



TOWN OF
VICTORIA PARK

Event Sponsorship Program

2022-2023



A dynamic place for everyone

The Town of Victoria Park is nestled close to the Perth CBD (five kilometres to be exact), flanked in part by the Swan River foreshore. Our iconic main street, Albany Highway, is one of the longest commercial strips in the southern hemisphere, attracting people near and far to our plethora of cafes, restaurants, and shops.

Home to almost 40,000 residents, we are a thriving community with excellent parks, recreation facilities and major attractions, such as Perth Stadium, Curtin University and Mineral Resources Park. Our residents' vision is that the Town is a dynamic place for everyone. A town with a close-knit feel, big heart, and vibrant personality – where people flock to live, visit our attractions and events, run their businesses, dine, and shop.

Behind the vision

We are Perth's most empowered and engaged community

We come together to form community led initiatives, collaborate on decisions, and create better outcomes.

We are Perth's premier place for entertainment and entrepreneurship

The Town is the leading place for entertainment, events, and for people to open and run their businesses. We host hundreds of cultural, arts, music and sport events throughout the year and want to continue to bring our community together, whilst drawing others from across the state.

We lead in sustainability

We lead by example and aim to become even more sustainable by integrating principles

related to sustainability into our operational approach and strategic direction.

We put people first in urban design and safety

We're creating places and spaces that are even more walkable, safe and with a diverse mix of uses.

We are inclusive and connected with a thriving community

The Town is improving connections and striving for more inclusivity, among people from different cultures, different age groups, different abilities, and different interests. We celebrate the rich diversity of our town.

Our mission?

To communicate with, empower and support our community and promote social, economic, and environmental sustainability to create our vision.

"WE HOST HUNDREDS OF CULTURAL, ARTS, MUSIC AND SPORT EVENTS THROUGHOUT THE YEAR AND WANT TO CONTINUE TO BRING OUR COMMUNITY TOGETHER..."



Our Events Sponsorship Program

Through our Events Sponsorship Program, we aim to maximise opportunities for collaboration and partnerships between the Town and likeminded organisations.

We believe events have a positive impact on community life by increasing economic vibrancy, raising the profile of the Town and our local businesses, fostering inclusivity and community connection, as well as complementing our strategic objectives, mission, and vision. Events play a key role in welcoming new residents, encouraging visitation and creating an exciting destination for work and play.

If you're part of an organisation, whether local to the Town or within a surrounding community and would like to host an event within one of our precincts, keep reading to find out about eligibility and application requirements.

Are you eligible?

To be considered to receive event sponsorship from the Town, you must meet our application eligibility criteria.

Eligible

- Event sponsorship may only be given or received from an organisation, which is:
 - An established and solvent commercial business or operator; or
 - An established and solvent incorporated community group.
- The applicant's event must be aligned with our strategic direction, policies, mission, and vision.
- The event must be situated within the arts and culture, sport, or cause-based categories.
- The event must be hosted within one of the Town's precincts (see our map), between 1 July 2022 and 30 June 2023.
- Applications must be submitted through our SmartyGrants portal within the application period 1 February 2022 – 1 March 2022.



Not eligible

- An organisation **is not** eligible to receive sponsorship if they meet any of the following:
 - The organisation is insolvent.
 - The organisation has an outstanding debt to the Town.
 - The organisation has failed to submit a satisfactory acquittal for a previous Town funding program.
 - The organisation is in legal or financial conflict with the Town.
 - The organisation connects the Town with a political party or lobby group.
- The organisation has received financial support through another program from the Town within the same application period/sponsorship term.
- The sponsorship must not be for more than a third of the total cost of the event to ensure the Town is not the main or only funding source.
- The sponsorship must not compromise the Town's values, public image, ability to fulfil its functions or influence decisions or actions.
- The sponsorship must not provide personal benefit to Town's employees or elected members, or the employees or directors of the person/body receiving or providing sponsorship.





**"WE BELIEVE
EVENTS HAVE A
POSITIVE IMPACT
ON COMMUNITY
LIFE."**

Our assessment process

Our focus is set on creating a dynamic place for everyone. One that is inclusive, sustainable, and instils a sense of belonging and pride within our community. We're committed to sponsoring events that foster this vision and in supporting organisations in the delivery of successful events.

Applications will be assessed by a panel, who will recommend sponsorship arrangements to the Town Council and prepare sponsorship evaluation reports.

