



**CITY OF  
PERTH**  
City of Light

# Sustainability Project Sponsorship

GUIDELINES • 2026 – 2027

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## Disclaimer

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Cover image: Kids Tree Planting, part of Tree Month 2024

## Acknowledgement of Traditional Custodians

The City of Perth acknowledges the traditional custodians of the land that we are situated on, the Whadjuk people of the Nyoongar nation and Aboriginal people from other lands.

We celebrate the continuing traditions, living culture, and the spiritual connection to Boorloo (Perth) and the Derbarl Yerrigan (Swan River).

We offer our respects to Elders past and present.

# The City's Aspiration

The City is committed to supporting initiatives and projects that contribute to our aspiration of Perth – Liveable, Sustainable and Prosperous. Through the provision of sponsorship and grants the City supports others to make the city a great place for people to live, work and visit.



Liveable



Sustainable



Prosperous



# Introduction

The City of Perth is committed to building a sustainable future for our community. Through the Sustainability Project Sponsorship program, the City supports projects and events that inspire innovation, strengthen sustainability awareness, and advance sustainability practices across Perth.

The program encourages collaboration, education, and leadership to create lasting environmental, social, and economic benefits for both current and future generations.



Circular Fashion Festival. Image credit: Felicity Niven

# Funding Levels Available

The contribution of sponsorship provided by the City is between \$2,000 and \$20,000 (ex GST) for eligible projects, and up to 70% of the total project cost (with the remaining 30% to be provided by the applicant as a cash contribution).

Please note that in-kind contributions, such as volunteer hours, donated materials, or services, cannot be counted toward the applicant’s required cash contribution.

# Program Outcomes

To guide and inform the direction and approach for the Sustainability Project Sponsorship program key outcomes in the City’s **Sustainability Strategy 2022–2032** and **Strategic Community Plan 2022–2032** have been identified..



**Sustainable**

**A resource efficient, climate-conscious, green city**

Perth’s community are leaders in environmental sustainability.

# Sustainability Themes

All supported initiatives must demonstrate alignment with one or more of the priority Sustainability Themes.

These eight themes are aligned with the **United Nations Sustainable Development Goals** and tailored to reflect Perth's unique context and community needs.

<p><b>A Climate-Focused City</b></p> <ul style="list-style-type: none"> <li>Reducing greenhouse gas emissions.</li> <li>Enhancing resilience to the impacts of climate change.</li> </ul>	
<p><b>A Green City</b></p> <ul style="list-style-type: none"> <li>Preserving and restoring biodiversity.</li> <li>Integrating nature into the urban environment.</li> </ul>	
<p><b>A Resource-Conscious City</b></p> <ul style="list-style-type: none"> <li>Minimising resource consumption, reducing waste and embedding circular economy practices.</li> <li>Promoting renewable energy and use of alternative water sources.</li> </ul>	
<p><b>A Well-Planned City</b></p> <ul style="list-style-type: none"> <li>Planning for climate mitigation and adaptation in the urban environment.</li> <li>Promoting industry recognised sustainability certifications.</li> </ul>	
<p><b>A Thriving and Inclusive City</b></p> <ul style="list-style-type: none"> <li>Promoting sustainability education and community action.</li> <li>Embedding fairness and inclusion in sustainability initiatives to ensure access and enhance quality of life for all.</li> </ul>	
<p><b>A Safe and Healthy City</b></p> <ul style="list-style-type: none"> <li>Strengthening community resilience to climate and environmental risks.</li> <li>Promoting active transport and supporting healthy, active lifestyles.</li> </ul>	
<p><b>A Prosperous City</b></p> <ul style="list-style-type: none"> <li>Advancing Perth's green economy and sustainable local jobs.</li> <li>Promoting innovation across low-emission industries.</li> </ul>	
<p><b>A Well-Governed City</b></p> <ul style="list-style-type: none"> <li>Embedding sustainability, climate action, and resilience across all levels of governance</li> <li>Promoting transparent decision-making and accountable performance.</li> </ul>	

# Eligibility Criteria

All applications within the Sustainability Project Sponsorship program must meet the following eligibility criteria.

1

be a legally constituted entity, or an individual or business with an Australian Business Number (ABN);

2

have appropriate insurances where required, as outlined under the City's Activity Approvals or other relevant policies and procedures;

3

have submitted the application prior to the project commencement date with sufficient time to enable consideration by the City;

4

offer a project or initiative within the City's local government area or a project that will result in a direct impact on the City;

5

demonstrate financial viability without the City's funding (an individual event or project may not be viable without the City's support, however the organisation must be); and

6

not have received funding within the Sustainability Project Sponsorship 2026/27.

## The City will not consider applications from:

- Commonwealth or State Government Departments;
- a political party;
- an applicant that the City considers to support, promote or facilitate violence, intolerance or discrimination;
- an employee or elected member of the City, or their immediate family, however this does not include an application from an organisation that an employee, elected member or their immediate family member may be part of;
- An application from an entity in which an employee or elected member has an ownership stake;
- an applicant that has outstanding debts to the City;
- an applicant who is in legal conflict with the City;
- an applicant that has failed to provide satisfactory acquittal reporting for any previous City funding;
- an applicant that has already received City funding (including in-kind) for the same project within the same financial year;
- an applicant that has already applied for City funding (including in-kind) for the same project within the same financial year and been refused; or
- an applicant that conducts, or has conducted, themselves in a way that the City considers to be injurious or prejudicial to the character or interests of the City.

