Key Sector Development Sponsorship Program
2019-2020
The City of Perth Strategic Community Plan 2029

Whilst Perth has a rich history as an older civilisation, as a city it is young in comparison to other capital cities throughout the world. The feedback from the City’s citizens indicated that they want Perth to be a city that is a great place for people to live, work and visit. Citizens want it to be seen as a beautiful connected city that provides vibrant, diverse and friendly experiences. Perth should be seen not only as a city that is bold and progressive in its way of life but should also have a sense of distinctiveness that people can confidently promote – a community that knows itself and one that delivers a unique experience that is Perth.

*Image: Go Cultural Aboriginal Tours, waitoc.com*
Social – A vibrant, liveable and inclusive city

Aspiration: Liveable, vibrant city where people want to work, live and visit. A safe and activated city that celebrates its diversity, sense of community and unique cultural, sporting and lifestyle choices.

Economic – A prosperous city

Aspiration: A city with a diverse and resilient economy capitalising upon its unique competitive advantages and innovative reputation, attracting sustainable investment in tourism, entertainment, commerce, technology and trade.

Built Environment – A well planned and attractive city

Aspiration: A well planned and functional built form, promoting world class architecture, appreciation of heritage, diversity of land use and a sustainable, affordable and accessible integrated transport system.

Natural Environment – an environmentally sustainable city

Aspiration: We protect and enhance the environment and the connection between the built and natural environment. A city that respects, protects and fosters its natural environment, embraces the principles of sustainability, and acknowledges the causes and impacts of our changing climate.

Leadership – a competent and aligned city

Aspiration: A City committed to good governance, excellence in customer service and effective and sincere engagement with all stakeholders. A City that embraces the objects of the City of Perth Act 2016 and acknowledges the social, economic, cultural and civic role it plays as the Capital City of WA.
Introduction

As part of the City of Perth’s Economic Development activities, the City seeks to strategically engage with key industry sectors to assist in nurturing a thriving, diverse and competitive business environment.

Through its Key Sector Development sponsorship program, the City provides funding toward projects which:

- support skills and training development, including business incubation or acceleration programs;
- facilitate networking, thought leadership exchanges and linkages between key sectors and stakeholders;
- support the City of Perth to develop competitive advantage through the creation of clusters or cooperative programs;
- assist in building long term relationships that provide business and community members with the opportunity to share best practice with visiting industry thought leaders;
- attract investment or exposure to new and emerging opportunities or export markets; and
- have the potential to generate long term economic outcomes, such as start-ups, office space occupation, business expansion, employment, increased output, intellectual property and patent generation, in a key sector.

Strategic Community Plan

The City of Perth Strategic Community Plan identifies a clear vision for the future of our Capital City and community, outlining clear objectives unpinned by a series of strategic priorities.

The strategic economic objectives of the plan are to:

- Position the city for continued business, employment and economic growth;
- Position Perth city as a thriving centre for business; and
- Promote Perth as a great, vibrant place to visit.

It is the goal of the City to uses its competitive advantage to cultivate innovation and creativity, enhancing the city’s resilience and developing a vibrant and diverse economy.
Key Sectors

The City is committed to supporting the growth and development of established or emerging key sectors that represent strategic importance to the City of Perth’s economy.

Applications that can demonstrate support of the development of one, or more, of the City’s key sectors will receive priority in the Key Sector Development sponsorship program, including:

MINING, RESOURCES AND ENERGY

- Does the project promote Perth as an international energy and resources city (including in emerging renewable energy technologies)?
- Does the project facilitate collaboration between stakeholders to promote and showcase local expertise in resource and energy, particularly with regards to technological innovation?

PROPERTY DEVELOPMENT

- Does the project promote Perth and its unique proposition, to support the property industry across all asset classes, including retail, residential and commercial as well as the property needs of emerging industries?
- Does the project include strategies to improve vacancy rate occupancy?

• Does the project foster and strengthen international networks and collaboration in resources and energy, including knowledge-exchange opportunities?
INNOVATION AND TECHNOLOGY

- Does the project facilitate the development of the local innovation eco-system?
- Does the project provide business development support, assisting start-up businesses in gaining access to capital for business start-up or growth, exposure to investment capital networks, encourage training, knowledge-exchange opportunities and exposure to leading experts for entrepreneurs and start-ups?
- Does the project increase the number of knowledge based businesses within the city which diversify and strengthen the city’s long-term economic development?
- Does the project encourage wider and stronger professional networks within and between knowledge-based industries?

