

### Using this form

#### Content grants - how to apply

Use this form to apply for a **Content grant**. If you are seeking support for more than one project or program, complete and submit a separate application form for each proposal.

**Do not** use this form to apply for Specialist Radio Programming support (ongoing, regular ethnic, Indigenous and RPH programming). [Specialist Radio Programming](#) support is applied for with a different form.

**Resource:** [Example Content grant application](#)

**Resource:** [Blank Content grant guidelines and application form](#)

**Resource:** [Information required to complete the Content application form](#)

Use the **Next Page** and **Previous Page** buttons or the **Form Navigation** list on the right-hand-side to move between questions. This will automatically save your application. Don't use the Forward or Back buttons on your website browser as you may lose your progress.

As you complete the form, your responses will determine which further questions you will be required to answer. Questions that are not applicable to your application will be automatically disabled.

You can save your progress and return to complete your application at a later time or date as long as it's before the published deadline.

For further instructions on how to use this online form, please see the [SmartyGrants Help Guide for Applicants](#).

Please let us know if something doesn't work or doesn't make sense. We want to hear from you and we want to help you: call us on (03) 8341 5900.

Once you're happy with your responses, click to the **Feedback and How to Submit** page where you will find a **Review** button. Here you will be able to review your whole application, download it to share with others and submit electronically.

### Grant Guidelines

Please read these grant guidelines before you apply. The grant guidelines include important information about this grant category, including what you can use the grant for. These guidelines apply to Content projects only. Here are the grant guidelines for [Specialist Radio Programming](#) funding.

#### 1. What is the objective of the Content grant category?

# Content Round 1 2020/21

## Form Preview

Content grants aim to support the development, production and distribution of content via Australian community media.

This year we are particularly looking to fund initiatives that:

- **increase community participation and diversity in community media** by
  - demonstrating strong engagement with community services, such as local councils, cultural organisations, community groups, schools, emergency services, Indigenous groups, migrant and refugee services, or sporting organisations
  - supporting the involvement and active engagement of women, Indigenous people, people from culturally and linguistically diverse backgrounds, particularly new migrant and refugee communities, LGBTI+ people, young people, people with disability, and people living in poverty with preference for these groups as producers and creators of content.
- **support creativity and excellence in content production** through
  - resource-intensive video or audio content such as a fictional series or long-form documentary including a high proportion of spoken word content
  - content of national significance or by producers collaborating across Australia
  - content that raises the profile of community media
  - content that demonstrates multiplatform engagement, such as podcasts, social media, digital radio, live events, art forms and online distribution
  - resource-intensive music content requiring in-depth music research, artist interviews, live music and multiplatform content.

Applications may meet one or both of the objectives listed above. You will be asked to explain in your grant application how your application meets this funding objective.

## 2. Who is eligible to apply?

You can apply for a Content grant if you are a current or prospective community broadcaster producing content for broadcast by a recognised community media organisation.

While the application process is open to any producer, the grant itself must be managed by one eligible organisation listed below. We recommend you negotiate an [auspice agreement](#) with any auspice organisation you work with.

Eligible organisations include:

- a **community radio station**
- a **community television station**
- an incorporated not-for-profit **community broadcasting sector organisation\***
- a **Remote Indigenous Media Organisation** or **Remote Indigenous Broadcasting Service**
- an **incorporated not-for-profit organisation** producing content or auspicing on behalf of an independent producer with an agreement for distribution via a recognised community media organisation.

\*[Community broadcasting sector organisations](#) provide services and resources for the sector.

**FAQ:** [How do we define who is a recognised community media organisation?](#)

**FAQ:** [What is community media?](#)

### 3. How much can you apply for?

You can apply for any number of content projects and there is no limit on how much you can apply for. A maximum of six content projects can be supported per organisation, per financial year, excluding support for Specialist Radio Programming. We aim to support as many organisations across the sector as possible.

The funds available for allocation as Content grants, including Specialist Radio Programming, in the financial year 2020/21 can support the following broadcast services and activities up to the stated amounts:

#### **Round 1**

#### **Round 2**

Content relevant to Ethnic communities

\$1,063,870

\$118,208

Content relevant to Indigenous communities

\$672,396

\$118,658

RPH Programming relevant to people with a print disability

\$48,187

\$0

Other content

\$920,325

\$102,258

#### **Total available**

**\$2,704,778**

**\$339,124**

Please note: available funds are approximate and are subject to change throughout the year. Content funds include funding support for Specialist Radio Programming. Multi-year funded projects from previous rounds have been allocated \$77,423 out of the 2020/21 Content allocation (\$9,270 Ethnic, \$23,898 Indigenous and \$44,255 General).

Applications requesting \$30,000 or more must demonstrate financial contributions from other funding sources such as other funding partners, sponsors, crowdfunding or financial contributions from your organisation's own resources (which cannot include other CBF funding). The proportion of the co-contribution may be considered in assessment. Such contributions are in addition to any in-kind or volunteer support.

