

FOUR TIPS FOR A SUCCESSFUL FUNDING APPLICATION

PROVINCIAL GROWTH FUND



“The Provincial Growth Fund (PGF) is open for business and has the potential to make a real difference to the people of provincial New Zealand,”

- SHANE JONES

STORY TELLING

Large government administered grant funds are political tools, and politicians are looking for headline grabbing projects that capture the hearts of voters.

A successful grant funding application will tell the story of the region, the affected communities, and the significance of the project. Regardless of whether the project costs \$50,000 or \$50 million, it's important to demonstrate how and why the project will benefit the community.

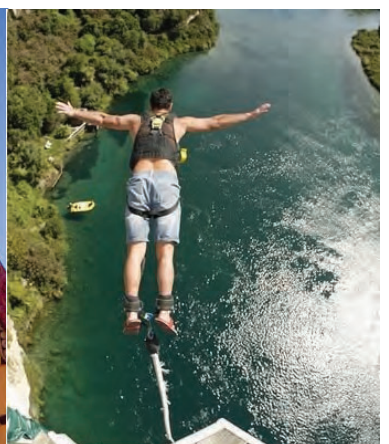
Councils have a wealth of knowledge about their communities and their region's aspirations, taking this information and distilling it into a cohesive story will go a long way towards selling the project to reviewers and politicians.

STATING BENEFITS

It may sound obvious, but for a funding application to have the best chance of success it should be clear about the benefits created by the project. The Provincial Growth Fund, like most grant funds, requires that the lifetime benefits of a project outweigh its lifetime costs.

Not all grant funds are created equal, and often assessors are only interested in benefits of a specific type or nature. When considering whether benefits of your project exceed the costs, it is important to consider the funds objectives, and how the benefits further those objectives.

Benefits that can't be quantified, or that don't further the funds objectives shouldn't be ignored, and should also be stated clearly in any funding application.





LINING IT UP

Demonstrating strong alignment between the project and local, regional, and national policy objectives has a number of advantages that can help with the success of your funding application:

- Providing additional comfort that benefits will be achieved
- Creating policy reasons for funding to be approved
- Creating opportunities for funding to be committed outside of the Provincial Growth Fund
- Demonstrating the project is a key part of a wider vision

Demonstrating strategic alignment should be seen as more than just box ticking.

AFFORDABILITY

Affordability in the context of a grant application is multifaceted with each element needing to be addressed. These include:

- Why the council cannot afford to invest in the infrastructure itself
- Whether the council can afford the operating costs and annual upkeep for the project
- Is the level of funding sought proportionate to the size of the fund, and the number of beneficiaries?

When applying for large sums of money, applicants should be mindful that the Government is typically seeking to do the greatest good with its money.

Got questions?

Morrison Low have helped many councils on both sides of the Tasman successfully prepare funding applications to secure over \$150 million of funding.

Successful projects have ranged from wildlife parks to cycle ways and freight terminals.

For our track record, or information on how we may be able to help, contact Michelle Hewitt at m.hewitt@morrisonlow.com, or Stuart Cross at s.cross@morrisonlow.com

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