

Economic Development Sponsorship Guidelines



Contents

The City's Aspiration	2
Introduction	3
Key Industry Sectors	3
Program Outcomes	3
Economic Development Sponsorship Requirements	4
Examples of Projects Supported	6
Examples of Projects Not Supported	6
Assessment Criteria	6
Eligibility Criteria	8
General Information	9
Key Dates	9
Funding Levels Available	9
Maximum Contribution	9
How to Apply	9
Assessment Process	9
Decisions and Notifications	9
Funding Agreements	9
Funding Term	9
Acquittal Process	10
Lobbying of Elected Members and Administrative Staff	10
Frequently Asked Questions	11
Contact Us	11

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The City's Aspiration

The City of Perth (City) is committed to supporting projects and initiatives that align with its vision – a city that's *Liveable, Sustainable and Prosperous*. Through the provision of grants and sponsorships, the City supports others to make it a great place to live, work and visit. It aims to facilitate stakeholders to build a sense of vibrancy, celebrate and 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 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.

The City celebrates the continuing traditions, living culture, and the spiritual connection to Boorloo and the Derbal Yerrigan and offers its respects to Elders past and present.

Introduction

The City is committed to supporting the growth and ongoing development of key industry sectors that represent strategic importance or present significant opportunities. The City's Economic Development Sponsorship Program is designed to provide strategic support to businesses and sectors that position the City as a thriving centre for commerce, boost investment flows, generate employment, facilitate economic growth, profile local industries and promote thought leadership.

Key Industry Sectors

As part of the City's Economic Development activities, it seeks to strategically engage with key industry sectors to nurture a thriving, diverse and competitive business environment. The key industry sectors are:



Education and International Student Services



Health and Medical Life Sciences



Mining, Resources, Energy and Energy Transition



Retail and Property Development



Technology and Innovation



Tourism and Hospitality

Program Outcomes



Sustainable

An economically sustainable city

Provides support to key industry sectors through workforce training and industry events, sharing resources and knowledge which benefit Perth.



Prosperous

Economic growth and key industry sector development

Provides support to projects that provide economic benefits, improve competitiveness, or create jobs.

Promotes Perth for commerce and investment

Creates opportunities locally or internationally for increased investment, trade, education, or economic connections to Perth, in turn enhancing Perth's reputation as a visitor, business, investment, and/or education destination.

Economic Development Sponsorship 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 project to achieve the three program outcomes.

<p>Tier 1 Funding request \$0 - \$15,000</p> <p>(allow up to 8 weeks to be notified of decision) 100% of eligible project costs can be requested</p>	<p>Tier 2 Funding request \$15,001 - \$50,000</p> <p>(allow up to 3 months to be notified of decision) 50% of eligible project costs can be requested</p>	<p>Tier 3 Funding request \$50,001+</p> <p>(allow up to 3 months to be notified of decision) 40% of eligible project costs can be requested</p>
<p>Industry Sector Development Capacity</p> <p>Either a workshop, masterclass, award ceremonies, or networking event creating local business connections.</p>	<p>Industry Sector Development Capacity</p> <p>A professional conference that develops a key industry sector.</p>	<p>Industry Sector Development Capacity</p> <p>A multi-day event, conference, program or project that generates significant positive impact on the capacity and knowledge of a key industry sector.</p>
<p>Duration</p> <p>Duration: 1/2 day - 1 day</p>	<p>Duration</p> <p>Duration: >1 day</p>	<p>Duration</p> <p>Duration: >2 days</p>
<p>Project Profile</p> <ul style="list-style-type: none"> Local and statewide profile with industry leaders Local and statewide exposure through marketing promotion. 	<p>Project Profile</p> <ul style="list-style-type: none"> Statewide and national profile with high profile industry leaders Statewide and national exposure through marketing promotion. 	<p>Project Profile</p> <ul style="list-style-type: none"> Statewide, national and international profile with recognised experts and industry leaders to generate significant capacity and key industry sector development Statewide, national and international exposure through marketing promotion.
<p>Sponsorship Benefits</p> <p>The City to have Major or Partner status with benefits provided, including but not limited to:</p> <ul style="list-style-type: none"> Digital and print advertising Signage and branding opportunities Speaking / profiling opportunities for Council. 	<p>Sponsorship Benefits</p> <p>The City to have Presenting or Major Partner status with benefits provided, including but not limited to:</p> <ul style="list-style-type: none"> Digital and print advertising Signage and branding opportunities Speaking / profiling opportunities for Council. 	<p>Sponsorship Benefits</p> <p>The City to have Presenting or Major Partner status with benefits provided, including but not limited to:</p> <ul style="list-style-type: none"> Significant digital and print advertising Significant signage and branding opportunities Significant speaking / profiling opportunities for Council.

