



City of Perth

Event Grants and Sponsorship Program

2018-2019



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.

THE VISION FOR PERTH IS:

***Vibrant, connected,
progressive; a friendly and
beautiful place to be.***

GOAL**A city for people****1**

A city that is diverse and community orientated; one in which all people want to live, work and visit.

GOAL**An exceptionally well designed, functional and accessible city****2**

As the city grows it is exceptionally well designed with accessible public and private spaces. Development emphasises Perth's unique location. The ability to move freely and easily throughout the city, in a safe and efficient manner, creates a strong sense of place that can be enjoyed by all.

GOAL**A city connected to its natural beauty****3**

A city that protects and enhances the environment, emphasising the natural beauty of the river and parks. It incorporates native flora to protect and connect green corridors throughout the city.

GOAL**A future focused and resilient city****4**

A city that is committed to sustainable principles that promote social, economic and environmental resilience for current and future generations. A focus on equity, social inclusion, economic prosperity and environmental integrity builds the city's resilience levels.

GOAL**A prosperous city****5**

A city that is recognised internationally and locally as a leader in the Indian Ocean Rim for diversity and excellence in business, tourism, education, technology and trade. It uses its competitive advantage to cultivate innovation and creativity, enhancing the city's resilience. It is a city with a vibrant and diverse economy.

GOAL**A city that celebrates its diverse cultural identity****6**

A city that has a diverse choice of formal and informal places that showcase and celebrate its heritage, identity and cultural narrative. The city is lively and creative which encourages participation and celebrates inclusion. The people are connected to the place through the use of arts, heritage and cultural experiences.

GOAL**An open and engaged city****7**

A city that involves community, citizens and stakeholders in its future direction. Citizens have trust in the City of Perth and comfort knowing they collaborate with community, governments and businesses alike, working in an open and transparent manner. People feel connected, listened to and engaged with their city.

GOAL**A city that delivers for its community****8**

A city that is focused on the needs of its communities. Recognised as a city that is committed to quality services and continuous improvement, placing its community first. A city that builds effective partnerships between its community, business and government bodies to create a great place to be.

Introduction

The City of Perth is revitalising urban spaces into thriving new precincts, with parks, public spaces and facilities that celebrate the city's natural and built form. An unprecedented rate of change has transformed our riverside city and reinforces Perth's position as a contemporary capital city.

The city has a unique mix of commerce and retail with beautifully crafted green open space combining heritage, public art and water features.

Perth is home to many of the State's major companies and cultural institutions, and hosts world class events, festivals, performances and celebrations year-round.

The City supports organisations wishing to stage events in the city through the provision of a range of funding programs.

Funding Categories

EVENT GRANTS

1

Event Grants (under \$15,000)
Event Grants (\$15,001 – \$40,000)

2

EVENT SPONSORSHIP

Event Sponsorship (upwards of \$40,000)

3

STRATEGIC EVENT SPONSORSHIP



Image: Japan Festival

① EVENT GRANTS

The City of Perth recognises the importance of events in contributing to the vitality of the city, the activation of spaces, the sense of community and increased economic benefit.

There are two categories of Event Grants:

A

**UNDER
\$15,000**

B

**\$15,001 -
\$40,000**



Image: Brookfield Winter Lights

Eligibility

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

- be an Australian legal entity or an individual with an Australian Business Number (ABN);
- have submitted the application not less than three months from the event commencement date;
- submit an application through the City's approved management portal, SmartyGrants (perth.smartygrants.com.au);
- be applying for a event or initiative which occurs within the City of Perth local government area.

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 event within the same financial year; and
- an applicant that has already applied for City of Perth funding (including in-kind) for the same event within the same financial year and been refused.



Image: Perth Games Festival

Key Dates 2018/2019

The City provides two opportunities to apply for Event Grants each 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 event.

ROUND 1

FOR ACTIVITIES BETWEEN
1 August 2018 – 31 January 2019

APPLICATIONS OPEN
8 January 2018

APPLICATION DEADLINE
4pm AWST, 13 February 2018

NOTIFICATION OF DECISION
No later than 9 May 2018

ROUND 2

FOR ACTIVITIES BETWEEN
1 February 2019 – 31 July 2019

APPLICATIONS OPEN
31 July 2018

APPLICATION DEADLINE
4pm AWST, 4 September 2018

NOTIFICATION OF DECISION
No later than 21 November 2018

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

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

Assessment Criteria



EVENT GRANTS (UNDER \$15,000)

Cultural Outcomes

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

Social Outcomes

- To what extent does the event provide opportunities for the local or greater community to connect?

Civic Outcomes

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

Place Outcomes

- To what extent does the event activate private or public spaces with vibrant activity?

Organisational Competency

- Does the applicant have a demonstrated capacity to manage all aspects of the program?

Assessment Criteria



EVENT GRANTS (\$15,0001 – \$40,000)

Cultural Outcomes

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

Social Outcomes

- To what extent does the event provide opportunities for the local or greater community to connect?

Civic Outcomes

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

Place Outcomes

- To what extent does the event activate private or public spaces with vibrant activity?

Economic Outcomes

- Does the event stimulate the local economy and provide opportunities for local businesses to leverage the event?

Organisational Competency

- Does the applicant have a demonstrated capacity to manage all aspects of the program?
- Does the event demonstrate financial viability through evidence of support from other government agencies, business or community organisations?



