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**Community Awareness Grants Program**

**2025 Funding Round – Application Form   
Category three**

***Completed application with all necessary attachments should be emailed to*** [***grants@donatelife.gov.au***](mailto:grants@donatelife.gov.au) ***prior to the closing date and time of 4:00 pm AEDT Monday 18 November 2024. We will not accept late applications.***

Note: All applicants are advised to read the Organ and Tissue Authority’s Community Awareness Grant Guidelines in detail before completing the Application Form.

**This project proposal is for Category three: National marketing or public relations strategies**Develop and implement national marketing or public relations strategies and activities, encouraging registrations for organ and tissue donation.

**The intended outcomes of this category are to:**

* develop and implement strategies and activities with mass reach to the Australian community to encourage more people to register as organ and tissue donors, and talk to their families
* develop and distribute promotional content with a sustained, strategic approach to ensure repeated messaging
* drive behavioural change over an extended period of time through phased promotional activities.

The minimum grant amount is **$60,000** (GST exclusive). An application must meet this minimum amount. The maximum grant amount is **$120,000** (GST exclusive). An application must not exceed this maximum amount.

1. **Project details**

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| --- | --- |
| **Organisation name** |  |
| **Project title**  **(no more than 10 words)** |  |
| **Funding amount sought (whole dollars, GST exclusive)** | $ |
| **Project summary**  **(no more than six lines, focus on the purpose of the project)** |  |
| **Project start date** |  |
| **Project end date** |  |

**Are there any confidentiality issues which you consider to be detrimental to your organisation if details of this funding arrangement were reported on the Organ and Tissue Authority’s website in accordance with the reporting requirements of the Commonwealth Grant Guidelines?**

Yes No

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| **If yes please provide an explanation below:** |
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1. **Applicant details and project team**

Principal contact

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| --- | --- |
| **Title** |  |
| **First Name** |  |
| **Last Name** |  |
| **Organisation** |  |
| **Position** |  |
| **Postal Address** |  |
| **Postcode** |  |
| **Phone** |  |
| **Email** |  |

Project personnel

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| **Name and position** | **Project role and responsibilities of each project officer, including summary of their relevant work experience.** |
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Project partners

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| **Will your organisation partner with any other organisations? If so, provide details including their role in delivery of the project.**  *You must include a letter of confirmation for any identified project partners with this application.* |
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1. **Eligibility requirements**

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| **Is your organisation one of the following:** | Non-Commonwealth Government organisation  Professional body  Consortia organisation |
| **Do you or your consortia organisation have any outstanding reporting requirements (acquittals, evaluations and audited financial statements) for any previous OTA grants?** | Yes, provide details below  No |
| **Is your organisation financially viable?** | Yes  No |
| **Applicants are not allowed to profit from this grant or the associated project activities. Are you profiting from this activity?** | Yes  No |
| **Does your organisation have the required levels of insurance?**  **These may include:**   * **workers’ compensation** * **public liability** * **professional indemnity.** | Yes – attach insurance statements to application  No – provide a statement below that you are willing to obtain required insurance if successful in this funding round |

1. **Organisation that will manage funds**

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| **Organisation name** |  |
| **Legal status** | A company incorporated in Australia  Incoporated trustee on behalf of a trust  Incorporated association  Joint (consortia) application with a lead organisation  [Registered charity or] not-for-profit organisation  Australian local government body  Australian state or territory government body  Aboriginal and/or Torres Strait Islander Corporation registered under the[*Corporations (Aboriginal and /or Torres Strait Islander) Act 2006*](https://www.legislation.gov.au/Series/C2006A00124)  Other, please specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  None |
| **Other registrations** | Charitable Institution  Deductible Gift Recipient  Health Promotion Charity  Public Benevolent Institution  Other, please specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  None |
| **ABN** |  |
| **GST registered?** | Yes  No |
| **Principal/CEO or equivalent official head of organisation** | Title:  First Name:  Last Name:  Position: |
| **Phone** |  |
| **Email** |  |
| **Postal address** |  |
| **Registered street address (if different to postal address)** |  |

1. **Assessment Criteria**

Note: Please refer to the focus and criteria identified within the Community Awareness Grant Guidelines when completing your application.

