



AUSTRALIAN LOWLINE CATTLE ASSOCIATION Inc.

C/- ABRI, University of New England

ARMIDALE NSW 2351

Phone: (02) 6773 3295

Email: office@lowlinecattleassoc.com.au

ABN: 98216776682

ALCA PROMOTION POOL GUIDELINES

What is the ALCA Promotional Pool?

The ALCA Promotional Pool provides supplementary funding for projects that have tangible and lasting benefits to ALCA members, by way of breed promotion, member support and interaction.

Who can apply for funds from the Promotional Pool?

Promotion Groups (PGs) can apply for supplementary funding for specific events/activities with the ALCA Promotional Pool contributing up to 50% of the costs for an approved project.

What types of projects are eligible for funding?

Projects should:

- provide clear benefit/s for PG Members
- promote the Lowline breed as a whole
- enhance the standing of the Australian Lowline Cattle Association
- have a minimum 50% PG contribution towards the Project

PG's should note that Applications will not be considered where the application seeks to:

- recover costs already incurred, i.e. for completed projects
- fund normal PG administration/operating costs
- require ongoing funding support from the Promotional Pool

How will funding applications be assessed?

All applications are to be submitted on the appropriate form to the Executive Officer for presentation to Council. When assessing an application for funding the following will be considered:

- Contribution How does the project contribute to the development of the Lowline breed?
- Relevance Does the project fit to ALCA's objectives and strategic goals?
- Coverage The number of ALCA members directly benefiting from the project
- Ability to Deliver Confidence in the PG project team to achieve stated objectives
- Value for Money Extent of funds already provided and expected outcomes
- Innovation What new skills, opportunities and information will the project provide?
- Risk Any risks involved with the project?



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How does the Promotional Pool operate?

- ALCA Council will allocate an amount to the Promotional Pool in each financial year budget. The adequacy of the Promotional Pool Budget will be reviewed by Council as required during financial years
- PG's are encouraged to submit Funding Applications for projects that meet eligibility criteria and include estimates of the project budget
- Council will review Applications and consult with PGs as necessary to achieve best outcomes
- Once projects are completed, the PGs will submit a Project Reconciliation Report to Council identifying actual financials and project outcomes
- The Council will periodically keep all PGs informed of applications and payments, and will include this information in the Association's Annual report.

How to apply for funding?

An Application Form is available on the ALCA website, Members Area, Guidance for Promotion Groups, to be completed and sent to the ALCA Executive Officer.

Applications will be reviewed by Council at the next scheduled Council meeting. The Executive Officer will then notify the Promotion Group of Council's decision regarding the application.

How is payment to be finalised?

The Executive Officer will notify the PG of their successful application. Funds will then be released within 7 working days of granting of approval.

How is the process reviewed?

PGs are encouraged to propose improvements to the process to participate in Promotional Funding. Please pass contributions to the Executive Officer.

Failure to lodge a Reconciliation Report by the PG will be taken into account for any subsequent Funding Applications. Reconciliation Reports are to be received by the Executive Officer within 14 days of the conclusion of the event.