The City of Perth
Strategic Community Plan 2029

Perth is a young and constantly evolving city in comparison to other capital cities throughout the world.

The feedback received from the community indicated that it wants to be part of a city that is a great place for people to live, work, visit, study and invest. The community wants the city to be seen as a beautiful and connected place 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 also have a sense of distinctiveness that people can confidently promote.

Cover Image: Co3 Australia CoYouth
Credit: Stefan Gosatti

The Local Context

The City of Perth is progressing a city neighbourhood planning approach, in which six distinct city neighbourhoods are defined. The city’s neighbourhoods are Central Perth, Northbridge, West Perth, East Perth, Claisebrook and Crawley-Nedlands. Each of these neighbourhoods have distinct identities, opportunities and challenges, which this neighbourhood approach will work towards addressing.

The community aspiration for Perth is Vibrant, connected, progressive.
1 People

A safe, activated and welcoming City that celebrates its diversity and sense of community, providing unique educational, cultural, sporting and lifestyle offering.

2 Place

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

3 Planet

A city that respects, protects and fosters its natural environment, embraces the principles of sustainability and acknowledges the impacts of our changing climate.

4 Prosperity

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

5 Performance

A city led by a Council and supported by an administration that is committed to sound strategy and governance, excellence in customer service and effective and sincere engagement with all stakeholders.

6 Partnership

A city that has earned the respect and support of the local industry through strong partnerships with state bodies, industry and community groups, and other key stakeholders.

For detailed information and a full list of strategic objectives, please refer to the City of Perth Strategic Community Plan 2019-2029 available at www.cityofperth.wa.gov.au.
Introduction

The City of Perth recognises that investment in the arts is pivotal to the cultural enrichment and economic diversity of our City. The City’s Strategic Community Plan states the importance for thriving and sustainable cultural, artistic and heritage industries, activities and events that encourage locals and visitors to come back for more.

To contribute to this vision, the City supports arts and other cultural experiences that attract increased visitation and where arts and culture create activation of City spaces for residents and visitors to experience.

The City seeks to support activity which encourages broad community participation and cultural engagement, celebrates inclusion and where people are connected through arts and cultural experiences.

The City’s commitment to championing artists represents a strategic investment in the development of the local arts sector, providing professional development opportunities for local artists, supporting them to live and work in the City and to contribute to strengthening the City’s creative economy, and that of the wider region.

Funding Categories

1. ARTS GRANTS
   up to $30,000

2. ARTS SPONSORSHIP
   upwards of $20,000

3. STRATEGIC ARTS SPONSORSHIP
   Strategic Arts Sponsorship

Image: Unrule, Blue Room Theatre
Credit: Pixel Poetry
Arts Grants are accessible to a wide range of applicants and support a broad variety of art forms and creative cultural practice including, but not limited to; theatre, dance, film, photography, music, visual arts and multi-disciplinary realised through performance seasons, arts industry events, exhibitions, festivals and community arts projects.

Arts Grants funding is available up to $30,000.
Eligibility

To be eligible to receive an Arts Grant from the City, the applicant must:

- be an Australian legally constituted entity or be an individual with an Australian Business Number (ABN);
- have submitted the application not less than three months from the project commencement date;
- submit an application through the City’s approved management portal, SmartyGrants (perth.smartygrants.com.au);
- have all appropriate insurances and licences; and
- be applying for a project or initiative which either occurs within the City of Perth local government area, or, of not within the City of Perth local government area, the project or initiative demonstrates that it directly supports the City of Perth 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 same project within the same financial year;
- an applicant that has already applied for City of Perth Funding (including in-kind) for the same project within the previous four months and been refused; and
- an applicant that conducts themselves in a way considered to be injurious or prejudicial to the character or interests of the City of Perth.