The panel will assess proposed sponsorship arrangements against a weighted criterion to ensure a fair process and maintain integrity, including:

- Does the application maximise opportunities for collaboration between the Town and the organisation?
- Does the sponsorship arrangement assist in meeting the Town's strategic objectives as set out in our Strategic Community Plan?
- Does the sponsorship arrangement increase economic vibrancy by raising the profile of the Town?
- Does the sponsorship arrangement complement the Town's marketing and communications objectives?
- Does the Town and community receive reciprocal benefit from the sponsorship arrangement beyond modest acknowledgement?



Aligning with our mission and vision

THINGS TO CONSIDER IN YOUR APPLICATION

Social

How will your event appeal to a diverse community, encourage participation and attendance, and facilitate a sense of belonging and local pride? Include details around who your event is for and how the event will engage with our local and surrounding communities. The Town also strives to provide access and equity in service provision for everyone, including people with disability. So, it's important to consider how people with disability can have the same opportunities as others to access your event.

Economic

Our town is home to a rich variety of people, creative practitioners, groups, and businesses (we're a good bunch). Our mission is to create a clean, safe, and accessible place for business and tourism. Include in your application how your event may benefit small businesses, create opportunities for our residents, and encourage them to get involved.

Environment

How will your event promote sustainable practices and minimise environmental impact? The Town's facilities and events adhere to a single-use plastic and polystyrene free approach. Be sure to include how you will minimise waste in your application (we have some great ideas in our Plastic-free Vic Park guide at vicpark.info/plasticfree). We also have excellent public transport options and connected paths for walking and cycling. Consider how you'll encourage alternate transport arrangements and have a look at our map for plenty of accessible locations to host your event.

Civic Leadership

How will you manage and successfully deliver your event? Provide a well thought out plan, including things like additional funding sources, your organisations capacity and resourcing to deliver the event, COVID safety plans, and examples of previous projects.

What type of events are we looking for and where can you host them?

We have heaps of amazing spaces to host events - check out our map to see where you can hold yours, pending availability. Locations include, but are not limited to:



BURSWOOD PENINSULA

Surrounded by the beautiful Swan River, parkland, bike trails, and big entertainment hubs, Burswood Peninsular is the perfect spot for sporting events including fun runs, competitions, junior athletics, cycling and more.



CARLISLE / LATHLAIN

This precinct is home to lots of leafy green parks and ovals making it a great location to host outdoor festivals and cause-based events. For example, NAIDOC week celebrations, youth events, environmental/sustainability workshops, and small business markets.



EAST VICTORIA PARK

A buzzing hub packed with eateries, shops, parks and of course, part of our vibrant Albany Hwy strip. East Vic Park has lots to offer in terms of arts and culture, making it perfect for art exhibitions, night markets, music and orchestras, theatre in the park and more.

EXPLORE VIC PARK

- 1 Burswood Park
- 2 J.A. Lee Reserve
- 3 Charles Paterson Park
- 4 G.O. Edwards Park
- 5 Rayment Park
- 6 McCallum Park
- 7 Raphael Park
- 8 Koolbardi Park
- 9 Fletcher Park
- 10 John Bissett Park
- 11 Hawthorne Park
- 12 Parnham Park
- 13 Carlisle Reserve
- 14 Kate Street Reserve
- 15 John MacMillan Park
- 16 Harold Rossiter Park
- 17 Fraser Park
- 18 Edward Millen House and Park
- 19 Higgins Park and Playfield Reserve
- 20 Rotary Park
- 21 Houghton Reserve





Important things to note

Acknowledgement of Country

An Acknowledgement of Country or Welcome to Country must be given at all events receiving sponsorship from the Town.

Canvassing of Elected Members

Canvassing to the Town Mayor, Councillors or employees may result in your application being disqualified. Please ensure you follow the correct application process and if any supplementary information needs to be provided, please contact our Stakeholder Relations team.

Maximum contribution

The Town has a limit of \$20,000 per event sponsorship and our contribution will be assessed in conjunction with the application. Sponsorship must not be for more than a third of the total event cost.

Dates and deadlines

- ▼ Event sponsorship applications open 1 February 2022
- ▼ Event sponsorship applications close 1 March 2022
- ▼ Applications Endorsement May Council Meeting
- ▼ Apply through our SmartyGrants vicpark.smartygrants.com.au/EventSpon22
- ▼ Sponsorship term – Your event must take place between 1 July 2022 – 30 June 2023.

Have a question? Contact us

Rachel Preston-Bidwell,
Stakeholder Relations team

StakeholderRelations@vicpark.wa.gov.au





WE'RE OPEN
VIC PARK

#LOVEVICPARK

victoriapark.wa.gov.au