

CHAPEL ST



BUSINESS ACTIVATION FUND

2026 - 27 EXPRESSION OF INTEREST

***BRING MORE PEOPLE TO
CHAPEL STREET***

CHAPEL STREET BUSINESS ACTIVATION FUND 2026-27 GUIDELINES

Purpose

The Business Activation Fund will support businesses located at properties paying the special rate in the Chapel Street Special Rate Scheme (SRS). The Fund is available for businesses to create activations that attract visitors, increase local spend and contribute to a vibrant place.

The Fund has a total pool of \$50,000 and will award funds of **up to \$5,000 excl GST** to support business led events, activities and experiences.

Please note: This activation funding is only available to businesses paying the special rate in the Chapel Street Special Rate Scheme area. The funding amount awarded will be allocated at the discretion of an assessment panel at the conclusion of the submission period.

Important dates

Date	Activity
Wednesday 23 September 2026	Applications open
Sunday 25 October 2026	Submissions close
Monday 26 – Tuesday 27 October 2026	Review applications, set-up presentation times
Wednesday 28 – Friday 30 October 2026	Presentations to assessment panel
Monday 2 – Tuesday 3 November 2026	Successful and unsuccessful applicants notified
Wednesday 4 – Friday 6 November 2026	Grant agreements signed and project planning starts
Monday 9 November 2026 – end of May 2027	Activation delivery
June 2027	Acquittal report submitted

Funding Priorities

This program is an action in the [*Chapel Street Precinct Improvement Plan 2026/27*](#) and supports:

- **Visitation** – increase visitation and spend across local businesses
- **Business Support** – promote local businesses and strengthen community participation

Project Objectives

Applications will be assessed on the ability of the activation to:

Visitor Impact (40% weighting)

- Encourage people to visit, explore and return to Chapel Street
- Create a sense of place and have a strong marketing potential

Economic Benefit (30% weighting)

- Increase foot traffic and local spend in Chapel Street
- Provide opportunities to collaborate with local businesses and community groups

Environmental impact (10% weighting)

- Demonstrate sustainable and environmentally responsible practices

Planning and Financial Viability (20% weighting)

- Be delivered successfully within budget and timeframes

What is an Activation?

An activation is a temporary event, activity or experience that brings people to Chapel Street and creates a more vibrant and engaging destination. Activations must be temporary, free to attend and open to the public.

Examples may include:

- Pop-ups
- Wellness and fitness activities i.e. a Run Club
- Art installations and exhibitions
- Book launches
- Thrift shop trail
- In-store workshops
- In-store performances
- Progressive dinners
- Collaborative promotions linked to major Melbourne festivals

Religious or cultural celebrations may be supported where they are inclusive and open to the broader community to enjoy.

Who can apply?

To be eligible for an amount up to \$5,000, the applicant must:

- Operate a business within the Chapel Street Special Rate Scheme (SRS) area
- Have a business that:
 - Has a current ABN
 - Is a registered not-for-profit organisation
 - Is registered for GST
 - Is registered for WorkCover (where applicable)
- Be over 18 years of age
- Have or take out Public Liability Insurance (PLI) of no less than \$20 million per incident to cover the event and any locations used for the event.

Important Information

- Only one application per activation will be accepted.
- Applicants must submit a detailed proposal that addresses the Project Objectives
- Applicants must be prepared to deliver a short presentation on the proposal to the assessment panel.
- Activations conducted on public land require permits and additional approvals. In-kind support will be offered to proposals on public land. Please refer to Council's event permit information [here](#)
- Funding will be provided in two parts: Half (50%) on signing of the funding agreement and half (50%) on receipt of the acquittal and evaluation report. This is to include budget, photos, available data and demonstrated impact.

Who can't apply?

The following businesses and applicants within the Chapel Street Special Rate Scheme area are not eligible:

- Businesses within a shopping centre or market that is operated by a single management entity
- Own or operate Electronic Gaming Machine venues or receive funding or in-kind support from EGM venues
- Political organisations
- Government agencies and grant-making bodies
- Businesses with a primary focus on fundraising
- An applicant who is an employee or Elected Member of the City of Stonnington or their immediate family
- Businesses with outstanding acquittals owing to the City of Stonnington and no payment plan in place

What projects can be funded?

Projects are required to:

- Be held in-store or on the pavement (road and/or footpath) that is adjacent to your business.
- The following public spaces are also available for event use where it can be demonstrated that the event can meet the objectives of project objectives:
 - Grattan Gardens, Prahran
 - Princes Gardens, Prahran
 - Prahran Square, Prahran
- Be temporary (up to 3 months in duration)
- Be completed by 30 May 2027

What projects won't be funded?

Funding will not support activations that:

- Require major road closures or impact tram routes
- Have already started or been completed
- Are ticketed, invitation-only or membership-only events
- Are primarily digital advertising or online promotions

- Include permanent building works, repairs or infrastructure
- Primarily focus on alcohol consumption and gambling
- Are predominantly commercial or profit-driven
- Are New Years Eve events
- Are Australia Day events
- Are Spring Racing Carnival events

Eligible expenses

Funding may be used for:

- Marketing and promotion
- Event management
- Entertainment and performer fees
- Temporary signage and branding
- Equipment hire
- Traffic management
- Waste management
- Public Liability Insurance for the activation
- Registration fees for major Melbourne events and festivals

Reasonable permit fees, excluding road closures, will be paid in-kind by Council.

Ineligible expenses

Funding cannot be used for:

- Rent, utilities and general operating costs
- Staff salaries not directly related to the activation
- Vehicle expenses
- Parking costs
- WorkCover premiums
- General business insurance
- Staff meals and uniforms
- Personal protective equipment
- Accounting or banking fees