Activities not supported through an Arts Grant include:

- fundraising initiatives;
- events or projects where the primary purpose is religious or political;
- events or projects that denigrate or exclude parts of the community or have an adverse effect on public health, safety, the environment or heritage;
- reimbursement of funds already spent; and
- salaries or wages for core administrative staff.

Image: Gui Shu (Belong) by Steamworks Arts.
Credit: Emma Fishwick
Key Dates

The City provides two opportunities to apply for Arts Grants each Financial Year. Applications must provide a public outcome within the specified timeframe. All acquittal reporting requirements must be submitted through SmartyGrants within three months of completion of the project.

ROUND 1
FOR ACTIVITIES BETWEEN
1 September 2020 – 30 June 2021
APPLICATIONS OPEN
Tuesday 24 March 2020
APPLICATION DEADLINE
Tuesday 21 April 2020, 4pm AWST
NOTIFICATION OF DECISION
Wednesday 1 July 2020

ROUND 2
FOR ACTIVITIES BETWEEN
1 February 2021 – 30 November 2021
APPLICATIONS OPEN
Tuesday 18 August 2020
APPLICATION DEADLINE
Tuesday 15 September 2020, 4pm AWST
NOTIFICATION OF DECISION
Wednesday 25 November 2020

Assessment Process

Your application will be assessed in a competitive round against all other applicants.

Applications are assessed by a minimum three-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 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.

Maximum Contribution

Applicants can request up to 100% of their project budget within the Arts Grants program category, however projects that can demonstrate diverse sources of income are encouraged.

How to Apply

We recommend you discuss your event or project with a City officer to ensure you’re applying in the correct program. Applications must be made online through SmartyGrants at perth smartygrants.com.au before the round deadline.
Assessment Criteria

**Essential**

- Does the project demonstrate artistic excellence?
- Does the project increase opportunities for the community to participate in cultural life?
- Does the project contribute to a positive sense of place within the city and its neighbourhoods?
- Does the project support development of the local arts and cultural sector through the provision of professional development opportunities such as skills development, networking, connection and/or collaborations?
- Does the individual or organisation have a demonstrated capacity to manage all aspects of the project?
- To what extent are the project plan and budget realistic and value for money?

**Optional**

The below are non-essential criteria (optional) based on goals identified in the City of Perth Strategic Community Plan. Applicants who can demonstrate their project achieves any of these outcomes can receive additional assessment points for each of these criteria.

- Does the project assist the City of Perth in activating public places that are well patronised and enjoyed by all?
- Does the project celebrate Aboriginal culture?
Through Arts Sponsorship, the City contributes to projects that represent a broad range of high quality arts activity and creative cultural practice. Proposals must be driven by significant economic, social and cultural outcomes. Arts Sponsorship is accessible to a wide range of organisations that identify the arts as their primary purpose.

Sponsorship of $20,000+ is available in this category.
Eligibility

To be eligible to receive Arts Sponsorship from the City, the applicant must:

• formally identify arts as their primary purpose;
• be an Australian legally constituted entity or an individual with an Australian Business Number (ABN);
• have submitted the application not less than three months from the project commencement date;
• submit an application through the City’s approved management portal, SmartyGrants (perth.smartygrants.com.au);
• have all appropriate insurances and licences; and
• 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 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 same project within the same financial year;
• an applicant that has already applied for City of Perth funding (including in-kind) for the same project within the same financial year and been refused; and
• an applicant that conducts themselves in a way considered to be injurious or prejudicial to the character or interests of the City of Perth.

Activities not supported include:

• fundraising initiatives;
• events or projects where the primary purpose is religious or political;
• events or projects that denigrate or exclude parts of the community or have an adverse effect on public health, safety, the environment or heritage;
• reimbursement of funds already spent; and
• salaries or wages for core administrative staff.
Assessment Process

Your application will be assessed in a competitive round against all other applicants.

Applications are assessed by an 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 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.

Key Dates

The City provides one opportunity to apply for Arts Sponsorship each Financial Year. Applications must provide a public outcome within the specified timeframe.