EDUCATION AND INTERNATIONAL STUDENT SERVICES

- Does the project improve or promote the Student Experience within the City and promote Perth as a premier education destination?
- Does the project support the International Education industry to increase inbound international students to Perth, increase amount of student expenditure and increase WA’s market share of international students?

MEDICAL, HEALTH AND LIFE SCIENCES AND MEDICAL RESEARCH

- Does the project promote Perth as an internationally significant medical research capital?
- Does the project create linkages between industry, government, private organisations and education institutions to achieve greater commercialisation and IP outcomes?
- Does the project improve the level of support available to aspiring medical entrepreneurs?

TOURISM, RETAIL AND HOSPITALITY

- Does the project provide business development support for new and/or existing tourism businesses?
- Does the project improve the visitor experience within the City and develop workforce skills within the industry?
- Does the project promote a more collaborative approach to tourism industry development in Perth by private and public sectors, to create continuous year-round programs of activity and to position Perth as WA’s key gateway destination?

CREATIVE AND EMERGING INDUSTRIES

- Does the project support opportunities for the development of the creative industries, and help to turn creative ideas into commercial outcomes, including software development and interactive content, advertising and marketing, architecture, design, fashion, visual arts, music and performing arts, film, television and radio, writing, publishing and print media?
- Does the project or support opportunities for the development of emerging industries in Western Australia including defence, agribusiness, advanced manufacturing, smart city and urban analytics, radio astronomy, augmented and virtual reality, renewable energy and associated technologies?
Funding Terms

Applicants may apply for upwards of $2,500 per year for a term of one to three years.

Maximum Contribution

The maximum contribution of sponsorship provided by the City of Perth cannot exceed 50% of the total event or project budget.

Application Process

The City accepts Key Sector Development sponsorship applications throughout the year, however decisions will be made on a case by case basis in line with budget and strategic priorities.

Please contact a City Sponsorship Officer to discuss your event or project prior to beginning an application.

Applications must be received at a minimum four weeks prior to commencement of the project for requests $5,000 and under, and a minimum of twelve weeks prior to the commencement of the project for requests over $5,000.
To be eligible to receive Key Sector Development Sponsorship from the City of Perth, applicants must:

- be an Australian legal entity or an individual with an Australian Business Number (ABN);
- have submitted the application not less than four weeks from the project commencement date for sponsorship requests under $5,000;
- have submitted the application not less than three months from the project commencement date for sponsorship requests over $5,000;
- submit an application through the City’s approved management portal, SmartyGrants (http://perth.smartgrants.com.au);
- have all appropriate insurances and licences;
- be applying for a project or initiative which either occurs within the City of Perth local government area, or, if not within the City of Perth local government area, the project or initiative demonstrates that it directly supports the City of Perth’s goals as identified in the Strategic Community Plan.

The City will not consider applications from:

- the Commonwealth, State or any Government Agency;
- an employee of the City of Perth;
- an individual without an Australian Business Number;
- an applicant that has outstanding debts to the City of Perth;
- an applicant that has failed to provide satisfactory acquittal reporting for any previous City of Perth funding;
- an applicant that has already received City of Perth funding (including in-kind) for the activity within the same financial year;
- an applicant that has already applied for City of Perth funding (including in-kind) for the activity within the same financial year and been declined;
- businesses that has an adverse effect on public health, safety, the environment or heritage;
- an applicant that conducts themselves in a way considered to be injurious or prejudicial to the character or interests of the City of Perth;
- political organisations; and
- religious organisations.

Project elements not supported include:

- fundraising initiatives;
- interstate or overseas travel;
- political purpose events;
- events that denigrate or exclude parts of the community or have an adverse effect on public health, safety, the environment or heritage;
- equipment or administrative funding; and
- employment of staff or professional fees for staff.
Assessment Process

Your application will be assessed against the criteria outlined in these Guidelines. The City of Perth regularly receives more funding applications than the available budget. Therefore, successful applications are those that best satisfy the assessment criteria. The City of Perth reserves the right to request further information in considering any application, as well as the right to reject any application that does not meet the eligibility criteria.

Applications are assessed by a minimum two person assessment panel which may recommend full, part or no funding. This decision is carefully considered with the view of maintaining the integrity of the proposal.

The City of Perth must comply with the Local Government Act in regards to making information available to the general public. An assessment of your application will form part of the Council Report which is made publicly available on the City of Perth website. Please make it known to the Sponsorship Officer if information provided in your application is commercially sensitive such as to protect trade secrets, information that has commercial value, or information about the business, professional, commercial or financial affairs of a person, so this information can be treated as commercial-in-confidence.