You may apply for multi-year funding support if you have been supported for similar activities by the CBF in previous years.

**FAQ Link:** [How does multi-year funding support work?](#)

Our [Wage rates resource](#) provides guidance on what we consider reasonable, but applicants can explain how their experience warrants any wages requested within or outside of this resource.

# Content Round 1 2020/21

## Form Preview

For inspiration and information, please refer to the list of grants allocated in the previous round on our website at [www.cbf.org.au/successful/](http://www.cbf.org.au/successful/).

### What conditions apply?

- The production must be first broadcast by a recognised community media organisation and where possible must continue to be made available to that organisation for re-broadcast upon request.
- The CBF will not acquire a copyright interest in funded content. The owner of copyright in a work is the creator unless the creator has assigned copyright in advance, such as through a presenter's employment, broadcast or auspice agreement.
- You must acknowledge the CBF's financial support as detailed in our [Acknowledgment Toolkit](#).
- You must ensure a sample of the production is made available for publication on the CBF website.
- You will own the intellectual property rights in the content, except for any third-party intellectual property rights contained within the content. You will provide the CBF with a permanent, non-exclusive, irrevocable, royalty-free licence (including a right to sub-licence) to use, reproduce, publish, and adapt the content for any purpose.
- Where third-party intellectual property rights exist in relation to the content, you must, at your cost, undertake reasonable endeavours to arrange for the CBF to be granted
- A permanent, irrevocable, free, world-wide, non-exclusive licence (including a right of sub-licence) to use, reproduce, publish and adapt the content containing the third-party intellectual property rights for any purpose.

## 4. What can you apply for?

Content development and distribution costs directly associated with the production and delivery of a specific program or project, such as:

- project specific wage support: presenters, producers, cast, crew, project management, technicians
- program specific needs: research materials, music and copyright purchases, relevant project-specific insurance such as defamation insurance for a special broadcast event, travel, marketing, development resources, TV studio hire, venue hire, small equipment, equipment hire, catering, materials for set design, costumes and props, make-up, interpreters, subtitles and captioning, program specific training, phone/internet costs, program website costs, production support and facilities
- organisational support: administration costs for funded projects (up to \$1,000 per project).

We support the production of both new ideas that have not yet been broadcast publicly and established projects, including new episodes of established programs. For information on what kinds of content we support, refer to our [Supporting Content Framework](#).

## 5. What can't you use the grant for?

- Ongoing specialist program costs (Indigenous, Ethnic, RPH programs), which should be applied for using a [Specialist Radio Programming](#) application form
- Operational costs, training, or equipment which can be applied for as part of a [Development & Operations](#) grant application
- Costs incurred prior to 1 July 2020

- Overseas travel
- Costs that could be met by an organisation's in-kind contribution, such as studio hire fees and admin staff work time
- Contingency costs
- For organisations receiving Sector Investment funding, activities that address agreed outcomes as per a current Sector Investment grant agreement or address proposed outcomes in a current Sector Investment funding application.

## 6. How will this application be assessed?

Your grant application will take the following journey:

- Application prepared and submitted
- Application processed by Grants Support Team to ensure eligibility
- Application assessed against the following assessment criteria by at least five assessors, including at least three members of our [Grant Assessor Team](#) and two members of the [Content Grants Advisory Committee](#) (CGAC)
- Priority weightings applied to average score, scores and comments considered by CGAC
- Funding allocations finalised by our [Board of Directors](#)
- Grants Support Team advises applicants of funding decisions

### **FAQ:** [How will the application be assessed?](#)

All applications will be competitively assessed and may be funded in full, in part or not at all based on the merits of the application and the demand for funding in any given grant round.

Due to the volume of applications received, applications are assessed based on the documentation provided at the time of submission. The CBF is unable to follow up missing documentation after applications have been submitted.

You may suggest assessors with particular skills or perspectives that would be the most appropriate to read and score your application.

This proposal will be assessed on the following basis:

### **Weighting**

#### **Criteria**

#### **Example application form question**

#### **40%**

**Idea** – the application puts forward a reasonable proposal or concept for which there is a demonstrated need. The proposal meets one or both of the objectives of the grant category.

What do you need CBF support to do and why is it important?

How does this project meet the Content grant funding objectives?

#### **30%**

**Impact** – the application will have a demonstrable, positive outcome for the station / sector / community.

Who is the target audience of your content?

How will you measure its success?

How might this project address gender inequity?

### 30%

**Implementation** – the application shows you can complete the project, demonstrating clear planning and good value for money.

How will the proposal be carried out?

Who will be involved?

Provide details of the Budget.

