



Make Your Place

MACKAY WATERFRONT PLACEMAKING GRANT PROGRAM

2026-2027 FUNDING

The Make Your Place Mackay Waterfront placemaking grant program will support projects and activities that connects the local community and creates places people want to go to or be in.

The grant program helps people to create and deliver inspiring, inclusive and vibrant projects in public spaces, encouraging people to become more active and involved in their community

What is placemaking?

Placemaking refers to a collaborative process by which communities shape their public spaces, and in doing so, strengthen the connection between the people and the places they share. It is a community-based approach that inspires the collective reimagining and reinventing of everyday spaces.

The Mackay Waterfront Place Strategy was adopted in 2025 and provides a roadmap to achieve a shared vision for a revitalized city and waterfront area. Everyone has a role to play in activating our precincts, review the Mackay Waterfront Place Strategy and consider how your project can align to the identified actions. For more information visit mackaywaterfront.com.au/current-projects/placemaking

Grant aims:



Connect the local community, residents and/or businesses.



Improve physical health, mental well-being, and community cohesion.



Test new concepts, trial emerging ideas and be innovative.



Celebrate and promote art, culture(s), creativity and/or local history.



Reimagine and reinvent everyday public spaces.



Encourage collaboration between individuals and groups.



Two categories available for funding:

1. Make Your Place Grant – \$7500

Funding is available for larger scale projects and will fund up to 80 per cent of a project's budget up to a maximum of \$7500. A minimum 20 per cent co-contribution is to be provided via financial and/or in-kind support.

2. Make Your Place Microgrant – \$1500

Funding is available for small-scale, pop-up style projects and will fund 100 per cent of a projects' budget up to a maximum of \$1500.

Grant funds are awarded on a competitive basis and evaluated against the assessment criteria. All funding amounts are provided excluding GST. The approval of any funding is at the sole discretion of council. Approved applicants will be required to enter into a funding agreement with council. This agreement will outline the terms of the funding and relevant acquittal processes.

Who is eligible?



Any person or organisation who:

- has an appreciation of placemaking
- can demonstrate community support
- has the ability to manage the project

is eligible to apply for the Make your Place Mackay Waterfront Placemaking Grant.

Not-for-profit organisations, registered businesses, artists, individuals, community groups, and service organisations are all encouraged to apply.

What can be funded?

Grants will support projects that:

- create vibrant, engaging, and inclusive places
- encourage more people to visit, invest, live, work, play, and spend time in the Mackay City and Waterfront area.

Eligible projects could include:

- Pop-up installations
- Performances
- Laneway Event
- Cultural activations
- Pet Event
- Street library
- Greening initiatives
- Plant workshops
- Markets
- Arts projects
- Music workshops
- Yarn Bombing
- Community activities
- Kids arts or movement activities

Before lodging your grant application, you are strongly advised to discuss your placemaking idea with council's Mackay City and Waterfront team.

What will not be funded:

The following activities are not eligible to receive funding:

- Normal/business as usual activities.
- Projects/events not available for public attendance or that restrict public access. Consideration will be given to trial programs that align with Mackay Waterfront placemaking objectives.
- Political or religious activities.
- Confectionery, soft drinks, presents/gifts, alcohol or product launches.
- Site hire costs for pre-existing activities/initiatives.
- Purchases or expenses related to privately owned items.
- Purchases of some capital items (e.g., equipment, buildings or vehicles). Capital items will be considered if they are part of a project application, integral to that project, and where the item will remain available for community use.
- Projects that may have negative impacts on neighbouring residents or businesses.
- Projects that have been funded by another Mackay Regional Council grants stream and/or sponsorship program may not be eligible.
- Projects that have not received approval for applicable permits and licenses may not be eligible. This could include Temporary Event approvals, Public Art approval, Parks Booking approvals, development approvals etc.
- Projects located outside the Mackay City Centre and Waterfront Area
- Projects that have commenced prior to council providing funding approval.
- Purchases that are significantly different from the initial application will be considered on a case-by-case basis for acquittal.
- Any other activities that council deems ineligible after assessment of the application.

