



City of Perth

COVID-19 REBOUND

Grants and Sponsorship Program

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Introduction

COVID-19 has had a profound impact on the Perth community. The City's COVID-19 Grants and Sponsorship Program has been developed to ensure Perth is positioned to rebound quickly and to support the future wellbeing and prosperity of our city.

As outlined in the City of Perth's COVID-19 Rebound Strategy, the City is committed to supporting initiatives that assist our business and residential communities to rebound from the COVID-19 pandemic.

The objectives of the COVID-19 Grants and Sponsorship Program are to:

- support local businesses to recover, rebound and prosper;
- drive local visitation and tourism into the city in ways that are safe;
- enhance vibrancy and activation in the city, ensuring there is 'always something on in the city'; and
- support community wellbeing, safety and security and increase community connection and social cohesion.

A comprehensive business support program will assist local businesses to survive rebound. The Quick Response Small Business Grants funding is to support built form improvement projects, lane-way activation and upgrades and precinct improvements, ensuring local businesses can respond to immediate needs and opportunities.

The City's economy will be assisted through strategic investment in key industry sectors which have

been significantly affected by the pandemic including tourism, retail and hospitality, health, property and education.

Community wellbeing is a core focus of the program as the City recognises that community-led programs build strong and resilient communities and can address key issues at a local level to make our city a better place in which to live, work and visit. The City aims to support programs which build strong, connected and inclusive communities and deliver practical and sustainable outcomes.

Investment in events and other arts and cultural activities are critical to ensure Perth is recognised as a vibrant and dynamic Capital City and to foster an events calendar with widespread appeal that creates a feeling of safety and vibrancy within the city, encourages people to support local businesses, and enhances the city's reputation as a great place to be.

The City of Perth aims to innovate and collaborate with our cultural sector community and stakeholders to position Perth as a destination of choice. Quick Response Grants to support the events & activations and the arts & cultural industries will help to build sector capacity and drive visitation into the City's retail and hospitality precincts.

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Contact a City of Perth Sponsorship Officer to discuss your application

P: 08 9461 3333

E: sponsorship@cityofperth.wa.gov.au

More information:

www.perth.wa.gov.au/live-and-work/grants-and-sponsorship

Strategic 2019-2029 Community Plan

VISION: VIBRANT, CONNECTED, PROGRESSIVE



1 People

A safe, activated and welcoming city that celebrates its diversity and sense of community, providing unique educational, cultural, sporting and lifestyle offerings.



2 Place

A well-planned and functional built form environment, promoting world class architecture, appreciation of heritage, diversity of land use and a sustainable, affordable and accessible integrated transport system.



3 Planet

A city that respects, protects and fosters its natural environment, embraces the principles of sustainability and acknowledges the impacts of our changing climate.



4 Prosperity

A city with a diverse and resilient economy capitalising upon its unique competitive advantages and creative reputation, attracting sustainable investment in education, tourism, entertainment, commerce, technology and trade.



5 Performance

A city led by a Council and supported by an administration that is committed to sound strategy and governance, excellence in customer service and effective and sincere engagement with all stakeholders.



6 Partnership

A City that has earned the respect and support of the local industry through strong partnerships with state bodies, industry and community groups and other key stakeholders.

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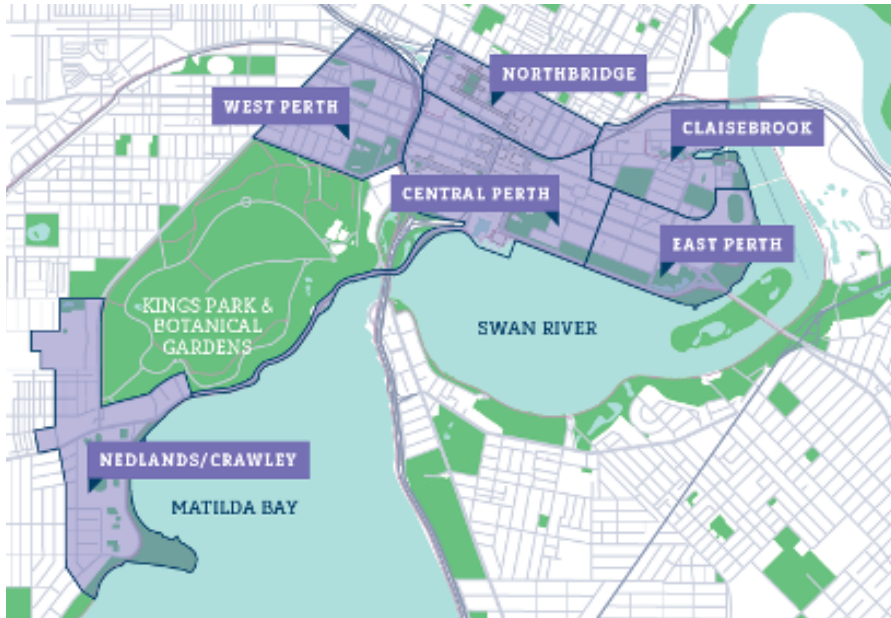
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The City of Perth is progressing a city neighbourhood planning approach, in which six distinct city neighbourhoods are defined. The city's neighbourhoods are Central Perth, Northbridge, West Perth, East Perth, Claisebrook and Crawley-Nedlands. Each of these neighbourhoods have distinct identities, opportunities and challenges, which this neighbourhood approach will work towards addressing.

