

# AUSTRALIAN LOWLINE CATTLE ASSOCIATION



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*Supporting our  
Promotion Groups to  
achieve their goals*

## ALCA Promotional 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?**

A Promotional Funding Pool Panel made up of the Vice President (Chair), Promotions Committee Chair, Communications Committee Chair and the Executive Officer will assess Funding Applications and report agreed projects to Council and to the requesting PG's. When assessing an application for funding the Panel will consider the following:

- Contribution      How does the project contribute to 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?
- Value for Money    Extent of funds already provided and expected outcomes?
- Innovation         What new skills, opportunities and information does the project provide?
- Risk                Any risks involved with the project?

## **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,
- A Council Panel will review Applications, will consult with PGs as necessary to achieve best outcomes, and will advise Council of agreed projects and inform requesting PGs of the review outcomes,
- The Council Panel's endorsement of a project/s will indicate to PGs that funding from the Promotional Pool will be available on completion of the project/s;
- Once projects are completed, the PGs will submit an Project Reconciliation Report to the Council Panel, identifying actual financials,
- The Council Panel will authorise payments of the Promotional Pool amounts identified in the Reconciliation Reports that are equal or less than the estimated Promotional Pool amounts in the Project Applications,
- The Council Panel will consult with those PGs in those instances where the Promotional Pool amount identified in the PGs' Reconciliation Report are greater than the estimated Promotional Pool amounts in the Project Applications; in these circumstances the Panel will recommend to Council the amounts that should be paid from the Promotional Pool,
- The Council Panel will periodically keep all PGs informed of applications and payments, and will include this information in the Association's Annual report and website.

## **How to apply for funding?**

**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 the Panel** four times a year for those applications received from PGs in the preceding three months to 31 May, 31 August, 30 November and 28 February. Council undertakes to respond to PGs within four weeks of the listed review dates.

**Promotion Groups with short lead time project opportunities** should consult with the Panel's Chair for an out of schedule review and accelerated Council response.

## **How is payment to be finalised?**

A Reconciliation Report form is available on the ALCA website, Members Area, to be completed and sent to the ALCA Executive Officer.

Once the Reconciliation Report has been submitted by the PG, the Panel will review the report with the decision objective to approve payments from the ALCA Promotional Pool within two weeks of receipt of the Reconciliation Report.

## **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.

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