All acquittal reporting requirements must be submitted within three months of completion of the project.

ROUND 1

FOR ACTIVITIES BETWEEN
1 October 2020 – 31 December 2021

APPLICATIONS OPEN
Monday 24 February 2020

APPLICATION DEADLINE
Tuesday 31 March 2020, 4pm AWST

NOTIFICATION OF DECISION
Wednesday 1 July 2020

Maximum Contribution

The maximum contribution of sponsorship provided by the City of Perth cannot exceed 30% of the total event or project budget.

Sponsorship Term

Arts Sponsorship Agreements can have a negotiated term of between one to two years, at the discretion of the City and dependent on the quality of the application, the assessment score and the strategic outcomes likely to be achieved.

How to Apply

Arts Sponsorship applicants must have an established relationship with the City of Perth. Arts organisations interested in applying for this category of sponsorship should discuss their proposal with the Sponsorship Officer. Applications must be made online through SmartyGrants before the round deadline.
Assessment Criteria

**Essential**

- Does the project demonstrate artistic excellence?
- Does the project deliver arts activity that represents Perth's unique cultural identity?
- Does the project increase opportunities for the community to participate in cultural life?
- Does the project attract a broad audience and identify strategies to widen audience engagement?
- Does the project contribute to a positive sense of place within the city and its neighbourhoods?
- Does the project support development of the local arts and cultural sector through the provision of professional development opportunities such as skills development, networking, connection and/or collaborations?
- Does the project raise the profile and reputation of the City of Perth as a premier Capital City and arts industry leader?
- Does the project stimulate the local economy and provide opportunities for engagement with local businesses?
- Does the project contribute to a unique cultural tourism offering for local, national and international audiences?
- Does the individual or organisation have a demonstrated capacity to manage all aspects of the project?
- To what extent are the project plan and budget realistic and value for money?
- Does the project demonstrate financial viability through evidence of support from other government agencies, business or community organisations?

**Optional**

The below are non-essential criteria (optional) based on goals identified in the City of Perth Strategic Community Plan. Applicants who can demonstrate their project achieves any of these outcomes can receive additional assessment points for each of these criteria.

- Does the project assist the City of Perth in activating public places that are well patronised and enjoyed by all?
- Does the project celebrate Aboriginal culture?
The City of Perth is committed to the long-term growth and development of the local arts industry and recognises that investment in arts organisations contributes to a healthy cultural landscape. Through Strategic Arts Sponsorship, the City supports projects which assist in the strategic development of an arts organisation and directly assist the City of Perth in meeting the Goals identified in the City’s Strategic Community Plan.

Proposals must be driven by significant cultural, community and economic outcomes.

The Strategic Arts Sponsorship program is for special projects only, that fall outside the Arts Grants and Arts Sponsorship streams. Applicants are encouraged to apply in the Arts Grants and Arts Sponsorship Rounds as applications for Strategic Arts Sponsorship are only accepted under limited circumstances at the discretion of the City of Perth.
Eligibility

To be eligible to receive Arts Sponsorship from the City, the applicant must:

• formally identify arts as their primary purpose;
• be an Australian legally constituted entity or an individual with an Australian Business Number (ABN);
• have submitted the application not less than three months from the project commencement date;
• submit an application through the City’s approved management portal, SmartyGrants (perth.smartygrants.com.au);
• have all appropriate insurances and licences; and
• 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 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 same project within the same financial year;
• an applicant that has already applied for City of Perth funding (including in-kind) for the same project within the same financial year and been refused; and
• an applicant that conducts themselves in a way considered to be injurious or prejudicial to the character or interests of the City of Perth.