<p>Economic Impact</p> <ul style="list-style-type: none"> • Creates networking opportunities and improves the local economy • Engages and stimulates a direct economic benefit to City-based businesses. 	<p>Economic Impact</p> <ul style="list-style-type: none"> • Capacity to generate and attract new investment and create linkages to investment to the local economy and City-based businesses • Generate jobs and/or can do so in the future • Generate direct short-term economic benefit to the local economy and City-based businesses. 	<p>Economic Impact</p> <ul style="list-style-type: none"> • Capacity to generate and attract new investment and create linkages to investment to the local economy and City-based businesses • Generate jobs and/or can do so in the future • Generate direct short and long-term economic benefit to the local economy and City-based businesses • Enhance opportunities for local, national and international business development and trade.
<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. Provision of participant data and/or contact lists. Formal research via external organisation preferable. Economic impact reported in acquittal.</p>	<p>Outcome Measurement</p> <p>Formal research via external organisation required. Provision of participant data and/or contact lists. Economic impact reported in acquittal from an external organisation.</p> <p>Follow up and reporting to determine economic and investment-related outcomes.</p>
<p>Visitation</p> <p>Brings local and statewide delegates to spend in Perth.</p>	<p>Visitation</p> <p>Brings statewide and national delegates to spend in Perth.</p>	<p>Visitation</p> <p>Brings statewide, national and international delegates to spend in Perth.</p>

Biomedical sector in Western Australia



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:

- Awards programs;
- Business incubation programs;
- Collaborative workspaces for startups;
- Conferences;
- Development of tech-enabled innovation and digital connectivity precincts or spaces and user group hubs;
- Education for entrepreneurs and STEAM programs;
- Entrepreneurial and accelerator programs;
- Events programs;
- Investment and risk venture capital development programs;
- Networking events;
- Programs or events that increase investment, trade, education, visitation or economic connections to Perth and are aligned to the relevant sector within an urban / city context; and
- Skills and training events or workshops.

Examples of Projects Not Supported

Below is a list of examples of projects or project expenses not 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:

- Fundraising projects;
- Minor or major capital works projects; and
- Travel for local proponents.

Assessment Criteria

Eligible applicants for Economic Development Sponsorships will be assessed against the extent to which the applicant can address all the following criteria below.

Part One: Project Criteria

1. Alignment with a Key Industry Sector

- Does the project support the growth and development of a key industry sector that represents strategic importance to the City?

2. Prestige and Significance

- Does the applicant demonstrate prestige and significance through the quality of proposed speakers, participants, sponsors, media or the involvement or endorsement from internationally recognised organisations?

3. Project Plan

- Has the applicant provided a robust project plan?
- Are all venues within the City's local government boundaries?
- Have venues/speakers already been booked?

4. Funding Sources

- Has the applicant included a budget detailing investment through a variety of funding sources?
- Is the project solely reliant on the City's funding to be delivered?
- Has the applicant demonstrated what specific elements the City's funding is supporting and what extra capacity or value-add will the City's funding enable?

5. Sponsorship Benefits

- Does the project offer a high level of benefits and recognition to the City?

Part Two: Project Outcomes

Applicants must address the following outcome areas for each funding amounts:

Tier 1:	\$0 – \$15,000	– one outcome area;
Tier 2:	\$15,001 – \$50,000	– two outcome areas; and
Tier 3:	\$50,001+	– all three outcome areas.

1. An Economically Sustainable City

Project demonstrates support to key industry sectors through workforce training and industry events, sharing resources and knowledge which benefit Perth.