Your entire Content Grant application will be considered by the CGAC on the basis of:

- aggregated assessment scores for each proposal including priority weightings to be applied to the score for each proposal on the following basis (applicants may qualify for both weightings):
  - regionally-based organisations (+ 5%)
  - organisations with an average annual income (over the past 3 years) less than \$100,000 (+ 5%)
- the number of projects funded per organisation
- the total funding amount funded per organisation
- balancing funding support between new ideas and established projects
- the total funding available in each round
- the diversity of content funded each round such as:
  - regional, remote, suburban and metropolitan
  - states and territories
  - local, multi-station and national focus
  - audio, video and online platforms
- activities directly supporting Indigenous, culturally and linguistically diverse people and LGBTI+ communities, people with disability, and people living in poverty.

## 7. How will you report on the grant if the application is successful?

You will be required to report on the progress of your grant via a progress report and a final report. For total grants paid over \$45,000 in a financial year, you will need to provide An Auditor's Financial Certificate (AFC) declaring that grant funds have been expended in accordance with the terms of your grant agreement.

**FAQ Link:** [Grant Reports](#)

## Organisation Details

\* indicates a required field

**Video Tutorial:** [Organisation Details](#)

We are aiming to simplify the application process if you are submitting multiple applications to the CBF in one funding round. To save you time, you only need to complete organisation and contact details once during a funding round.

# Content Round 1 2020/21

## Form Preview

If you are submitting a Development and Operations (D&O) application in this funding round you do not need to supply your organisation contact details in this application.

**Are you submitting a Development and Operations (D&O) application this funding round? \***

☐ Yes ☐ No

We only require organisations to complete organisational information once each round.

If you are applying for more than one Content project, or are also applying for Specialist Radio Programming support, you will need to select **one** of your application forms and identify it as your 'primary' Content application form.

**Is this application the primary Content grant application from your organisation this round? \***

☐ Yes ☐ No

We only require organisations to complete organisational information for the primary Content grant application each round. If this is your only Content application (that includes Specialist Radio Programming), then tick "Yes".

**What type of organisation are you? \***

Please choose the option that best applies to your organisation.

This section of your application helps the CBF to understand your organisation in more detail. The following questions assist the [Content Grants Advisory Committee](#) to determine whether your organisation should receive priority weightings or special consideration. This information will also be used to help the CBF to measure the impact of its grants programs.

**What was your organisation's annual income in the previous financial year? \***

\$

Must be a dollar amount.

Should include all income sources, including previous grants.

If your strategic plan and/or annual report are not available on your website you can attach them as a supporting document below.

**Resource:** [Strategic planning resources](#)

**Resource:** [CBF Annual Reports](#)

**Strategic plan**

Or similar if you have a long-term plan that you call something else.

**Annual report with financial statements**

Your organisation's financial statements and annual report may be shared with the CBAA and other sector organisations for the purposes of sector research. If you do not wish us to share this information please contact the CBF Grants Support Team.

### Financial statement comments

Word count:

Must be no more than 100 words.

If there's anything in your financial statements you would like to clarify for assessors, such as cash reserves or negative equity, please explain it here. E.g. income from radiothon before the end of last financial year carried over to cover operational costs in this financial year.

### Supporting documents

Attach a file:

**FAQ Link:** [Why do you want our Strategic Plan in a Content grant application?](#)

**FAQ Link:** [The application form asks me to attach an Annual Report and financial statements - what does this mean?](#)

### Volunteers

We are gathering data on all the volunteers involved in content production across all platforms (tv, radio, online, social media) at your organisation.

**FAQ Link:** [What is content production?](#)

**Total number of volunteers involved in content production at your organisation over the past 12 months \***

Must be a number.

Including presenters, contributors, producers, production volunteers and any others.

**How many identify as women? \***

Must be a number.

**How many are aged under 26? \***

Must be a number.

**How many identify as Aboriginal and/or Torres Strait Islander?**

Must be a number.

**How many are from culturally and/or linguistically diverse backgrounds?**

Must be a number.

### Project Summary



# Content Round 1 2020/21

## Form Preview

\* indicates a required field

**Video Tutorial:** [Project Summary](#)

### Project title \*

Must be no more than 10 words.

A brief title to easily identify this grant (12-word limit). E.g. Beyond the Bars Project, Production of Real World Gardener, Gympie Muster OB, Going Vegan documentary series, Under The Milky Way TV series

### Project summary \*

Word count:

Must be no more than 50 words.

Provide a short description of your project. E.g. 2-hour ongoing weekly radio program about health and gardening, full weekend broadcast of jazz music festival with 4 hour highlight package re-broadcast nationally, interview series with local Councillors, fictional drama series about a boy and his dog

### Main activity type \*

☐ Multimedia projects ☐ Regular radio program ☐ Regular video program ☐ Regular podcast series ☐ Short radio series ☐ Short video series ☐ Short podcast series ☐ Outside Broadcast (OB) ☐ Special one-off broadcast event ☐ Other:

Choose the option that best describes the project.

The next question relates to how your audiences can access your content.

