



*Working in partnership  
with researchers and industry*

## TEMPLATE: Submission Writing

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Grants are provided by Government (local, state and national), charitable trusts, and by community organisations (eg Lotteries, Rotary, etc). Each Grant has a specific purpose, objective and target group.

Grants are generally to provide funds to develop or improve the opportunities of individuals, disadvantaged groups, regional Australia, business improvement, and/or to reinforce community values and culture, etc.

Writing successful Grant submissions can require much time & effort, sometimes resulting in wasted effort (ie. unsuccessful application).

It is essential to quickly and efficiently determine if a Grant will suit YOU. Some Grants are clearly directed at organizations like yours (eg Agriculture based), but many are not. This requires you to determine your chance of success, very quickly. Suggestions for quickly scanning Grants, for suitability include –

- Look first at the Grant - Factsheets, Guidelines, but don't read the whole thing.  
**First identify –**
  - What the Grant is for ie. THEIR needs
    - Do they match YOUR needs or can you “tailor” a project to suit?
    - Does the Grant help you achieve your Strategic Plan?
    - Are the timelines appropriate
  - Look at what THEY will fund (and won't fund)
    - If they don't fund salaries, do you really want to proceed
    - If they don't fund admin, travel, etc do you really want to proceed
      - As advised, YOU really want to access grants that will contribute to operational funding (eg EO salary, admin costs, rent, etc)
      - What constitutes useful Grant budget items will be discussed shortly (including “inkind”)
  - Remember that a small Grant (eg \$5000) may take just as much time to complete as \$50,000 submission
  - Any amount over \$50,000 - \$200,000+ will require much more reporting and governance
  
- **Second, identify the Criteria**

- Do you meet the “eligibility” criteria (be realistic)
  - Can you quickly devise a rough Plan/project, that would meet ALL the criteria (this is possible to do very quickly, with experience)
  - Do you have the time and resources (besides the \$ from the Grant) to complete the Project?
  - Do you require Committee approval to proceed, or will the project directly contribute towards achievement of the Strategic Plan?
- Then commence reading the rest of the Guidelines, and Submission documents. Remember to make notes, and highlight words & sentences that you may want to include in your submission, as you go. This will assist you later (ie. writing the submission).
- Prepare a rough Project Plan, as this will assist you when you go to write the submission
    - The more thoroughly you have thought through the project the easier the submission will be to write (eg what, how, who, when, costs, etc)

## Reasons why applications/submissions aren't successful include –

- Wrong bucket ie. the project doesn't match the “target” \$ ie. –
- Your project doesn't match what Govt want to fund
  - You think the Grant “bucket” is appropriate when it isn't (eg your project meets only a component of the Criteria)
- Didn't meet Criteria –
- Didn't answer the question/criteria (even if you think you did)
  - Often too much detail is provided about the how, but not the why
    - Grants are specifically so Govt get things done that THEY want done (eg Minister)
    - YOU must write your submission using the language, and background information, that the Grant details discuss
      - Eg often Government “Action Agendas” & industry reports identify the **need** – go to these documents and identify what they really want to achieve through the Grant/bucket (ie. what YOUR project must do to be successful)
  - THEIR **needs** are not achieved by your project ie. you must tailor your project to what Govt/etc want
    - This may include expanding the project so what YOU need becomes a component of a larger project that also provides what THEY want/**need**

# Submission Guidelines :

## TITLE :

The title should suggest what the “project” is about, and be clear

## PROJECT SUMMARY :

The submission should begin with a brief overview of – what the project will do, who the target audience is or who it will **benefit**, and when (ie. what **needs** will be satisfied?).  
[ Note : complete the Summary after completing the Submission]

## PROBLEMS :

What “problems” will be **solved**, or benefits/advantages will be achieved through the completion of this project.

## OBJECTIVES :

What does the project hope to achieve? What are the outcomes?

- ☞ List the tangible products the project will produce (new technology, new methods, training program, brochure, etc)
- ☞ Provide real measures (KPI’s) to demonstrate the “success” of the project
- ☞ Discuss risks, and how the project will reduce them
- ☞ Identify any “flow-on” effects? (ie. additional benefits, advantages)

## JUSTIFICATION OF NEED :

Why should anybody fund this project? It is essential to demonstrate a real need and to justify that need (ie. to solve problems or create “change”)

- ☞ Is there supporting literature, for your case? (eg industry reports, “Action Agendas”)
- ☞ Has the project been attempted before, or elsewhere?
  - ☞ Why did it succeed, or fail
- ☞ Who will benefit? ie demonstrate and illustrate the benefits
- ☞ Any statistics or “data” to validate your claim
- ☞ Are there any long term benefits? ie. flow-ons
- ☞ Supporters and advocates ie. who could support your claims through -Letters of Support (discussed shortly)

## PROJECT PLAN :

Describe the project activities (project design and plan) in detail ie. how you propose to implement the project and how it will be coordinated.