Grant criteria

1. Demonstrate alignment with at least one of the six aims of the grant program and explain how the project will increase visitation to the Mackay Waterfront area (35 percent).
2. Demonstrate alignment with at least one of the actions outlined in the Mackay Waterfront Place Strategy (30 per cent).
3. The project is well-planned and involves suitably skilled people to ensure delivery is completed by June 30, 2027. Please upload supporting project planning documents including but not limited to letters of support, project/program timeline, risk assessment etc. (20 per cent)
4. The project budget table is completed correctly and demonstrates the appropriate financial contribution to the project by the applicant, is realistic and provides value for money. (15 per cent)

Supporting mandatory application information

- Ability to obtain all permits and approvals where required.
- Applicants must have the appropriate level of insurance for the activities that are the subject of the funding request.
- Preference will be given to activities located in close proximity to the Mackay Waterfront Riverside and City Centre Precincts.
- Venue Hire: If you are seeking to use council venues as part of your proposed project, you must make a tentative booking before you submit your grant application. You will need to provide written evidence of this booking with your grant application so that your application can be assessed. Please refer to council's website for more information about venue bookings.
- Depending on the nature of your organisation or the intended project funded through this program – you the applicant may be required by law to adhere to the 10 Child Safe Standards and the Universal Principle you can learn more about these requirements here qfcc.qld.gov.au/childsafestandards

Please note that compliance with these criteria does not guarantee funding approval and approval under the program is at the sole discretion of council.

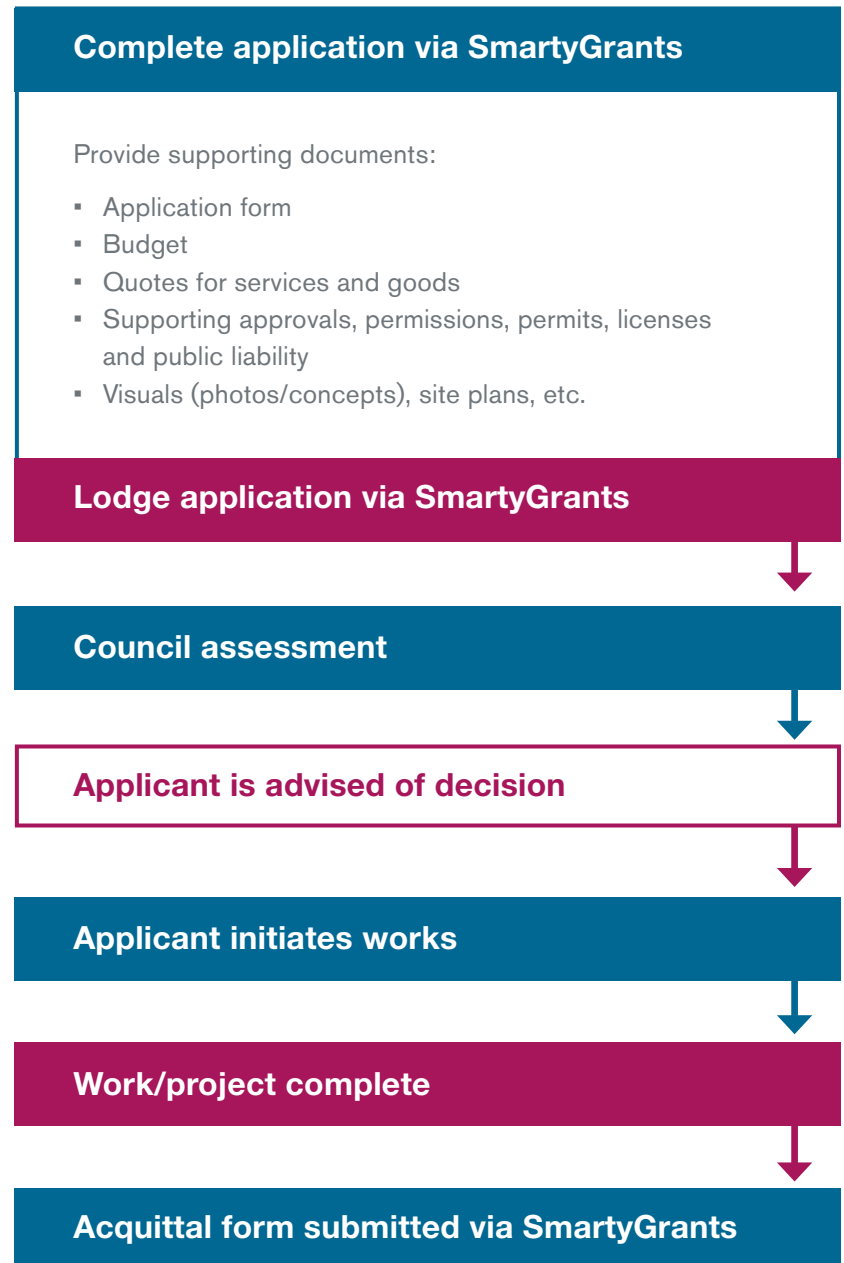






Application process

Applications are to be submitted online via SmartyGrants - mackay. smartygrants.com.au. The following flow chart provides an outline of how the application process will work.





For more information, contact Mackay City and Waterfront
mackaywaterfront@mackay.qld.gov.au