Things to consider when answering this question:

- the local station broadcasting your content
- any additional stations intending to rebroadcast or simulcast your content
- any national distribution networks intending to distribute your content (e.g. CRN, NIRS, CMAA or RPH MediaPoint, PDS, Aurora)
- any online broadcast platforms your content will be available through (e.g. dedicated program website, podcast, YouTube, Vimeo, station website)

### How will your content be broadcast? \*

Word count:

Suggested word count: 50 words

### Estimated hours of broadcast content for this project \*

Must be a number.

Should be the total hours of all broadcast content you expect to produce. e.g. 20

### Is this an established program? \*

☐ Yes ☐ No

# Content Round 1 2020/21

## Form Preview

An established program means the program already exists and you are seeking support to produce new episodes. You should also tick yes if you are applying for a project that has happened before (e.g. an outside broadcast project that happens annually).

Which funding objectives you tick in the following question opens other questions later in this application.

You may choose both funding objectives, but please note, you will be required to address questions for each funding objective selected.

For example: If you tick **increase community participation and diversity in community media** you will later be asked to provide information about how you plan to address this objective over the funded period. So only tick the options you are directly planning to address.

The funding objectives of the Content grant program are:

- **increase community participation and diversity in community media**, by:
  - supporting the involvement and active engagement of women, Indigenous people, people from culturally and linguistically diverse backgrounds, particularly new migrant and refugee communities, LGBTI+ people, young people, people with disability, and people living in poverty with preference for these groups as producers and creators of content
  - demonstrating strong engagement with community services, such as local councils, cultural organisations, community groups, schools, emergency services, Indigenous groups, migrant and refugee services, or sporting organisations
- **support creativity and excellence in content production**, through:
  - resource-intensive video or audio content such as a fictional series or long-form documentary including a high proportion of spoken word content
  - content of national significance or by producers collaborating across Australia
  - content that raises the profile of community media
  - content that demonstrates multiplatform engagement, such as podcasts, social media, digital radio, live events, art forms and online distribution
  - resource-intensive music content requiring in-depth music research, artist interviews, live music and multiplatform content.

### Which funding objective(s) do you plan to address with this grant? \*

☐ Increase community participation and diversity in community media ☐ Support creativity and excellence in content production

Applications may meet one or both of the objectives listed above. You will be asked to explain in your grant application how your application meets the funding objective(s) you have chosen.

### Letter of support from a recognised community broadcasting station demonstrating their commitment to broadcast the production \*

Attach a file:

## Idea

\* indicates a required field

# Content Round 1 2020/21

## Form Preview

### **Video Tutorial:** [Idea](#)

Your response to the following questions will be assessed against the idea criterion and is worth 40% of your total score.

This is where you tell us about your project and how it addresses the funding objectives chosen in the previous section.

### **What do you need CBF support to do and why is it important? \***

Word count:

Must be no more than 200 words.

### Established project

### **What have been the highlights of the project over the past year? \***

Word count:

Must be no more than 100 words.

### Community participation and diversity

Your application must clearly demonstrate how the proposed activities address one or more of the areas listed below:

- supporting the involvement and active engagement of women, Indigenous people, people from culturally and linguistically diverse backgrounds, particularly new migrant and refugee communities, LGBTI+ people, young people, people with disability, and people living in poverty with preference for these groups as producers and creators of content
- demonstrating strong engagement with community services, such as local councils, cultural organisations, community groups, schools, emergency services, Indigenous groups, migrant and refugee services, or sporting organisations

### **How does this project increase community participation and diversity in community media? \***

Word count:

Must be no more than 200 words.

### Creativity and excellence

Your application must clearly demonstrate how the proposed activities address one or more of the areas listed below:

# Content Round 1 2020/21

## Form Preview

- resource-intensive video or audio content such as a fictional series or long-form documentary including a high proportion of spoken word content
- content of national significance or by producers collaborating across Australia
- content that raises the profile of community media
- content that demonstrates multi-platform engagement, such as podcasts, social media, digital radio, live events, art forms and online distribution
- resource-intensive music content requiring in-depth music research, artist interviews, live music and multiplatform content.

### How will this project support creativity and excellence in content production? \*

Word count:

Must be no more than 200 words.

### Why do you need CBF support now? \*

Word count:

Must be no more than 300 words.

**FAQ Link:** [My proposal is for a new program, do I have to provide a demo, pilot or previous production?](#)

### Demo, pilot or previous production \*

Must be a URL.

What you tick in the following question opens other questions below.

For example: If you tick **Community consultation** you will be asked to provide evidence of what you have done in relation to community consultation.

### What supporting documents do you need to provide?

- |   |  |
|---|--|
| <input type="checkbox"/> Evidence of community consultation | <input type="checkbox"/> Proposed project/program details                    |
| <input type="checkbox"/> Previous work details              | <input type="checkbox"/> Synopsis, story outline, scripts, storyboards, etc. |

## Community consultation

The Australian Communications and Media Authority (ACMA) requires evidence of community consultation and engagement as a requirement for licence renewals. Similarly, good community consultation practices should sit at the heart of your content production. This helps to ensure content is relevant and representative of the community it is made in, or is broadcasted to.