## The City will not consider applications for the following projects or project expenses:

- projects where the City consider the primary purpose to be political;
- projects that the City consider denigrate or exclude parts of the community or have an adverse effect on public health, safety, the environment or heritage;
- projects that request reimbursement of funds already spent;
- projects that are for debt reduction or operational deficits; and
- project legal expenses.

The City will not support recurrent operational funding, including, but not limited to wages, salaries, or administrative overheads. Additional details on eligibility and requirements are set out in Council Policy 4.3 Outgoing Sponsorship and Grants.

To the extent of any inconsistency, the Policy takes precedence over this document.

## Examples of Projects Supported

The program supports initiatives that foster sustainability awareness, education, and action. Below is a list of examples of projects supported under this program. This list is not exhaustive and you are required to discuss your project with a Sponsorship and Grants Officer prior to submitting an application.

- **Workshops and educational programs** — Initiatives that build community understanding, awareness, and knowledge about sustainability topics.
- **Networking and knowledge-sharing events** — Events that connect people, groups, or industries to exchange ideas, experiences, and best practices.
- **Training and capacity-building sessions** — Programs that develop specific skills or strengthen local capacity to drive sustainability outcomes.
- **Panel discussions and thought leadership forums** — Events that explore emerging ideas, sector innovation, and advance understanding of the green economy.
- **Creative, digital, or cultural projects** — Initiatives that use media, art, or storytelling to inspire sustainable thinking and positive behavioural change.
- **Resource development projects** — Creation of tools, guides, or materials that support ongoing sustainable practices within the community or organisations.
- **Events, exhibitions, or festivals** — Public events that celebrate, showcase, or promote sustainability in engaging ways.
- **Campaigns and participation-based challenges** — Initiatives that encourage people to adopt practical sustainability actions or lifestyle changes.
- **Research or pilot projects** — Applied research or demonstration projects that trial new sustainability ideas, technologies, or practices, with significant collaboration and/or co-investment from partners.



## Examples of Projects

### Not Supported

Below is a list of examples of projects not supported under this program. This list is not exhaustive and you are required to discuss your project with a Sponsorship and Grants Officer prior to submitting an application.

- Projects located outside the City's local government area or those that do not demonstrate a clear impact or benefit to the City and its community.
- Projects that do not demonstrate clear sustainability benefit.
- Infrastructure and capital works projects.
- Projects that receive funding as part of a larger project or event already sponsored by the City.
- Private/ invite-only events (applicable to events-based projects only).



# Assessment Criteria

Eligible applications for Sustainability Project Sponsorship will be assessed on the extent to which the applicant can address **all** the following criteria.

## Essential Criteria

- **Alignment with Sustainability Themes**  
Describe how the project aligns with one or more of the City's identified Sustainability Themes (outlined on page 4 of these guidelines).
- **Sustainability Impacts and Benefits**  
Describe the anticipated sustainability impacts of the project, outlining key outcomes and benefits for both the short term and the long term.
- **Collaboration and Partnerships for Sustainability**  
Demonstrate how your project fosters a culture of collaboration for sustainability, including any partnerships, co-design processes, or joint initiatives between community, business, education, or other stakeholders. Note any local, regional, national or international collaborations which apply.

## Project Delivery

Applications will be assessed on the following through the information provided in the application:

- Does the applicant have a demonstrated capacity to manage all aspects of the project?
- Is the project plan and budget realistic and good value for money?

## Sponsorship Benefits

Applicants will be assessed against the value of commercial benefits offered as part of the sponsorship. The City is seeking sponsorship benefits that increase awareness of the City of Perth brand. Those that provide a high level of visibility will be assessed favourably.

Priority Benefits Include:

- Significant event signage (mandatory for events-based projects)
- Logo recognition across project assets (event programs, flyers, media releases etc.)(mandatory)
- Naming rights
- Advertising (Digital, Press and Radio)
- Foreword in an event program
- Event launch opportunities (joint media release and speaking opportunities)
- Lord Mayor and City representatives to attend/officiate at event
- Social media acknowledgement of City support
- Website acknowledgement of City support



# General Information

## Key Dates

The City will accept applications for Sustainability Project Sponsorship at any time, however decisions will be made on a case-by-case basis in line with budget and strategic priorities.

Applicants are required to **apply at a minimum of 8 weeks prior to the start of their event or project.**

Successful applicants are required to provide a project outcome within 12 months from the date of approval.

**Applications open: 7 April 2026**

**Applications close: 31 March 2027**

This grant operates as exhaustive funding, and the City reserves the right to close the program once the available budget has been expended.

## Maximum Contribution

The maximum contribution of sponsorship provided by the City is \$20,000 (ex GST) and up to 70% of the total project budget.