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| **Criteria one: outline content opportunity (up to 500 words) *This criterion is worth 10 points*** |
| In addressing this criterion, strong responses will:   * outline how your project will build support for organ and tissue donation and deliver on the Organ and Tissue Authority’s Strategy * describe how you will develop culturally appropriate content, and disseminate, monitor, and adjust your content and resources to make sure you are maximising awareness and registration opportunities * outline the reach of suggested distribution channels and opportunities for a sustained, strategic approach to raising awareness for organ and tissue donation. |
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| **Criteria two: Understanding your audience (up to 500 words) *This criterion is worth 5 points*** |
| In addressing this criterion, strong responses will:   * outline the project activities you plan to undertake and how they will reach the “unawares” target audience profile and connect with Australians who support organ and tissue donation but are unaware of how and why they need to register * outline any further audience targeting your project will have, and explain what you know about how this audience prefers to receive information about organ and tissue donation * describe your reach (how you engage, what channels, how many people) and how you build trust with identified target audience groups * describe why your organisation is well suited to promoting organ and tissue donation to this audience. |
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| **Criteria three: Value for money (up to 500 words) *This criterion is worth 5 points*** |
| In addressing this criterion, strong responses will:   * describe how your project activities represent value for money * outline your key performance indicators (KPIs) and describe how you are going to measure and evaluate success, in terms of raising awareness about organ and tissue donation and achieving new registrations on the Australian Organ Donor Register (including quantifying measurement and evaluation).   *Note: The KPIs you outline in your application will be used in your contract, and successful applicants will need to report on these. Please ensure that KPIs included are able to be measured.* |
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| **Criteria four: Capacity and capability of organisation to deliver project activities (up to 500 words) *This criterion is worth 5 points*** |
| In addressing this criterion, strong responses will:   * outline your organisation’s capability to deliver your project activity, including reference to prior experience, resource skills, expertise and project management * demonstrate your organisation’s prior experience in successful delivery of community events, digital content creation or marketing and public relations strategies. |
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| **Risk management** | |
| Please identify any potential risks or sensitivities, including actual or potential conflicts of interest associated with the project and how these will be managed. | |
| **Potential risk or conflict** | **Management of the risk** |
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| Grant acknowledgement |
| **I have read the Organ and Tissue Authority’s Community Awareness Grant Guidelines and the Acknowledgement Guidelines**  Yes  No  **I confirm that our organisation will comply with the requirements for acknowledgement as specified in Section 12.6 – Acknowledgement of the Community Awareness Grant Guidelines and the Acknowledgement Guidelines**  Yes  No  **I understand that all project materials created with grant funding need to be reviewed and approved by the Organ and Tissue Authority, and that a minimum of three working days is required for this approval**  Yes  No |

1. **Project budget**

**The project budget must be realistic and detailed. It must clearly outline the main components of the project.**

When completing the budget:

1. Clearly state all proposed costs for your proposal in this table.
2. Include the itemised breakdown for major items of administration costs, equipment and/or materials for which you are seeking funding.
3. Financial or in-kind contributions to be provided by the applicant or via other contributions must be clearly identified and supported where possible through letters of support from other contributors.

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| **Table 1 – Community Awareness Grants Program Expenditure** | |
| **Use whole dollars only (GST exc.)** | **Activity**  (Itemise all expenditure in as much detail as possible) |
| **$** |  |
| **$** |  |
| **$** |  |
| **$** |  |
| **$** |  |
| **$** | **Total A** |

|  |  |
| --- | --- |
| **Table 2 – Other Funding Sources Expenditure** | |
| **Use whole dollars only (GST exc.)** | **Activity**  (Itemise all expenditure in as much detail as possible) |
| **$** |  |
| **$** |  |
| **$** |  |
| **$** |  |
| **$** | **Total B** |