Applicants may consider the following as a guide. Does the project:

- Provide business and community members with the opportunity to share best practice with visiting industry thought leaders?
- Include an opportunity for Perth locals to learn from subject matter experts?
- Facilitate networking opportunities, linkages or knowledge exchange between stakeholders?
- Bring intrastate, interstate or international delegates to Perth?
- Promote professional development, thought leadership, training or skill development?
- Provide workshops or training to assist City-based businesses address skills or workforce gaps, or build capacity?

2. Economic Growth and Key Industry Sector Development

Project delivers economic benefits, improves competitiveness, or creates jobs.

Applicants may consider the following as a guide. Does the project:

- Facilitate business growth in the City?
- Support ongoing development programs for businesses within the City including business incubators and/or accelerators?
- Demonstrate the potential to generate significant direct economic benefit to the local economy and businesses?
- Generate jobs or have the capacity to do so in the future?
- Enhance opportunities for international business development and investment attraction?
- Provide Perth with some advantage to outperform other areas/cities?

3. Promotes Perth for Commerce and Investment

Project creates opportunities locally or internationally for increased investment, trade, education, or economic connections to Perth, in turn enhancing Perth's reputation as a visitor, business, investment, and/or education destination.

Applicants may consider the following as a guide. Does the project:

- Have the capacity to generate new investment to the City?
- Encourage expansion or reinvestment of existing business within the City?
- Allow for promotional opportunities for Perth?
- Allow for business to strengthen overseas connections and participate in global-level thought leadership?
- Sell Perth to GMT+8 time zone i.e. Asia or other key trading partners?

AOG Energy



Eligibility Criteria

All applications for Economic Development Sponsorships with the City must meet the following eligibility criteria. To be eligible to receive sponsorship funding from the City, the applicant **must**:

1

be a legally constituted entity or individual with an Australian Business Number (ABN) or be under the auspice of an Australian legal entity;

2

have appropriate insurances and licences where required;

3

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

4

offer a project or initiative within the City's local government area or a project that can demonstrate a direct impact on the City; and

5

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

The City will not consider applications from:

- the 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 themselves in a way the City considers to be injurious or prejudicial to the character or interests of the City.

The City will not consider applications for project legal expenses or projects:

- 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;
- that request reimbursement of funds already spent; and
- that are for debt reduction or operational deficits.

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**. 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.

General Information

Key Dates

The City will accept applications for Economic Development Sponsorships at any time via an expression of interest (EOI), however decisions will be made on a case-by-case basis in line with budget and strategic priorities.

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

Economic Development Sponsorships

Applications open	1 June 2023
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Funding Levels Available

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 proportion of total project costs that can be supported by the City depends on the level of funding being applied for:

% Maximum City Contribution	
Tier 1	100%
Tier 2	50%
Tier 3	40%

How to Apply

Applications for Economic Development 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 to ensure you are applying in the most suitable program.

A link to the application form will be provided once it is determined that Economic Development Sponsorship is the most suitable program.

Assessment Process

Tier 1 applications are assessed by a minimum two-person funding panel and Tier 2 and Tier 3 applications are assessed by a minimum three-person funding panel. The funding panel may recommend full, part or no funding to the decision-making authority (City of Perth administration for Tier 1 applications and City of Perth Council for Tier 2 and Tier 3 applications). The recommendation is carefully considered with the view of maintaining the integrity of the proposal. It is important to note that not all applications are approved.

The City regularly receives more funding 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 for any reason.

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.

Allow up to eight weeks (Tier 1) and up to three months (Tier 2 and Tier 3), to be notified of a decision under this sponsorship program.

Funding Agreements

Successful applicants for Economic Development 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**.

Funding Term

Economic Development 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 **one month** of project or initiative completion. All sponsorships must be acquitted prior to being paid on a subsequent successful application for funding. 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, 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.

West Tech Fest



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. Additional funding sources will 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 City 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 1995 (WA), State Records Act 2000 (WA) and other relevant legislation and regulations in regard to retaining and making information available to the general public. 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 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?

For Economic Development Sponsorships, a City Sponsorship Officer will contact you to advise you of the outcome of your application within 8 weeks (Tier 1) or 3 months (Tier 2 and Tier 3).

7

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

Subject to the terms of the Agreement, the City's payment policy for suppliers is generally within 30 days from the end of the month in which the invoice is received. For payment of sponsorship contributions and grant funding, the City's policy will depend on individual arrangements and projects.

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

Contact Us

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