The assessment process should take no longer than 12 weeks from submission to consideration by Council.
Assessment Criteria

PART ONE: PROJECT CRITERIA

Applications will be assessed on all of the following criteria:

Alignment with a Key Sector
- Does the project support the growth and development of an established or emerging key sector, that represents strategic importance to the City of Perth’s economy?
- Does the project assist the City of Perth in developing a compelling narrative on our unique selling points and raise the profile and reputation of the City of Perth as a premier Capital City to do business within the relevant sector?

Prestige and Significance
- Does the applicant demonstrate prestige and significance through the quality of proposed speakers, participants, sponsors, media or the involvement or endorsement from international federations and organisations?

Project Plan and Other Funding Sources
- Has the applicant provided evidence of a robust project plan?
- Has the applicant included a budget detailing investment through a variety of funding sources, illustrating that the project is not reliant on City of Perth funding to be delivered?
- Has the applicant demonstrated what specific elements the City of Perth funding is supporting and what extra capacity the City’s funding will enable?

Sponsorship Benefits
- Does the project offer a high level of benefits and recognition to the City?

Preference will be given to projects that are held within the City of Perth’s boundaries, or projects that are able to demonstrate a clear benefit to the City’s business community.

PART TWO: PROJECT OUTCOMES

Applicants must address at least two of the following six outcome areas (applicants can address as many outcome areas as are relevant to the project or initiative):

1. Investment Attraction
   - Does the project have the potential to attract venture capital or create investment networks or exposure to investment markets?

2. International Business Development
   - Does the project enhance opportunities for international business development and investment with key sector markets or stakeholders including new and emerging opportunities and export markets?

3. Short term Direct Economic Benefits
   - Does the project demonstrate the potential to generate significant direct economic benefit to the city economy and local businesses?

4. Long term Economic Development
   - Does the project provide competitive/comparative advantage by linking sector/industry stakeholders to achieve clusters or cooperative programs within the City of Perth?
5. **Professional Development, Training and Skill Development**
   - Does the project promote industry development initiatives and similar professional development, training or skill development opportunities in key economic sectors?
   - Does the project or initiative support ongoing development programs for businesses within the City of Perth including business incubators and/or accelerators?
   - Does the project increase economic participation outcomes within the City of Perth?

6. **Linkages and Knowledge Exchange**
   - Does the project provide business and community members with the opportunity to share best practice with visiting industry thought leaders?
   - Does the project or initiative facilitate linkages and knowledge exchange between key sectors and stakeholders?
Frequently Asked Questions

1. What should I keep in mind when considering applying for a City of Perth grant or sponsorship?
   - Seek additional funding from other sources, the City will not fund the entire cost of your project. Additional funding sources will strengthen your application.
   - Consider the location of your project and ensure you have all permits and bookings in place prior to applying.

2. Can I assume my project will be funded if it has been funded in previous years?
   No. The City of Perth is committed to ensuring the assessment process is fair and equitable. Recurring annual funding is not guaranteed; your application will be assessed in a competitive environment against all applications received in the relevant category.

3. How many times can I apply?
   Applicants may apply for sponsorship for several projects however each project may only receive sponsorship once in each financial year.

4. Are the details of my application confidential?
   No. The City of Perth must comply with the Local Government Act in regards to making information available to the general public. An assessment of your application will form part of the Council Report which is made publicly available on the City of Perth website.

Disability Access and Inclusion

Access and inclusion is about ensuring that all public services are available to all community members, including those who have a disability, so that they have the opportunity and choice to participate in all aspects of community life.

To the extent that it is practicable, the applicant is required to provide universal access to sponsored events, as outlined in the City of Perth’s Disability Access and Inclusion Plan. The applicant will need to be able to provide a copy of their Disability Access and Inclusion Plan for the sponsored project if requested.

You will be required to report on accessibility of your project on the conclusion of your project as part of the acquittal report.

Canvassing of Elected Members / Commissioners

If prior to the determination of a Sponsorship or Grant by the Council or Committee, a Sponsee (or any agent) canvasses any Elected Member / Commissioner of the City of Perth, or attempts to provide additional information, either directly or indirectly, on any matter relating to the sponsorship to an Elected Member / Commissioner, the person/organisation may be disqualified and the sponsorship or grant excluded from being considered for approval.

In the event supplementary information is requested to be provided to Elected Members / Commissioners, please contact your Business Support Officer directly to disseminate this.

Contact Us

SPONSORSHIP OFFICER
Business Support and Sponsorship

@ sponsorship@cityofperth.wa.gov.au
(08) 9461 3333

Information on other sponsorship and grant programs offered by the City of Perth can be accessed here: www.perth.wa.gov.au/grants-and-sponsorships