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| **Grand Total Project Expenditure (GST exc.): $ (total A + B)**  (Must equal Community Awareness Grants Program Expenditure and Other Funding Sources Expenditure totals) |

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| **Table 3 – In kind support** | | |
| **Provide details of any in kind support contributing to this project** | | |
| **Amount (GST exc.)** | **Provider** | **Description** |
| **$** |  |  |
| **$** |  |  |
| **$** |  |  |
| **$** | **Total** |  |

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| --- | --- | --- |
| **Table 4 – Previous funding details** | | |
| Please complete if your organisation has previously received funding from the Community Awareness Grants Program. | | |
| **Project title and date** | **Amount funded through Community Awareness Grants** | **Amount funded through other funding sources** |
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Please provide details of any previous failures by the organisation to adhere to grant requirements or occasions when the organisation has had allocated funding withdrawn.

Not Applicable

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| **Date** | **Details** |
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1. **Additional Information**

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| Is there any other information that may support your application? |
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1. **Privacy and Freedom of Information and Declaration**

Full lists of grant recipients will be published on the GrantConnect and the Organ and Tissue Authority’s website. We may also publicise grant recipients in other publications. If your organisation is successful in obtaining a grant, the organisation will be required to acknowledge the support of the Organ and Tissue Authority in all related organisational publicity.

In accordance with *the Freedom of Information Act 1992*, any information held by the Organ and Tissue Authority, including your application is accessible by you. Whilst the information you present to us is treated as confidential, staff and individuals who help us to assess and monitor grants may see it. The information you supply may also be made available to those assessing any other grant applications that your organisation makes.

Data held in the Organ and Tissue Authority’s system may be used for statistical reporting, application assessment, media inquiries, accounting purposes and for contacting you. The details of all successful grants will be public information. However, any personal details will only be accessible by our staff, appointed auditors and individuals or organisations that may help us assess or monitor grants.

If you are successful in gaining funding from the Community Awareness Grants Program you need to recognise that there are certain expectations such as financial accountability, public liability insurance requirements and evaluation and monitoring requirements.

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| **Declaration by Principal / CEO / or equivalent official head of organisation** (or of consortia organisation)  I, the undersigned on behalf of the organisation listed below, certify that:   1. I have read the Community Awareness Grants Program Guidelines. 2. The information in this application is true to the best of my knowledge and any supporting material is my own work or the work of employees of the organisation. 3. All of the information provided in this application and any attachments is true and correct. 4. I am aware that action may be taken to recover any grant payment made where information provided in this application is subsequently found to be false or misleading or where the grant received is not used entirely for the purpose(s) for which it is approved. 5. I understand the staff of the Organ and Tissue Authority may contact other government agencies in relation to this application. 6. I have read and understand the section on Privacy and Freedom of Information and accept these terms. |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Signature  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Date    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Printed name  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Organisation  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Position in organisation | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Signature (from consortia organisation, if applicable)  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Date  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Printed name  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Consortia organisation  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Position in consortia organisation |

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| **Application checklist** | **YES** | **NO** | **N/A** |
| We have read the COMMUNITY AWARENESS GRANT GUIDELINES |  |  |  |
| All sections of the APPLICATION FORM have been answered |  |  |  |
| The BUDGET has been completed according to the template provided |  |  |  |
| PREVIOUS FUNDING DETAILS have been provided |  |  |  |
| The DECLARATION has been signed by the Principal / CEO / or equivalent official head of organisation |  |  |  |
| We have attached copies as listed under INSURANCE REQUIREMENTS (as applicable): |  |  |  |
| * Workers’ compensation insurance |  |  |  |
| * Public Liability insurance ($10 million) |  |  |  |
| * Professional Indemnity insurance ($1 million) |  |  |  |
| We have attached a list of other sources approached or intended for further funding |  |  |  |
| All supporting material is labelled with our details |  |  |  |
| We have kept a copy of the application for our records |  |  |  |
| Submitted application before the closing date and time of  4:00 pm AEDT Monday 18 November 2024 |  |  |  |