# Content Round 1 2020/21

## Form Preview

**Resource:** [Developing a community consultation policy/strategy](#)

**Resource:** [Community engagement ideas and strategies](#)

**Attach evidence of community consultation \***

Attach a file:

### Previous work details

If you have previous work that is relevant to the content in this proposal, provide details here. This may be in relation to production values, style of production, the tone of the content, petc

**Attach details of previous work \***

Attach a file:

### Proposed project/program details

Provide any additional information about your project here that helps to demonstrate or clarify your idea.

**Attach details of proposed work \***

Attach a file:

### Synopsis, scripts, etc

**Attach synopsis, story outline, scripts, storyboards, etc \***

Attach a file:

### Other supporting documents

**Attach any other files to support your idea**

Attach a file:

## Impacts

\* indicates a required field

**Video Tutorial:** [Impacts](#)

# Content Round 1 2020/21

## Form Preview

Your response to the following questions will be assessed against the Impact criterion and is worth 30% of your total score.

Of the primary beneficiaries you list in the following question, we will track the following choices as part of our assessment and evaluation processes:

- Indigenous Australians (listed under "Ethnic and racial groups")
- Ethnic and racial groups
- LGBTQI people
- People with disabilities
- Economically disadvantaged people

### Who are the expected primary beneficiaries of this project/program?

Please choose only groups that are at the very core of your activities such as your community of interest. If your initiative is open to everyone, choose the first item, 'Universal – no particularly targeted beneficiaries'

The next question relates to your field of work (rather than the types of people it will affect). Examples could include:

- Radio, audio, screen, web-based media, social media
- News, sport, arts, music, health, science, democracy

### What are the primary areas of focus for this project/program?

You may select up to five items. You can select items from any area of the list – all have equal value. Only select sub-categories if you want to be more specific.

## Outcomes and Funding objectives

Here is your opportunity to describe how your proposal is meeting the funding objectives of this funding program. We want to learn more about how you propose to measure the success of your activities and what longer term outcomes you are hoping to achieve.

There are examples in the table(s) below and further examples in the following [Outcomes explanation and examples](#) resource. You can use and/or modify these or you can write your own.

- Describe the activities and how you will measure their success in relation to the funding objective(s) you have chosen.
- Provide details of longer term goals and aspirations.

## Increasing participation and diversity in community media

Your application must clearly demonstrate how the proposed activities address one or more of the areas listed below:

- supporting the involvement and active engagement of women, Indigenous people, people from culturally and linguistically diverse backgrounds, particularly new migrant and refugee communities, LGBTI+ people, young people, people with disability, and

# Content Round 1 2020/21

## Form Preview

people living in poverty with preference for these groups as producers and creators of content

- demonstrating strong engagement with community services, such as local councils, cultural organisations, community groups, schools, emergency services, Indigenous groups, migrant and refugee services, or sporting organisations

### Measures of success

### Longer term outcomes

E.g. 3 new female presenters	Equal gender representation on air
E.g. x amount increase in members from previous year	Membership/subscribers represent the many faces of our local community contribute to x% of station revenue
E.g. x amount of new outside broadcasts (OBs)	A minimum of one OB per month

## Creativity and excellence in content production

Your application must clearly demonstrate how the proposed activities address one or more of the areas listed below:

- resource-intensive video or audio content such as a fictional series or long-form documentary including a high proportion of spoken word content
- content of national significance or by producers collaborating across Australia
- content that raises the profile of community media
- content that demonstrates multiplatform engagement, such as podcasts, social media, digital radio, live events, art forms and online distribution
- resource-intensive music content requiring in-depth music research, artist interviews, live music and multiplatform content.

### Measures of success

### Longer term outcomes

E.g. Train x presenters in interview techniques	All music shows doing live interviews
E.g. x amount shows downloaded weekly	X amount of shows distributed nationally
E.g. 3 award nominations received	Nominated regularly for awards e.g. CBAA

## Outcomes / Funding objectives comments

Attach a file:

If there's anything in your outcomes table you would like to clarify for assessors, explain it here.

## Participants

We are gathering data on all the participants involved in this project.

### Total number of participants in this project \*

Must be a number.

Including presenters, contributors, producers, production volunteers and any others.

# Content Round 1 2020/21

## Form Preview

**How many identify as women? \***

Must be a number.

**How many are aged under 26? \***

Must be a number.

**How many identify as culturally and/or linguistically diverse? \***

People from other cultures, or people who speak another language. Must be a number.

**How many identify as having a disability? \***

Must be a number.

**Do any of the participants in this project identify as Aboriginal and/or Torres Strait Islander? \***

- ☐ Yes  
☐ No

**How many participants identify as Aboriginal and/or Torres Strait Islander? \***

Must be a number.

