

Arts & Culture Sponsorship Guidelines



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COVER IMAGE - Brent Carson, Jack Whiter & Emma-Rose Barrowclough in Peter and the Wolf. Photo by Frances Andrijich.

The City's Aspiration

The City is committed to supporting initiatives and projects that contribute to our aspiration for Perth – Liveable, Sustainable and Prosperous. Through grants and sponsorship, the City supports others to make the city a great place for people to live, work and visit. We aim to facilitate stakeholders to build a sense of vibrancy, celebrate and develop our diverse cultural experiences as well as support economic growth to enable Perth to continue to compete on the world stage as one of the great liveable cities.



Liveable



Sustainable



Prosperous

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 and the Derbarl Yerrigan.

We offer our respects to Elders past and present.

Introduction

Arts and culture are vital elements of city life as they engage, challenge and surprise people and help us reflect on our unique cultural identity. Through direct investment in these activities, the City of Perth creates opportunities throughout the year for community interaction and enjoyment, resulting in Perth being a vibrant, iconic destination to live, work, study and visit.

The City's Cultural Development Plan 2019 – 2029 is a statement of the value of culture, the importance of arts, culture, heritage, events and centres of life-long learning to our future prosperity, sustainability, liveability and wellbeing.

Through Arts and Culture Sponsorship, the City supports projects that represent a broad range of high-quality arts activity and creative cultural practice which assist the City in achieving its broader strategic aims.

Arts and Culture Sponsorship is accessible to a wide range of organisations that identify the arts as their primary purpose, feature a public outcome, and provide opportunities for creative participation in the public domain.

Program Outcomes

To guide and inform the City's direction and approach for the Arts and Culture Sponsorship program, five key outcomes from our stakeholder engagement have been identified as the priority. The City aims to support arts activity that can achieve the below five outcomes for the city. These outcomes are aligned to the City of Perth's strategic pillars; Liveable, Sustainable and Prosperous.

LIVEABLE	 Visitation Attract visitors to the city and encourage people to increase dwell time in city neighbourhoods. Contribute to a unique tourism offering and enhance Perth's reputation on a local, state and international level.
	 Vibrancy Enliven the city with vibrant activity and connect people in the community through unique and engaging experiences, with a particular focus on weekend daytime activity, and all week night-time activity.
	 Engaging a diverse community Celebrate the diversity of Perth; it's unique Aboriginal culture and multicultural community, and demonstrate an inclusive and accessible approach. Support the City of Perth's Events Plan in delivering a year-round calendar of events and activities that have broad appeal ensuring there is something for everyone.
SUSTAINABILITY	 Sustainability Support the City of Perth's vision of being a sustainable city by advocating sustainable event design that champions environmental sustainability and considers social and economic sustainability actions.
PROSPEROUS	 Economic growth Stimulate the local economy and provide opportunities for local business engagement in the hospitality and retail sectors. Champion the use of local businesses and suppliers.

Eligibility Criteria

To be eligible to receive grant funding, all applications for Arts and Culture Sponsorship with the City of Perth must meet the following eligibility criteria.

- 1 be a legally constituted entity or individual with an Australian Business Number (ABN);
- 2 have appropriate insurances and licences 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; and
- 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).



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 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; or
- an applicant that has already applied for City funding (including in-kind) for the same project within the same financial year and been refused; and
- an applicant that conducts, or has conducted, themselves in a way the City of Perth 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 considers the primary purpose to be political;
- projects that the City considers 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 eligibility and requirements are set out in **Council Policy 4.3 Outgoing Sponsorship and Grants**.

The applicant must review the Policy prior to submitting an application for grant funding and, to the extent of any inconsistency, the Policy takes precedence over this document.



Dreams of a Lonely Planet. Image credit: James Campbell

Requirements

Applicants should consider the requirements below when deciding what level of funding to apply for. These factors will be considered in the assessment of applications along with the demonstrated ability of the event to achieve the five program outcomes. The maximum of sponsorship provided by the City is 30% of the total project budget.

