'We plan to host an interactive Australia Day Community Picnic at [Suburb Name] Park, featuring youth groups leading activities like a mini sports tournament, art stations, and a local music showcase. We intend to work with Aboriginal and Torres Strait Islander representatives to include a traditional storytelling circle, fostering an environment where everyone can learn, reflect, and celebrate together. Our goal is to create a laid back, family friendly atmosphere with food trucks, live music, and ample space for people of all ages and abilities. By spotlighting young leaders and prioritising inclusivity, we aim to encourage unity, elevate cultural awareness, and inspire the next generation in our community.'

ONLINE LISTING INFORMATION

Note: If your application is successful, the details you provide in this section will be published on the NADC Australia Day Events website and may also be shared with Network partners for the purposes of promoting Australia Day events. See: <https://www.australiday.org.au/events> .

- **Event description for website:** This is your chance to attract and inform potential attendees, so keep your summary appealing, inclusive and accurate. Make sure to check your spelling and grammar. Following on the example given above, here's a version aimed at potential attendees.

'Celebrate Australia Day with us at Riverside Park, 10am – 2pm, featuring youth led sports, art activities, and a live music showcase. We'll have a traditional storytelling circle in collaboration with local Aboriginal and Torres Strait Islander elders to embrace our shared history. All ages welcome. Free. Bring a picnic blanket and join the fun!'

- **Other significant fields in this section:** Enter the name, phone number (using the 0412 345 678 format), and a valid email address exactly as you'd like them displayed publicly, so that potential attendees can easily identify and contact your event representative if needed.

PAGE 5: COMMUNITY BENEFITS AND BENEFICIARIES

In this section, you'll describe how your event supports local industries, fosters economic growth, and embraces accessibility and cultural inclusivity. By highlighting the steps you'll take to involve and benefit your community, you'll help us understand the full scope and impact of your event.

EVENT IMPORTANCE & COMMUNITY BENEFIT

You have 200 words to show us how your event will positively impact your community. Aim to address:

- how your event encourages economic growth (e.g. by involving local businesses, suppliers, performers) or supports industries like hospitality, tourism, and entertainment.
- social and/or cultural benefits (e.g. are you bringing diverse groups together, celebrating heritage etc.)

Sample Response

“This event will boost our local economy by partnering with nearby vendors and local musicians, offering them a platform to showcase their services and talents. By involving youth groups in planning and performances, we’re nurturing future community leaders while creating employment opportunities in event management and catering. Our collaboration with Aboriginal and Torres Strait Islander representatives promotes cultural expression and understanding, enriching social cohesion. Overall, we anticipate a family-friendly celebration that positively impacts local businesses, strengthens community ties, and highlights the cultural richness of our town.”

ACCESSIBILITY AND INCLUSION

Use this section, demonstrate how you’ll make your event inclusive for all attendees, whether that’s through physical access measures, youth-focused activities, or culturally respectful engagements.

- **Physical & communication measures:** You’ll need to select the relevant accessibility options. If you plan additional measures that are not part of the listed options (eg. sensory-friendly areas or inclusive catering) choose “Other” and describe them briefly.
 - **Youth participation:** If your event substantially involves or targets youth, select the relevant options on how they will participate and provide a brief description (up to 100 words).
 - **Aboriginal & Torres Strait Islander elements:** Check “Yes” if you’re including any cultural components, even if you’re *not* applying for the Additional Grant. If you *are* applying for the additional grant, moving beyond a Welcome/Acknowledgment of Country is key. Take a look at some of the options provided and select ‘other’ if what you have in mind is not listed.
 - Use the “Add More” function to list multiple cultural elements
- Useful Resources
- The [Respectfully Engaging First Nations People](#) guide is a helpful resource.
 - You can also access a national Acknowledgement of Country to play at your events [here](#)

PAGE 6: EVENTS BUDGET

This section helps us understand how you plan to spend the grant funding. A well-structured, detailed budget shows us that you’ve thought through all aspects of your event.

GRANT EXPENDITURE BREAKDOWN

- **Draft your budget**
 - Outline your estimated costs by category, bearing in mind that **while small tweaks may be permitted later, a clear and realistic draft strengthens your application.**

- Aim to use your full grant amount on eligible expense items to make the event as engaging as possible. For example, you can consider unique entertainment, interactive workshops, or cultural performances if they align with the grant guidelines and your event plans.
- **Tips for success**
 - **Highlight special elements:** Don't be afraid to allocate funds toward standout features that elevate the attendee experience.
 - **Stay organised & compliant:** Ensure each expense falls within the program's eligible cost items (as per the grant guidelines).

PAGE 7: AUSTRALIA DAY MESSAGING

In this section, you'll demonstrate how you'll promote the '*Reflect. Respect. Celebrate.*' message through official Australia Day branding and capture high-quality images of your event for promotional purposes.

COLLATERAL

- It is a requirement for all successful applicants that the message of '*Reflect. Respect. Celebrate.*' is promoted through NADC available collateral items.
- You'll be able to indicate whether you already have existing NADC-approved Australia Day-branded materials, as well as what types of collateral you intend to display.
- Remember that you can factor in any costs for new banners, posters, or other branded materials featuring Australia Day Designs in your budget.
- Successful applicants must also display the Australian National Flag at funded events as an official identifier of Australia Day and are encouraged to display the Aboriginal Flag and Torres Strait Islander Flag where appropriate, in accordance with applicable flag protocols.

PHOTOGRAPHY AND VIDEOGRAPHY

- Remember that you will need to provide **high-quality** images to the NADC, and these images could be used in official publications, so it's important to make sure that you have the necessary consent.
- Up to \$1,000 of your grant can be allocated to hiring a photographer or videographer if you don't already have someone in-house.

PAGE 8: GRANT AGREEMENT

This final section outlines the terms and conditions you agree to if your application is successful. It's crucial to read and understand these obligations before submitting your application, so make sure to read the sample Grant Agreement in the guidelines to understand your commitments.