**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: Perth Chinese New Year Fair*

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 the importance of a diverse event calendar that delivers social and economic benefits to support our aspiration to be vibrant, connected and progressive city.

The City’s Strategic Community Plan includes the objective for a safe, activated and welcoming City that celebrates its diversity and sense of community, providing a unique educational, cultural, sporting and lifestyle offer.

To contribute to this vision, the City supports events that attract increased visitation, encourage broad community participation and create activation of city spaces for residents and visitors to enjoy.

The City encourages applications from events that actively engage local businesses and promote new economic and tourism opportunities.

Image: City of Perth Festival of Sail
Credit: JWyld

Funding Categories

1. EVENT SPONSORSHIP
   (Community and Commercial)

2. STRATEGIC EVENT SPONSORSHIP
The City of Perth offers two streams of Event Sponsorship. Please contact a Sponsorship Officer before commencing your application to determine the appropriate funding stream for your event.

**Community Stream**

Community Event Sponsorships are typically managed by not-for-profit and community-based member-organisations.

The events are widely accessible to the public and maintain a core focus on free programming that enlivens and activates the city.

Events provide opportunities for the community to connect and often celebrate important cultural traditions and milestones and actively engage and support Perth’s diverse communities.

Community Event Sponsorships help to support events that celebrate the spirit of a community, provide opportunities for active community participation, help build opportunities to share cultural experiences with a wider public, and create vibrant and resilient communities.

**Commercial Stream**

Commercial Event Sponsorships are typically managed under a commercial structure, with revenue generated through commercial sponsorships, ticket sales and other income streams.

The program supports events which activate and enliven the city and are low cost or free to attend. These events should enhance Perth’s reputation on a local and state level, encourage increased visitation and deliver increased economic benefits to the City’s stakeholders, with opportunities for local businesses to leverage the event.

Sponsorship benefits provided in recognition of the City’s support can include commercial leverage, promotion, activation or exposure.

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**FUNDING LEVELS AVAILABLE:**

1. **UNDER $15,000**
2. **$15,000 - $40,000**
3. **$40,000 +**
Eligibility

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

- be an Australian legally constituted entity or be an individual with an Australian Business Number (ABN), or an applicant that is under the auspice of an Australian legal entity;
- 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 through an Event Sponsorship include:

- events or projects where the primary purpose is 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; and
- reimbursement of funds already spent.
The City provides two opportunities to apply for Event Sponsorship 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 July 2020 - 28 February 2021

APPLICATIONS OPEN
Tuesday 18 February 2020

APPLICATION DEADLINE
Tuesday 17 March 2020, 4pm AWST

NOTIFICATION OF DECISION
Wednesday 27 May 2020

ROUND 2

FOR ACTIVITIES BETWEEN
1 January 2021 – 31 August 2021

APPLICATIONS OPEN
Tuesday 18 August 2020

APPLICATION DEADLINE
Tuesday 15 September 2020, 4pm AWST

NOTIFICATION OF DECISION
Wednesday 25 November 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

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

How to Apply

You are required to discuss your event with a City Sponsorship Officer to ensure you are applying in the correct sponsorship stream. Applications must be made online through SmartyGrants at perth smartygrants.com.au before the round deadline.

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.
Assessment Criteria

Essential Criteria

COMMUNITY STREAM ONLY

UNDER $15,000
ADDRESS THREE OF THE ESSENTIAL CRITERIA

$15,000 - $40,000
ADDRESS FIVE OF THE ESSENTIAL CRITERIA

$40,000 +
ADDRESS ALL OF THE ESSENTIAL CRITERIA

- Does the event help encourage a sense of community and strengthen social cohesion?
- To what extent does the event provide opportunities for the community to connect and actively participate in community life?
- To what extent does the event celebrate the diversity of Perth?
- To what extent does the event position Perth as a great place to be?
- To what extent does the event activate the city with vibrant activity, prioritising public spaces?
- Does the event stimulate the local economy and provide opportunities for engagement with local businesses?