Tier 1 Funding request \$15,001 - \$30,000	Tier 2 Funding request \$30,001 - \$60,000	Tier 3 Funding request over \$60,001+
Attendance and Audience Profile: <ul style="list-style-type: none"> • Minimum 2,000 • Local attendees • The project encourages a sense of place, community and belonging 	Attendance and Audience Profile: <ul style="list-style-type: none"> • Minimum 10,000 • Local attendees, intra-state and interstate visitors who are accommodated in the city • Identifies strategies to widen audience engagement 	Attendance and Audience Profile: <ul style="list-style-type: none"> • Minimum 20,000 • Local attendees, intra-state, interstate, and international visitors who are accommodated in the city • Identifies multiple strategies to widen audience engagement, including repeat visitation
Arts Organisation Profile: <ul style="list-style-type: none"> • Quality of the project and personnel reflect level of investment • Local exposure through marketing promotion 	Arts Organisation Profile: <ul style="list-style-type: none"> • Quality of the project and personnel reflect level of investment • Statewide and/or national exposure in addition to notable local exposure through marketing promotion • Ability to position Perth on the national stage 	Arts Organisation Profile: <ul style="list-style-type: none"> • Quality of the project and personnel reflect level of investment • National and/or international exposure in addition to significant local exposure through extensive marketing promotion • Ability to position Perth on a national and/or international stage

<p>Environmental Sustainability:</p> <p>Sustainability considerations for reducing the project's environmental impact are included</p>	<p>Environmental Sustainability:</p> <p>The organisation demonstrates multiple considerations in reducing the project's environmental impact</p>	<p>Environmental Sustainability:</p> <p>Sustainability considerations for reducing the project's environmental impact are considerable and fully integrated into the project plan</p>
<p>Local Business Engagement:</p> <p>Multiple local businesses are engaged</p> <p>Local business engagement considerations include:</p> <ul style="list-style-type: none"> • Project location considers proximity to city traders • Partnerships established with local businesses to encourage attendee spend in the city • Project timings align with city traders' operations • City based suppliers 	<p>Local Business Engagement:</p> <p>Multiple local businesses are engaged. Engagement integrated into project plan</p> <p>Local business engagement considerations include:</p> <ul style="list-style-type: none"> • Project location considers proximity to city traders • Partnerships established with local businesses to encourage attendee spend in the city • Project timings align with city traders' operations • City based suppliers supported 	<p>Local Business Engagement:</p> <p>Multiple local businesses are engaged. Engagement integrated into comprehensive project plan</p> <p>Local business engagement considerations include:</p> <ul style="list-style-type: none"> • Project location considers proximity to city traders. • Partnerships established with local businesses to encourage attendee spend in the city • Event timings align with city traders' operations • City based suppliers supported
<p>Outcome Measurement</p> <p>Measured via survey at a minimum, to businesses and attendees. Formal research via external organisation preferable. Economic impact reported in acquittal</p>	<p>Outcome Measurement</p> <p>Measured via survey at a minimum, to businesses and attendees. Formal research via external organisation preferable. Economic impact reported in acquittal</p>	<p>Outcome Measurement</p> <p>Formal research via external organisation required. Economic impact reported in acquittal and impact report from external organisation</p>

West Australian Opera's Carmen at the WACA Ground. Photo: Base Imagery



Examples of Projects Supported

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 Officer prior to submitting an application.

- Live music festivals/events;
- Conferences, summits, conventions open to the public;
- Arts activity with a public outcome – visual arts, digital arts and multimedia installations, film and photography exhibitions, theatre, and dance performances;
- A series of performances delivered as part of a public program.

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 Officer prior to commencing an application.

- Business events, business exhibitions, conferences and conventions not open to the public;
- Awards ceremonies;
- Murals;
- Networking events;
- Artistic development programs without a public outcome;
- Minor or major capital works projects; and
- Private/invite only events (events or projects must be accessible to the public).

Note: Projects will be assessed more favourably if they:

- Maintain a core focus on free or low-cost programming open to the public.

West Australian Opera's Carmen at the WACA Ground. Photo: Base Imagery



Assessment Criteria

Eligible applicants for Arts and Culture Sponsorship will be assessed against the extent to which the applicant can address all the following criteria.