**What role(s) do Aboriginal and/or Torres Strait Islander(s) have in the production of this Content? \***

Must be no more than 50 words.

e.g. producer, broadcaster, technician, editing, etc

## Gender inclusion and equity

Despite considerable advances made in recent decades, Australian women and girls still experience disadvantages in our society – including the community media sector.

We are committed to gender inclusion and equity. Because policies and programs can affect people of different genders in different ways, we give preference to applications and organisations that demonstrate gender inclusion and equity, so that we maximise the impact of our investment.

This means thinking about how your activities may affect women and men differently, and how your organisation can better reflect the diversity of your community. For more information on applying a gender lens to your work, visit our [Gender-wise grantmaking page](#).

**FAQ Link:** [Why is the CBF asking questions about gender diversity?](#)

**How do you plan to address any gender imbalances at your organisation? \***



Word count:  
Must be no more than 100 words.

**How will you engage people of different genders in your activities? \***

Word count:  
Must be no more than 100 words.

**How will you measure the success of your gender inclusion and equity strategies? \***

Word count:  
Must be no more than 50 words.

## Implementation

\* indicates a required field

**Video Tutorial:** [Implementation](#)

Your response to the following questions will be assessed against the implementation criterion and is worth 30% of your total score.

This is where you should tell us how the activities will be carried out and by whom.

Things to consider when addressing this criterion:

- who will be responsible for each step of the plan and the expertise they bring to the organisation
- partners involved in the project (attach a letter of support from partner organisations if possible)

## People

Outline the experience/expertise of the key people driving this project

**Who will be involved in putting your project together? \***

Word count:  
Must be no more than 200 words.

**Anticipated start date \***

**Anticipated end date \***

# Content Round 1 2020/21

## Form Preview

a date and no earlier than 1/7/2019  
If unknown, provide your best guess.

If unknown, provide your best guess.

## Project timeline

The project timeline table asks you to identify the when, what, how and who of your activities.

If you are planning multiple, complicated activities this table may be too restrictive for you. Instead use a separate template that better suits your needs and attach it under **Other planning documents** below. You will still have to complete the first line of this table to refer to the attached document.

Timeframe	Describe the actions and activities you expect to take place	Who is responsible?
E.g. July - September	Interviewing community representatives	Station manager, Producer
e.g. July, early October, 15-17 April 2020	e.g. research options, purchase equipment, train volunteers, promote event	e.g. Station Manager, Volunteer Coordinator, Technician, Vendor/Supplier

## Multi-year funding

Applicants seeking multi-year support are asked to show what effect longer-term funding will have on the programs/projects over the funded period and beyond. They are also asked to demonstrate the program's relevance to their audiences.

**FAQ Link:** [How does multi-year funding work?](#)

### Are you applying for multi-year funding? \*

☐ Yes ☐ No

Some organisations undertaking initiatives particularly aligning with our funding objectives may be invited to apply for multi-year funding. These applicants will be asked to provide additional information including a more detailed budget.

## Multi-year funding questions

In order to receive multi-year funding support, the program/project must:

- Have **broad impact**, e.g. a program reaching multiple communities;
- Be **collaborative** involving multiple stations and/or project partners in the production of content; and/or
- Demonstrate **potential for growth**. This growth could be financial, audience, partnerships or other opportunities.

# Content Round 1 2020/21

## Form Preview

**What broad impact will this project/program have? \***

Word count:

Must be no more than 100 words.

E.g. reaches diverse communities within your local area or is distributed to other stations or nationally.

**If your project is collaborative involving multiple stations and/or project partners, provide details below**

Word count:

Must be no more than 100 words.

E.g. list partners involved

**What growth do you expect at the end of the multi-year funded period?**

Word count:

Must be no more than 100 words.

Growth could be financial, audiences, partnerships or other opportunities. You will be asked to report on this and demonstrate your relevance to your audience. This will help inform the Committee in determining further funding requests for this project.

## Total Amount Requested

\*

Must be a dollar amount.

What is the total financial support you are requesting in this application? For multi-year funding requests include the total requested across three years.

When completing the budget below:

- You should identify all budget items required to complete the activities (even those that do not require grant assistance).
- You should describe each item required. For example: "4 hours per week \* 26 weeks @ \$35 per hour"
- You should include any organisation and partner financial and in-kind contributions.
- Applications requesting \$30,000 or more must demonstrate financial contributions from other funding sources such as other funding partners, sponsors, crowdfunding or financial contributions from your organisation (which cannot include other CBF funding).
- If you are registered for GST, show GST exclusive amounts in the grant budget.
- If you are not registered for GST, show GST inclusive amounts.
- You can request up to \$1,000 toward the costs of administering this grant.
- Use whole dollars.

**FAQ Link:** [How do I complete the budget table?](#)

**Resource:** [Example budgets](#)

# Content Round 1 2020/21

## Form Preview

### Income

Income Source	Income Amount \$
CBF grant	\$
E.g. Organisation financial contribution	
E.g. Organisation in-kind contribution	
E.g. Sponsors	
E.g. Other funders	
E.g. Crowdfunding	
You can use the income sources listed above or write your own.	