② EVENT SPONSORSHIP

Event Sponsorship provides annual funding to organisations delivering large scale annual events which activate the city. These events should enhance Perth's reputation on a local and state level, and deliver social and economic benefits to the City's stakeholders. Event Sponsorship supports a diverse mix of large scale annual events, including sporting, community and cultural.

Sponsorship of \$40,000+ is available.

Eligibility

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

- be an Australian legal entity or an individual with an Australian Business Number (ABN);
- have submitted the application not less than three months from the event commencement date;
- submit an application through the City's approved management portal, SmartyGrants (perth.smartygrants.com.au);
- be applying for a event or initiative which occurs within the City of Perth local government area.

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 event within the same financial year; and
- an applicant that has already applied for City of Perth funding (including in-kind) for the same event within the same financial year and been refused.

Image: Perth Science Festival



Key Dates 2018/2019

The City provides one opportunity to apply for Event Sponsorship each financial year. Applications must provide a public outcome within the specified timeframe. All reporting requirements must be submitted within three months of completion of the event.

ROUND 1

FOR ACTIVITIES BETWEEN

1 August 2018 – 30 July 2019

APPLICATIONS OPEN

13 March 2018

APPLICATION DEADLINE

4pm AWST, 17 April 2018

NOTIFICATION OF DECISION

No later than 4 July 2018

Maximum Contribution

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

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.

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.

Applications should be submitted at least three months prior to the commencement of the activity.

Assessment Criteria



EVENT SPONSORSHIP (MORE THAN \$40,000)

Cultural Outcomes

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

Social Outcomes

- To what extent does the event provide opportunities for the local or greater community to connect?
- Does the event encourage the participation of the broader community and/or identify strategies to widen audience engagement?

Civic Outcomes

- To what extent does the event provide experiences that are unique to the City?

Place Outcomes

- To what extent does the event activate private or public spaces with vibrant activity?
- To what extent are environmental and sustainable practices integrated into the event?

Economic Outcomes

- Does the event stimulate the local economy and provide opportunities for local businesses to leverage the event?
- Does the event raise the profile of Perth as a premier Capital City?

Organisational Competency

- Does the applicant have a demonstrated capacity to manage all aspects of the program?
- Does the event demonstrate financial viability through evidence of support from other government agencies, business or community organisations?



3

STRATEGIC EVENT SPONSORSHIP

The City of Perth is committed to supporting events which have a unique alignment with the City's strategic direction. Events under the Strategic Event Sponsorship program are those which have a point of difference, making them a drawcard to the city. Events supported under this program will strongly align with one or more of the City's strategic objectives, or

will leverage off one of the City's marketing campaigns.

Organisations interested in applying for this category of sponsorship must discuss their proposal with the Sponsorship Officer. Applications in this program are invited after consultation with the Sponsorship Unit.

Eligibility

To be eligible to receive sponsorship from the City, the applicant **must**:

- be an Australian legal entity or an individual with an Australian Business Number (ABN);
- have submitted the application not less than three months from the event commencement date;
- submit an application through the City's approved management portal, SmartyGrants (perth.smartygrants.com.au);
- be applying for a event 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 event 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 event within the same financial year; and
- an applicant that has already applied for City of Perth funding (including in-kind) for the same event within the same financial year and been refused.



Image: HBF Run for a Reason

Strategic Event Sponsorship is a specialised program for events that fall outside the Event Grants and Event Sponsorship streams.

The type of events supported under Strategic Event Sponsorship are "out-of-the-box" events which strongly align with the City's strategic objectives. Applicants are encouraged to apply in the Event Grants and Event Sponsorship Rounds as applications for Strategic Event Sponsorship are only accepted at limited circumstances under the discretion of the City of Perth.

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.

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.

Sponsorship Term

Strategic 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.

Applications should be submitted at least three months prior to the commencement of the activity.

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

Image: RAC Christmas Pageant



Maximum Contribution

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

Assessment Criteria

Essential Outcomes

- Does the event have a point of difference, making it a drawcard to the City?
- Does the event demonstrate financial viability through evidence of support from other government agencies, business or community organisations?

In addition to the Essential Outcomes, applicants must address **any two** of the following criteria:

Cultural Outcome

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

Social Outcome

- Does the event celebrate Aboriginal culture?

Civic Outcome

- To what extent does the proposal create a sense of community in the city or one of its precincts?

Place Outcome

- Does the event activate the riverfront or underutilised locations in interesting and engaging ways?

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.

A copy the Disability Services Commission's Guide to Disability Access and Inclusion Plans for Local Government Contractors is available for download at: www.disability.wa.gov.au/business-and-government1/business-and-government/disability-access-and-inclusion-plans/



Image: City of Perth Festival of Sail

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 event.
- Consider location of your event and ensure you have all permits and bookings.
- Make your event accessible to a broad audience and consider delivering a free component.

2

Can I assume my event 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 round against all applications received in the relevant category.

3

How many times can I apply?

- Applicants may apply for sponsorship for more than one event, however each event 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 publically available on the City of Perth website.

5

How will I know if my application is successful?

- The Sponsorship Officer will contact you in writing approximately 12 weeks after the closing date to let you know the outcome of your application.

6

How long does it take to receive my funding once my event is approved?

- The payment policy for the City of Perth is 30 days from the end of a month in which the invoice is received.
- Payments are made in two equal payments determined by the nature of your event.
- Payments will not be made until the relevant financial year.



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

Business Support and Sponsorship

@ sponsorship@cityofperth.wa.gov.au

(08) 9461 3139

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