Essential Criteria

1. Demonstrate how your project will **attract visitation** to the city and encourage visitors to increase dwell time. Detail how the visitation will be **measured** and encourage repeat visitation.
2. Demonstrate the creative and cultural value of your project and how it will raise the **artistic and cultural profile** of Perth, positioning it as recognisable, unique, inviting and an arts industry leader.
3. Demonstrate how your event **activates** the city, prioritising public spaces, underutilised or vacant spaces, and prioritises night-time and/or weekend day-time activity.
4. Demonstrate how your project **celebrates** the **diversity** of Perth and has an inclusive and accessible approach. In particular engagement with Perth's unique Aboriginal culture and multicultural communities and enabling access for diverse audiences.
5. Demonstrate how your project supports the City of Perth **Events Plan** in delivering a year-round calendar of events that has **broad appeal** which ensures there's something for everyone.
6. Describe how your project integrates **environmental sustainability** considerations that result in sustainable project design and details how these actions will reduce the project's environmental impact.
7. Demonstrate how the project will **stimulate** the **local economy**, provide opportunities for engagement with local businesses in the creative, hospitality and retail sector, and champion the use of local businesses and suppliers.

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);
- Logo recognition across event assets (mandatory);
- Naming rights;
- Advertising (Digital, Press and Radio);
- Foreword in an event program;
- Event launch opportunities (joint media release and speaking opportunities); and
- Social media

Applicants are expected to offer a level of benefits commensurate to the amount of funding requested.

Applicants must discuss sponsorship benefits with a Sponsorship Officer prior to submitting the application.

West Australian Symphony Orchestra: Christmas Spectacular 2022.
Image credit: Ryan Ammon

Project Delivery

Applicants will also 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 event?
- Is the project plan and budget realistic, good value for money and does it demonstrate financial viability through support from other funding sources?
- What is the level and value of sponsorship benefits provided to the City?





Tjiirdm McGuire, Oscar Valdes as Sebastian, Kyle Morrison as Mowadji and the dancers of Gya Ngoop Keeninyarra in Swan Lake. Photo by Bradbury Photography

General Information

Key dates

The City provides one opportunity to apply for Arts and Culture Sponsorship each financial year. Applications must provide a public outcome between **1 October 2023 and 31 December 2024**.

Applications open	01 May 2023
Application deadline	29 May 2023, 4pm (AWST)
Notification of decision	30 August 2023

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 grant 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.

In-kind Support

Funding requests may include cash or in-kind support or a combination thereof. In-kind support is for the use of the City's facilities and services. In-kind support will be considered within the totality of funds provided and will be awarded at the discretion of the City.

Maximum Contribution

The maximum contribution of sponsorship provided by the City, including in-kind support, is 30% of the total project budget.

How to Apply

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

You are required to discuss your application with a City Sponsorship 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 (City of Perth Council). The recommendation is carefully considered with the view of maintaining the integrity of the proposal.

The applications will be assessed in a competitive environment (funding round) against other applications received in this program.

The City regularly receives more applications than the available budget can accommodate, therefore successful applications are those that best satisfy the assessment criteria.

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 considered by Council.

Allow up to 3 months from the program closing date (based on complexity and quantity of applications) to be notified of a decision under this sponsorship program

Funding Agreements

Successful applicants for Arts and Culture Sponsorships 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.

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

Funding Term

Arts and Culture Sponsorship will have a one-year term unless approved by Council where they can have a maximum three-year term, at the discretion of the City and dependent on the quality of the application, satisfaction of assessment criteria and the strategic outcomes likely to be achieved.

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 grants must be acquitted prior to payment being made to subsequently approved funding applications. Acquittal reports will be considered as part of future funding applications.

WA Music Month 2022. Image credit: Matthew Gedling

Lobbying of Elected Members and Administrative Staff

Applications 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 application 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. The City recommends you also seek additional funding from other sources to strengthen your application.

2

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.

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 City's 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 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 and other relevant legislation in regard to making information available to the general public. An assessment of your application will form part of the decision recommendation report which is subject to potential Freedom of Information (FOI) requests. Successful applicants may be listed on the City's website. Please make it known to the Sponsorship Officer if information provided in your application is commercially sensitive so as to protect trade secrets, information that has commercial value, or information about the business, professional, commercial or financial affairs of a person, so this information can be treated as Commercial-in-Confidence.

6

How will I know if my application is successful?

A Sponsorship Officer will contact you to advise of the outcome of your application within 3 months.

7

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

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

This document is available in other formats or languages on request.

Contact Us

Sponsorship Team

@ sponsorship@cityofperth.wa.gov.au
perth.wa.gov.au/grants

Activity Approvals Team

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