### Income Total

#### Total Income Amount

\$

This number/amount is calculated.

### Expenditure

Expenditure Item	Expenditure Amount \$
	\$
	Must be a dollar amount.

### Budget Totals

#### Total Expenditure Amount \*

\$

This number/amount is calculated.

#### Income - Expenditure \*

\$

This number/amount is calculated.  
Must equal \$0

### Income

Income Description	2020/21	2021/22	2022/23
CBF grant	\$	\$	\$
E.g. Organisation financial contribution			
E.g. Organisation in-kind contribution			
E.g. Sponsors			
E.g. Other funders			

# Content Round 1 2020/21

## Form Preview

E.g. Crowdfunding			
You can use the income sources listed above or write your own.	Must be a dollar amount.	Must be a dollar amount.	Must be a dollar amount.

### Income Totals

<b>Total Income 2020/21 *</b>	<b>Total Income 2021/22 *</b>	<b>Total Income 2022/23 *</b>	<b>Total Income *</b>
\$	\$	\$	\$
This number/amount is calculated.	This number/amount is calculated.	This number/amount is calculated.	This number/amount is calculated.

### Expenditure

<b>Expenditure Description</b>	<b>2020/21</b>	<b>2021/22</b>	<b>2022/23</b>
	\$	\$	\$
	Must be a dollar amount.	Must be a dollar amount.	Must be a dollar amount.

### Expenditure Totals

<b>Total Expenditure 2020/21 *</b>	<b>Total Expenditure 2021/22 *</b>	<b>Total Expenditure 2022/23 *</b>	<b>Total Expenditure *</b>
\$	\$	\$	\$
This number/amount is calculated.	This number/amount is calculated.	This number/amount is calculated.	This number/amount is calculated.

### Income - Expenditure = \*

\$

This number/amount is calculated.  
Must = \$0

What you tick in the following question opens other questions below.

For example: If you tick **Evidence of support** you will be asked for letters of support and/or audio/video files from people/partners involved in the activities proposed.

### What supporting documents do you need to provide?

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Budget documents    | <input type="checkbox"/> Bio (resume / CV) of contributors / partners | <input type="checkbox"/> Marketing / promotion plan |
| <input type="checkbox"/> Evidence of support | <input type="checkbox"/> Quotes                                       | <input type="checkbox"/> Production schedule        |

### Budget documents

# Content Round 1 2020/21

## Form Preview

If there's anything in your project budget you would like to clarify for assessors, upload information here. For example, a more detailed project budget.

### **Budget attachments \***

Attach a file:

### Evidence of support

This could include letters of support, audio/video files or other media from people / partners involved in your project

### **Evidence of support \***

Attach a file:

### Bios / resumes / CVs

### **Attach bios / resumes / CVs \***

Attach a file:

### Quotes

We want grantees to demonstrate good practices including researching options to best meet their needs.

Multiple quotes for the same make and model of equipment for example, does not necessarily demonstrate good purchasing practice. We would prefer to see quotes and/or technical specifications for similar pieces of equipment (e.g. 10-channel studio mixers) and your explanation how one better meets your needs than the others.

### **Attach quotes \***

Attach a file:

### Marketing / promotion plan

### **Attach marketing / promotion plan \***

Attach a file:

### Production schedule

### **Production schedule \***

Attach a file:

### Other support documents

#### Attach other planning or support documents

Attach a file:

Provide any comments regarding your budget, quotes or other supporting documents below.

#### Supporting document comments

Word count:

Must be no more than 100 words.

E.g If including multiple quotes, identify which are your preferred ones and why.

### Contact Details

\* indicates a required field

#### Privacy Statement

The Community Broadcasting Foundation (CBF) respects the right of individuals to privacy protection. Where personal information is supplied to the CBF it is used to assist in providing resources and other services to community broadcasters and community broadcasting organisations, and in meeting our responsibilities as the funding agency for the community broadcasting sector. To this end personal information may be shared with other community broadcasting sector representative organisations, consultants and funding providers. Individuals have the right to access, update or correct any of their personal information held by the CBF at any time.

Entities that are collecting personal information for provision to the CBF in a funding application or for related purposes must ensure that the individuals concerned consent to the provision of their personal information to the CBF, receive a copy of this Privacy Statement, and have been advised that our Privacy Policy is available at <https://cbf.org.au/privacy-policy/>.

Complaints against the CBF's acts or practices in relation to privacy protection may be investigated by the Privacy Commissioner who has power to award compensation in appropriate circumstances. For more information please see our [Privacy Policy](#) on our website or contact the Foundation's Chief Executive Officer on (03) 8341 5900 or by e-mail via [exec@cbf.com.au](mailto:exec@cbf.com.au).

#### Contact Person

This is the person we will correspond with about this project.