## Event Approvals Requirements

### Activities on public land

Organisers of events or projects held on public land within the City of Perth municipality are required to have a confirmed booking and application submitted through the City's Activity Approvals team prior to submitting a sponsorship application. To discuss availability, hire fees and permit requirements, please **contact Activity Approvals.**

### Activities in private venues

Any place or venue where people assemble or gather for educational, entertainment, recreational and sporting purposes may require Public Building Approval. The City's Community Health team may assess your event site for public building approval, if required.

There may be additional approvals, permits and fees related to holding an activity in the City of Perth. Applicants are encouraged to visit the **Health approvals, Licenses and Permits** web page on the City's website for more information.

## How to Apply

Applications for Event Sponsorship must be submitted through the City's approved online management portal, **SmartyGrants.**

You are required to discuss your application with a City Sponsorship and Grants Officer prior to commencing an application to ensure you are applying in the most suitable program.

## Assessment Process

Applications are assessed by a minimum three-person assessment panel, which may recommend full, part or no funding to the decision-making authority. The recommendation is carefully considered with the view of maintaining the integrity of the proposal.

The City 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.

## Decisions and Notifications

Applications may be accepted or rejected or part-funding approved, and the decision is final and not subject to any further appeal within the City. Applications will be approved by the City's administration.

**Allow up to 8 weeks to be notified of a decision for a Sustainability Sponsorship.**



## Funding Agreements

Successful applicants for Sustainability Project Sponsorship must enter into a written funding agreement with the City before any funding is provided to the successful applicant. The City will not be under any obligations in relation to a successful applicant until the parties execute an agreement.

Successful applicants will be required to provide evidence of appropriate insurances at time of Agreement execution unless provided at point of submission.

A funding agreement template can be viewed on the **Sponsorships and Grants** page.

## Funding Term

Sustainability Project Sponsorships will have a funding term of twelve months from the date of approval.

## Acquittal Process

Subject to the terms of the Agreement, successful applicants will be required to submit an acquittal report through **SmartyGrants** within three months of project completion.

All successful applicants will be required to report on KPI outcomes as part of the acquittal report process. For projects with **approved funding between \$10,001 and \$20,000** (ex GST), KPI results must be **substantiated by survey data demonstrating measurable outcomes**.

Where applicable, certain project types may be required to demonstrate outcomes through other forms of verification, such as copies of developed resources or other relevant deliverables, in lieu of survey data.

All sponsorships must be acquitted prior to payment being made to subsequent approved funding applications.

Acquittal reports will be considered as part of future funding applications.

## Lobbying of Elected Members and Administrative Staff

Applicants or anyone representing the interests of applicants must not lobby or seek to influence the decision-making of Elected Members and administrative staff. If, during the period between submitting a funding application and a determination by Council or the CEO, an applicant or any member of the public seeks to lobby any Elected Member or administrative staff, or attempts to provide additional information, either directly or indirectly, on any matter relating to the funding application, the person/organisation will be disqualified and the sponsorship excluded from being considered for approval.



# Frequently Asked Questions

1

## Can I assume my project will be funded if it has been funded in previous years?

The City is committed to ensuring the assessment process is fair and equitable. Recurring annual funding is not guaranteed.

2

## How many times can I apply?

Applicants may receive one Sustainability Project Sponsorship in each financial year.

3

## 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 **City of Perth Hire and Bookings** for more information. Organisers are responsible for securing all appropriate permits and bookings.

Fees and charges for these services may be provided in-kind by the City, subject to the outcome of a sponsorship application (see FAQ #4).

4

## I'd like to apply for in-kind support. Is this possible?

Applicants can request in-kind support for eligible City fees and charges associated with their project. This is to be included in the overall sponsorship requested amount for consideration by and at the discretion of the City. Please contact a Sponsorship and Grants Officer to discuss available in-kind support.

5

## Are the details of my application confidential?

No. The City must comply with the *Local Government Act 1995 (WA)*, *State Records Act 2000 (WA)* and other relevant legislation and regulations. An assessment of your application will form part of the decision recommendation report which may be subject to Freedom of Information (FOI) requests. Successful applicants may be listed on the City's website. Please make it known to the Sponsorship and Grants Officer if information provided in your application is commercially sensitive.

6

## How will I know if my application is successful?

For the Sustainability Project Sponsorship program a Sponsorship and Grants Officer will contact you to advise you of the outcome of your application within 8 weeks.

7

## How long does it take to receive funding after my project is approved?

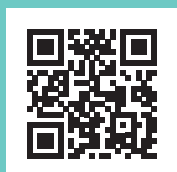
The payment policy for the City is 30 days from the end of the month in which the invoice is received. Payment of funding will be made subject to the terms of the agreement.

This publication can be requested in alternative formats: audio, braille, Word or accessible PDF.

## Contact Us

### Sponsorship and Grants Team

@ [sponsorship@cityofperth.wa.gov.au](mailto:sponsorship@cityofperth.wa.gov.au)  
perth.wa.gov.au/grants



### Activity Approvals Team

@ [activity.approvals@cityofperth.wa.gov.au](mailto:activity.approvals@cityofperth.wa.gov.au)

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