



APEX AUSTRALIA NATIONAL OFFICE

171 Nojoor Road,
Twin Waters
QLD 4564

07 3245 3730

admin@apex.org.au

www.apex.org.au

Application for Marketing & Promotional Assistance

TO: The National Treasurer & National Board

FROM: (club name):

Contact Person: Email:

.....

Phone:

Does National Office have your current contact details? Yes / No

Is your club registered for GST? Yes / No

Requested Items

What is the item or activity you wish to apply for funding for?

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How will the requested item or activity help to attract new volunteer members to your Club?

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.....

How much money is requested (max. \$1,500)?

.....

When is this funding required by?

.....

Are you willing to provide an Apexian Newsletter article to update all Apexians on the success of this item or activity? Yes / No

Payment Details: BSB: **A/c:**

Please forward completed application to Apex National Office:

admin@apex.org.au

BUILDING BETTER COMMUNITIES

Marketing & Promotional Assistance Grant Guidelines

If a club applies for the Marketing and Promotional Assistance Grant, the application will be considered as per these guidelines.

Apexians should read this prior to completing the application form and sending it to the National Treasurer, (or Projects & Funds Director) via email at (INSERT PREFERRED EMAIL ADDRESS).

1. Applications may be lodged from 1 January until 22 September. Applications outside these dates will not be considered.
2. The Review Date each year shall be set by the National Executive (usually the June Apex Australia National Board Meeting).
3. The maximum grant any club can apply for is \$1,500.00. If a club is successful in receiving a grant, they cannot re-apply for this grant again in the following year (ie any club would at most receive a grant no more often than every two years).
4. To be eligible for this grant, the applicant club must have:
 - A. paid all fees owing up to date and
 - B. have completed and returned by the due date, the:
 - i. Club Census;
 - ii. Insurance Update; and
 - iii. Club health check.
5. If an application form is not completed in full, then the National Treasurer (or Projects & Funds Director) reserves the right to reject, allow time for the club to rectify it, or accept it. (Clubs are advised that without compelling circumstances, incomplete forms will almost certainly be rejected).
6. Successful applicants will be advised by the National Treasurer (or Projects & Funds Director) by email after applications have been processed.
7. The National Board may delegate to a subcommittee (consisting of at least three members of the Board) the processing of the applications and ask it to make recommendations in respect of the applications received.
8. The National Board will prefer applications which adopt the concept of marketing which is most effective for an Apex Club. This means the order of preference is as follows (in the discretion of the National Board):-
 - 8.1 PREFERRED APPLICATIONS: an application which seeks to market and promote an Apex Club in a pure sense will always be preferred (for example: radio advertising or promotional programs).
 - 8.2 PERMITTED APPLICATIONS: an application which is for (or includes) the purchase of assets - for example: a pop-up gazebo sign-written with the club's name, are

permitted but may be considered secondary to applications which are preferred as per clause 8.1.

- 8.3 EXCLUDED APPLICATIONS: the National Board will not approve (or will disallow that part of) an application which includes the purchase of items which would be deemed "consumable" and a usual ongoing club expense (for example: club member's Apex shirts or apparel).