#### Contact person \*

Title      First Name      Last Name

# Content Round 1 2020/21

## Form Preview

This is the person we will correspond with about this grant

### Contact person position \*

e.g. Manager, Board Member, Fundraising Coordinator

### Contact person phone number \*

### Contact person email address \*

Will be added to our email newsletter for up-to-date information about the CBF's activities including grant opportunities

## Applicant Organisation

### ABN \*

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	<a href="#">More information</a>
ACNC Registration	
Tax Concessions	
Main business location	

### Organisation trading name \*

Organisation Name

Can be different from the Entity name listed with the Australian Business Register shown above.

### Organisation postal address \*

Address



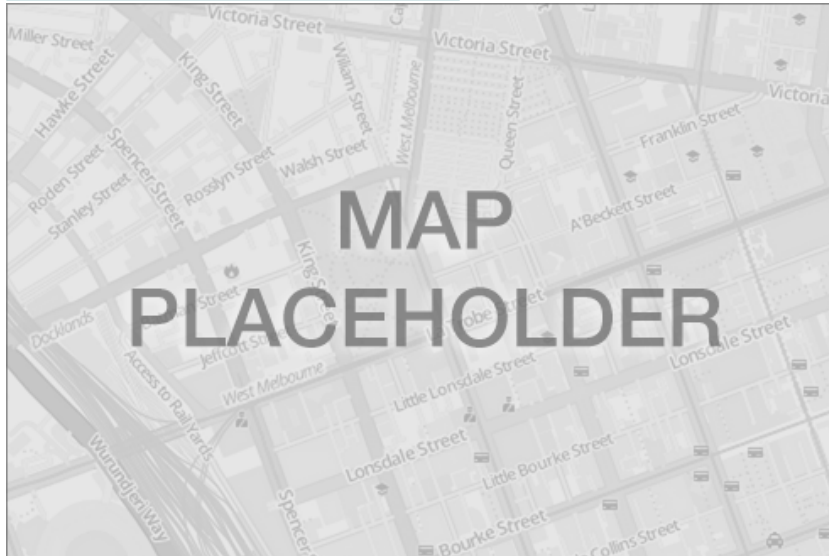
# Content Round 1 2020/21

## Form Preview

Address Line 1, Suburb/Town, State/Province, and Postcode are required.

### Organisation physical address \*

Address

Address Line 1, Suburb/Town, State/Province, Postcode, and Country are required.

### Organisation phone number

Must be an Australian phone number.

### Organisation email address

Must be an email address.

Will be added to our email newsletter for up-to-date information about the CBF's activities including grant opportunities

### Organisation website

Must be a URL

## Assessment and Declaration

\* indicates a required field

### Content project summary

Please list your Content projects, this includes Specialist Radio Programming, in order of priority to your organisation.

# Content Round 1 2020/21

## Form Preview

The project priority assigned by your organisation may be taken into consideration when determining funding allocations.

**FAQ Link:** [How do I prioritise my projects?](#)

No.	Project title	Amount requested for this project
1.		\$
2.		
3.		
4.		
		Must be a whole dollar amount (no cents).

## Assessment

Wherever possible the CBF will endeavour to align assessors with relevant skills and experience to each project detailed in your application. This process will not guarantee individual assessors to score your proposal, but allows applicants to express a preference for the knowledge base of people assessing their proposal.

**FAQ Link:** [Why is there a question about suggesting assessors in the application form?](#)

**If you feel your application should be assessed by assessors with particular skills or perspectives, please list your preference here:**

e.g. Indigenous, ethnic, RPH, LGBTIQ, young people, film/tv

## Declaration

The Declaration must be made by a person with the appropriate authorisation at the applicant organisation.

I understand that this application will be competitively assessed on its merits against the assessment criteria published in the grant guidelines and that the application may not receive support, or may receive part-support.

**I certify that to the best of my knowledge the statements made within this application are true and correct, and I understand that if the applicant organisation is approved for this grant, we will be required to accept the terms and conditions of the grant as outlined in the grant agreement.**

**Name of authorised person \***

Title First Name Last Name

Must be a senior staff member, board member or appropriately authorised volunteer

**Position \***

e.g. Station Manager, Treasurer, Board Member

**Date \***

Must be a date

## Feedback and How to Submit

### Feedback

We encourage grantees to provide constructive feedback so we can learn more about your experience in working with us to help us improve our grants process. The following anonymous survey should take you no longer than 5 minutes to complete:

<https://www.surveymonkey.com/r/submittedapplications>

### How to submit

Once you have completed your Content Grant form, Review and Submit the form.

You can print/download the application as a pdf document to share with others by clicking **Download PDF** at the top of the Review page.

To submit your application, click the **Submit** button at the top of the Review page.

- Any unsubmitted forms will not be accessible to the CBF and will not be assessed.
- If a required question is left blank or you have entered incorrect characters in a question (like letters in a number question), you will be unable to submit a form. Use the Application Form Navigation list to return to the question that requires completion.

Once you successfully submit your application you will receive an automatic email confirming receipt of your application with an attached pdf version for your records.