- ☞ Describe the sequence and flow of the project (any equipment, facilities, etc)
- ☞ Present activities that can be accomplished in the timeframe
- ☞ Describe the time frame (start date & finish date) eg supply a Gantt Chart
- ☞ Who is involved in the project (ie. who is implementing it)? You may need to attach separate information

## **EVALUATION AND MEASUREMENT :**

How will you demonstrate or prove that your project (once completed) has achieved it's objectives, and solved the "problem" or provided great benefits?

- ☞ Who will evaluate?
- ☞ What criteria or measures did you build into the project?
- ☞ Can you "budget" for an evaluation?

## **BUDGET :**

How much will the project will cost, and the relative "value" (ie. value added) needs to be clearly outlined.

Many Grants may have specific financial reporting frameworks or structures.

- ☞ What will the grant fund? (ie determines what additional \$ you can put into operational funding)
  - ☞ Useful budget categories include –
    - ☞ EO salary (as Project Manager) eg. @ 6hrs per week x length of project (also include the same amount as "inkind")
    - ☞ Admin Officer @ 6+ hrs per week (also include the same amount as "inkind")
    - ☞ Research officer – full costs x length of project
    - ☞ Other staff costs?
    - ☞ Other Consultant costs
    - ☞ Admin costs (papers, mail,
    - ☞ Travel (??klms x 75c?,car hire)
    - ☞ Accommodation?
    - ☞ Telephone & communications –
    - ☞ Printing – includes photocopying, Agenda/minute production, etc
    - ☞ Equipment (is there an opportunity to increase the org resources by acquiring equipment for a Project?)
    - ☞ Marketing & Promotion \$ ie. communicating the results/outcomes of the Project (eg printing a brochure/flyer/etc)
    - ☞ Venue costs (eg for meetings management + include refreshment costs)

- ☞ Insurances
- ☞ Audit costs?
  
- ☞ Don't over estimate the costs ie. you need a real budget
  
- ☞ Funding bodies (especially Government) require very clear financial reporting ie. the project may need to be audited (there may be Grant \$ for the audit?)
  
- ☞ **What "in-kind" resources** can you access? (eg a Steering Committee of volunteers – 8 people @ \$80ph x 5 meetings x 3hours = \$9,600 – "inkind support"). Other –
  - ☞ EO costs/wages (eg 6hrs x project length)
  - ☞ Admin staff costs (eg a separate inkind value)
  - ☞ Rent support & venue support (eg if meetings are held in your building you don't have to pay for "venues", etc)
  - ☞ Other – printing/admin costs/travel/marketing (eg via website/newsletters/etc)
  - ☞ Where else can you get additional "inkind" resources to complete the "project" eg sponsors, free stuff?
  
- ☞ Is insurance a potential cost? ie. try to consider all aspects of the budget

## **ATTACHMENTS : to submissions**

**Letters of Support** : the ability to provide letters of support for any project are very well received by grant providers. The more significant the support, or the supporter (eg industry leader, politician), the better. It demonstrates -

- ☞ that you have communicated with the "community"
- ☞ sought to research the "need"
- ☞ that you have a good idea and others also thing so
- ☞ that you have industry/community confidence – to do the work (ie. less "risk" to grant body)

## **Other :**

- include organizational brochures and/or marketing material
- anything that demonstrates your success with other Grants, projects, etc
- include brief CV's to demonstrate competencies & experience (eg less "risk")

## **Tips for Submission Writing –**

- Utilise the "language/jargon/terms" used in the Guidelines is a good idea in your submission (ie. shows you have read them & understand what THEY want)

- Eligibility (unless you're 100% certain – don't do the work)
  - Read between the lines
  - Contact Grant administrators with questions (**always ring them** and check eligibility & project relevance – make sure you have your Plan clear before you contact them)
- Project Development
  - eg tailor Project to bucket (add “bits” to ensure eligibility, etc)
  - how, what, who, when
  - identify which Projects bring best ROI
- “Source Referencing” – use quotes from OTHER reports to validate that YOUR project matches THEIR **needs** (especially use those reports prepared by the Grant body/Department/etc)
  - use “other reports (eg – Govt Action Agendas) : data, information that aligns with your Project (ie. supports the “**need & “demand”**)
  - use quotes in your Submission (that support your idea/project)
    - not too many quotes, but enough to show you know what THEY want, and know the literature
  - Web search of the funding body ie. access jargon, priorities and objectives (eg Government Departments)
- Submission Writing
  - Start at beginning, and work through
  - Answer ALL the questions as thoroughly as possible (ie. spend some time clearly identifying what they want you to say eg big picture info is always best)
  - Leave the Executive Summary until last (cut & paste bits later)
  - Use THEIR jargon, etc
  - Just answer the questions (efficiency)

## **Do's and Don'ts**

- ☞ Do learn about the funding body
- ☞ Don't expect to make money
- ☞ Do expect to be very accountable
- ☞ Do not over estimate the budget (or under estimate)
- ☞ Do not expect emotive writing to help you
- ☞ Do not expect to influence the application process
- ☞ Do tailor your applications to each funding body, and Grant
- ☞ Do present a clear and well written submission
- ☞ Do not expect to be able to do what you want, when you want ie. there are always very specific timeframes and accountability frameworks