Activities not supported include:

• fundraising initiatives;
• events or projects where the primary purpose is religious or political;
• events or projects that denigrate or exclude parts of the community or have an adverse effect on public health, safety, the environment or heritage;
• reimbursement of funds already spent; and
• salaries or wages for core administrative staff.
How to Apply

Strategic Arts Sponsorship are only accepted under limited circumstances at the discretion of the City of Perth. Applications should be submitted at least three months prior to the commencement of the project. Arts organisations interested in applying for this category of sponsorship should discuss their proposal with the Sponsorship Officer.

Image: Playthings, Blue Room Theatre.
Credit: David Cox Media

Sponsorship Term

Strategic Arts Sponsorship Agreements can have a negotiated term of between one to two years, at the discretion of the City and dependent on the quality of the application, the assessment score and the strategic outcomes likely to be achieved.

Annual acquittal reporting requirements must be submitted through SmartyGrants within three months of completion of the project.

Assessment Process

Applications are assessed by an 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 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.

Maximum Contribution

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

Decisions will be made on a case by case basis, in line with the available budget and strategic priorities of Council. Applications are assessed by an 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 types of projects supported by Strategic Arts Sponsorship will strongly contribute towards the City’s strategic objectives. 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.

Assessment Criteria

Essential

- Does the project reflect and add value to the City of Perth’s strategic objectives, as outlined in the Strategic Community Plan?
- Does the project demonstrate artistic excellence?
- Does the project deliver arts activity that represents Perth’s unique cultural identity?
- Does the project increase opportunities for the community to participate in cultural life?
- Does the project attract a broad audience and identify strategies to widen audience engagement?
- Does the project contribute to a positive sense of place within the city and its neighbourhoods?
- Does the project support development of the local arts and cultural sector through the provision of professional development opportunities such as skills development, networking, connection and/or collaborations?
- Does the project raise the profile and reputation of the City of Perth as a premier Capital City and arts industry leader?
- Does the project stimulate the local economy and provide opportunities for engagement with local businesses?
- Does the project contribute to a unique cultural tourism offering for local, national and international audiences?
- Does the individual or organisation have a demonstrated capacity to manage all aspects of the project?
- To what extent are the project plan and budget realistic and value for money?
- Does the project demonstrate financial viability through evidence of support from other government agencies, business or community organisations?
- Does the project assist the City of Perth in activating public places that are well patronised and enjoyed by all?
- Does the project celebrate Aboriginal culture?

Optional

The below are non-essential criteria (optional) based on goals identified in the City of Perth Strategic Community Plan. Applicants who can demonstrate their project achieves any of these outcomes can receive additional assessment points for each of these criteria.

- Does the project assist the City of Perth in activating public places that are well patronised and enjoyed by all?
- Does the project celebrate Aboriginal culture?
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.
   - Make your event accessible to a broad audience and consider delivering a free component.

2. Can I assume my project will be funded if it has been funded in previous years?
   - 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. I want to use a City owned venue. Is this included in my sponsorship?
   - Organisers are reminded that use of the City’s banners, streets, malls, buildings, laneways and reserves is subject to separate application and approval. Visit [www.perth.wa.gov.au](http://www.perth.wa.gov.au) for more information.
   - Organisers are responsible for ensuring all appropriate permits and bookings.

5. 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 publically available on the City of Perth website.

6. How will I know if my application is successful?
   - A City Sponsorship Officer will contact you in writing approximately 12 weeks after the closing date to advise you on the outcome of your application.

7. How long does it take to receive funding after my project is approved?
   - The payment policy for the City of Perth is 30 days from the end of the month in which the invoice is received.
   - Payment of funding will be made on achievement of milestones linked to project deliverables.
   - Payments will not be made until the relevant financial year.
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

If prior to the determination of a Sponsorship or Grant by the Council or Committee, a Sponsee (or any agent) canvasses any Elected Member 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, 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, please contact your Sponsorship Officer directly to disseminate this.
Contact Us

SPONSORSHIP OFFICER
Activation and Cultural Experience

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: https://www.perth.wa.gov.au/live-and-work/grants-and-sponsorship