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.

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 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.

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

Major cultural and sporting events and festivals attract visitors, tourists and enhance Perth’s reputation as a capital city with a vibrant and diverse economy and a premier destination on the Indian Ocean Rim.

The City of Perth Strategic Community Plan establishes a framework for Council’s role in supporting the community.

Through Major Events and Festivals sponsorship, the City supports major events which directly assist the City of Perth in meeting the Goals identified in the Strategic Community Plan. Major Events and Festivals sponsorship is available for organisations delivering large scale annual events of national significance.

The Program is designed to support events which enhance Perth’s local, national and international reputation as a major events destination. A Major Event or Festival is considered to be an event which generates significant economic, social and community benefits for Perth city.

Events may be:

- Regular anchor events, that generate significant return on investment and visitation outcomes; or
- One-off major events that generate significant economic impact and enhance the Perth brand and reputation.

Applications in the Major Events and Festivals Program are accepted at the discretion of the City of Perth. Applicants interested in applying for this category of sponsorship should discuss their proposal with the Sponsorship Officer. It is anticipated that a long lead time is provided due to the scale of potential events and funding requests.
Eligibility

To be eligible to receive Major Events and Festivals 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 six 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 event 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 Major Events and Festivals Sponsorship include:

• fundraising initiatives;
• 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;
• reimbursement of funds already spent.
Maximum Contribution
The maximum contribution of sponsorship provided by the City of Perth cannot exceed 30% of the total event or project budget. Applicants will need to demonstrate confirmed or potential support from other government agencies or corporate sponsors.

Funding Limits
Funding will be provided based on the scale, impact and significance of the event. Please discuss your proposed sponsorship request with a Sponsorship Officer.

Sponsorship Term
Major Events and Festivals Sponsorship Agreements can have a negotiated term of between one to three 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.

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

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

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.

How To Apply
Applications in the Major Events and Festivals Program are accepted at the discretion of the City of Perth. Applications invited to apply under this program may submit an application at any time throughout the year, but applications must be submitted at least six months prior to the commencement of the activity. Funding is allocated each financial year.

Sustainable Events
Events provide great benefits to our community, but like most activities they require resource inputs and generate waste outputs that can impact the environment.

The City of Perth is committed to sustainable event practices, to ensure events held within the City minimise their impact on our environment.

The City of Perth encourages applicants to address in your application the strategies you are implementing to reduce the environmental impact of your event. The City can also support you in ensuring that sustainability is adequately addressed in your event plan and provide advice on best practice.
Fringe World Festival, Flame OZ Delux

Image Credit Lex Mansour
Assessment Criteria

Applications for Major Event and Festivals Sponsorship funding must demonstrate strong alignment with the following assessment criteria:

**Prestige and Significance**

Events must:
- Be a large-scale event that has the ability to raise the profile of Perth and position it as a capital city that is internationally recognisable, unique and inviting with;
- Demonstrate prestige and significance, through the quality and status of competitors / performers / artists, participants, sponsors, media and involvement or endorsement from international federations and organisations.

**Economic Impact and Attendance**

Events must:
- Demonstrate a proven track record of attracting a large local, national and international audience into the central city and surrounds for the event or have the capacity to do so;
- Demonstrate significant direct economic benefit to the city economy and must have a comprehensive economic impact assessment included as part of the sponsorship application;
- Proactively engage with local businesses to provide opportunities for engagement thereby stimulating the local economy;
- Be preferably longer than one day in duration, with events over multiple days or weeks highly regarded.

**Media Impact**

Events must:
- Demonstrate a proven track record or have the potential of attracting significant mainstream media coverage. Demonstrated media coverage that drives awareness of Perth as a tourism destination, on a local, national and international platform will be assessed favourably under this criterion.

**Other Funding and Private Sector Investment**

Events must:
- Demonstrate significant investment through a variety of funding sources, including the private sector, and that the event is not reliant on City of Perth funding to be delivered;
- Be operating with a commercial structure through the management of various revenue streams. Events may generate significant commercial revenue through the sale of broadcast and media rights, commercial sponsorship, ticketing, membership etc;

**Community Involvement**

Events must:
- Demonstrate accessibility to a broad demographic;
- Demonstrate potential to involve local communities in the event or surrounding support activities.

**Commercial Sponsorship Benefits**

Events must:
- An event must offer, and demonstrate it is able to deliver on, negotiated commercial sponsorship benefits to the City of Perth;
- The City of Perth aims to sponsor a range of events that presents City residents and visitors with a diverse calendar of events. Events will be assessed on the extent that they complement and diversify the existing offering within the City.
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 the program criteria.

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