COMMERCIAL STREAM ONLY

UNDER $15,000
ADDRESS THREE OF THE ESSENTIAL CRITERIA

$15,000 - $40,000
ADDRESS FIVE OF THE ESSENTIAL CRITERIA

$40,000 +
ADDRESS ALL OF THE ESSENTIAL CRITERIA

- Does the event encourage the participation of the broader community?
- To what extent does the event position Perth as a great place to be?
- To what extent does the event activate the city with vibrant activity, prioritising public spaces?
- To what extent does the event raise the profile of Perth and position it as a Capital City that is internationally recognisable, unique and inviting?
- Does the event stimulate the local economy and provide opportunities for engagement with local businesses?
- Does the event contribute to a unique tourism offering for local, national and international audiences?
The following assessment criteria apply to both Community and Commercial Sponsorships

**Event Delivery**

- Does the applicant have a demonstrated capacity to manage all aspects of the project?
- Does the event demonstrate financial viability through evidence of support from other government agencies, business or community organisations?
- What is the level and value of sponsorship benefits provided to the City?

**Optional Criteria**

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.

- To what extent does the event provide experiences that are unique to the City?
- Does the project celebrate Aboriginal culture?
- To what extent are environmental and sustainable practices integrated into the event?
- To what extent does the event demonstrate an inclusive approach that embraces youth, seniors, people with a disability, and people from all walks of life?

*Image: Alinta Energy Christmas Pageant 2019*
The City of Perth is committed to supporting events which have a strong alignment with the City’s strategic direction. Through Strategic Event Sponsorship, the City supports projects with a point of difference, making them a drawcard to the City and raising Perth’s profile as a premier Capital city.

Events supported under this program will directly assist the City of Perth in meeting the one of more of the goals identified in the City’s Strategic Community Plan.
Eligibility

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

• 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 through Strategic Event Sponsorship include:

• events or projects where the primary purpose is 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; and
• reimbursement of funds already spent.
Maximum Contribution

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

Sponsorship Term

Strategic Event Sponsorship Agreements can have a negotiated term of between one to three 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.

How to Apply

Strategic Event Sponsorships 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. Organisations interested in applying for this category of sponsorship should discuss their proposal with the Sponsorship Officer.

Assessment Process

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. Decisions will be made on a case by case basis, in line with the available budget and strategic priorities of Council.

The types of projects supported by Strategic Events 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.

*Image: Pride Fest 2019*
Assessment Criteria

Essential Criteria

• Does the event help encourage a sense of community, strengthen social cohesion and provide opportunities for the community to connect?

• To what extent does the event celebrate the diversity of Perth as a capital city?

• To what extent does the event activate the city with vibrant activity, prioritising public spaces?

• To what extent does the event raise the profile of Perth and position it as a capital city that is internationally recognisable, unique and inviting?

• To what extent does the event provide experiences that are unique to the city?

• Does the event stimulate the local economy and provide opportunities for engagement with local businesses?

Event Delivery

• Does the project reflect and add value to the City of Perth's strategic objectives, as outlined in the Strategic Community Plan?

• Does the applicant have a demonstrated capacity to manage all aspects of the project?

• Does the event demonstrate financial viability through evidence of support from other government agencies, business or community organisations?

• What is the level and value of sponsorship benefits provided to the City?

Optional Criteria

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 event contribute to a unique tourism offering for local, national and international audiences?

• Does the project celebrate Aboriginal culture?

• To what extent are environmental and sustainable practices integrated into the event?

• To what extent does the event demonstrate an inclusive approach that embraces youth, seniors, people with a disability, and people from all walks of life?

Image: NAIDOC Opening Ceremony
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/en/live-and-work/hire-and-bookings 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 publicly 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 or 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 or 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 or Commissioners, 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