



City of Perth

Major Events and Festivals 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

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 Festival 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 Festival 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 Festival 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.



Image: Fringe World Festival



Eligibility

To be eligible to receive Major Events and Festival Sponsorship from the City, the applicant must:

- be an Australian legal entity 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;
- be applying for a project or initiative which occurs within the City of Perth local government area or demonstrates a proven track record of attracting a large audience into the central city and surrounds for the event or have the capacity to do so;

The City will not consider applications from:

- the Commonwealth, State or any Government Agency;
- an employee of the City of Perth;
- an individual;
- 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; and
- 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.

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 satisfy the assessment criteria to a high degree.

The City of Perth reserves the right to request further information in considering any application, as well as the right to decline any application that does not meet the eligibility or assessment criteria.

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.

Applicants 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.

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

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 environmental footprint and 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.

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.

Assessment Criteria

Applications for Major Event and Festival 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 position Perth on a national and/or international stage;
- 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 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 an comprehensive economic impact assessment included as part of the sponsorship application;
- proactively engage with City businesses and traders to maximise visitor spend within the city;
- 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 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;

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.

Community Involvement

Events must:

- demonstrate accessibility to a broad demographic;
- demonstrate potential to involve the local and larger communities in the event or the surrounding support activities.

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. Annual funding is not guaranteed.

3

Are the details of my application confidential?

- Council Reports are made publically available on the City of Perth website, as the City must comply with the Local Government Act in regards to making information available to the general public. If any of the information you have provided is commercial in confidence, please notify the Sponsorship Officer during the application process.



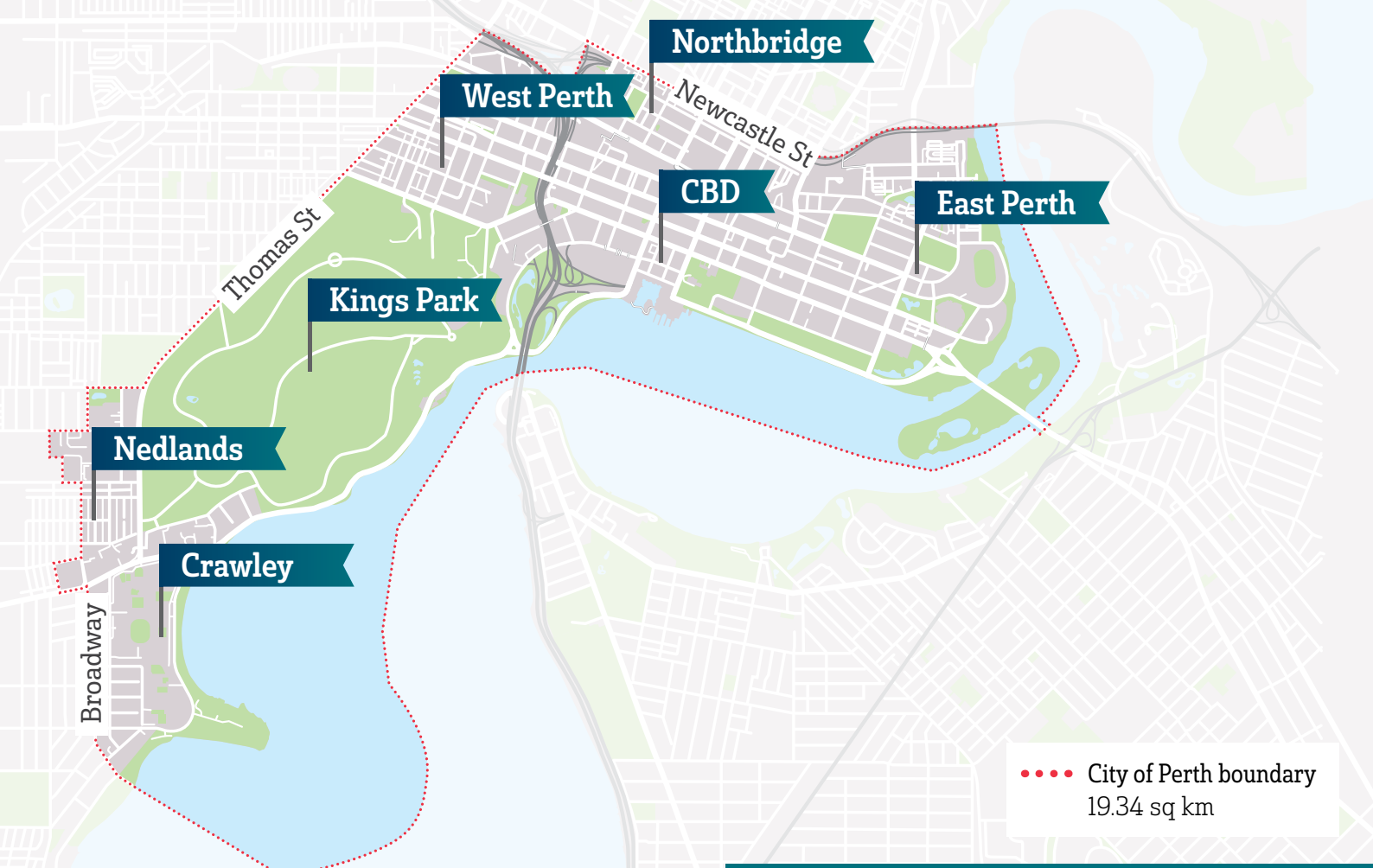
Disability Access and Inclusion

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/



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 1465
- 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