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All applications for Grants and Sponsorships with the City of Perth must meet the following eligibility criteria. Additional criteria may apply for individual programs and these are listed under the relevant section.

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

1. be a legally constituted entity with an Australian Business Number (ABN) or an applicant that is under the auspice of an Australian legal entity;
2. have all appropriate insurances and licenses;
3. offer a project or initiative within the City of Perth local government area; or
4. if not within the City of Perth local government area, the project or initiative demonstrates a direct impact on the City of Perth meeting its goals under the Strategic Community Plan; and
5. be able to 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:

- 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 project within the same financial year;
- 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; and
- an applicant that conducts themselves in a way considered to be injurious or prejudicial to the character or interests of the City of Perth.

The City of Perth will not support:

- events or projects where the primary purpose is political;
- events or projects that denigrate or exclude parts of the community or have an adverse effect on public health, safety, the environment or heritage; and
- reimbursement of funds already spent.

The City of Perth will support project funding only and will not support recurrent funding or wages and salaries or administrative overheads.

Further details on eligibility and requirements can be found in the City's Sponsorship Policy at <https://www.perth.wa.gov.au/council/reports-and-important-documents/local-laws>

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All applications must be submitted through the City's approved online management portal, SmartyGrants (<http://perth.smartygrants.com.au>).

More information about grants and sponsorship opportunities offered by the City of Perth is available at <https://www.perth.wa.gov.au/live-and-work/grants-and-sponsorship>.

You are required to discuss your application with a City Sponsorship Officer prior to submission to ensure you are applying in the most suitable program.

Assessment Process

Your application will be assessed against the assessment criteria outlined. Applications are assessed in a competitive environment against other applications received in the relevant category.

The City of Perth regularly receives more funding applications than the available budget allows. 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.

Applications are assessed by a minimum two-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 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 publicly available on the City of Perth website and subject to potential Freedom of Information (FOI) requests. 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.

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Program Overview

	Summary	May be suitable for you if you are a
Business Support and Economic Development		
Small Business Quick Response Grants	Grants of up to \$5,000 to assist small businesses develop, adapt and grow.	✓ Small business in the City of Perth with fewer than 20 employees or maximum annual turnover of up to \$10 million.
Business Improvement Grants	Grants to businesses to support capital works, improvements or enhancements that would benefit the broader Perth community.	✓ Property owner or business operator in the City of Perth local government area.
Economic Development Sponsorship	Funding to support projects which drive growth in a key economic sector through investment attraction, international business development, sector collaboration or capacity building.	✓ Proposing a project or initiative which would promote the economic development of a key sector in the City of Perth.
Arts & Culture		
Arts and Cultural Quick Response Grants	Grants of up to \$5,000 to support grassroots arts and cultural activity.	✓ Small to medium arts organisation or individual arts practitioner.
COVID-19 Rebound Arts and Cultural Sponsorship	As per advertised 2020/21 Arts Grants & Sponsorship and Major Events & Festivals programs, within a COVID-19 Rebound context.	✓ Organisation that identify the arts as their primary purpose
Events & Activation		
Events and Activation Quick Response Grants	Grants of up to \$5,000 to support small scale events and activations in the city.	✓ Community group or event organiser.
Event Sponsorship	Sponsorship to encourage a vibrant and diverse annual calendar of events in Perth.	✓ Community group or event organiser.
Community Wellbeing		
Community Wellbeing Grants	Grants of up to \$20,000 (or higher by exceptional circumstances) to support community programs and services that build strong, connected and inclusive communities.	✓ Not for profit, community group, neighbourhood group or social enterprise running a service or program in the City of Perth.
Precinct Improvement		
Precinct Improvement Matched Funding Grants	Matched Funding to support projects that involve significant improvements to the public realm (or private realm that is accessible and visible to the public).	✓ Incorporated, not-for-profit association established for the purpose of promoting the interests of a local community.

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Small Business Quick Response Grants

Introduction

The City is committed to helping the local business community recover and rebound from the effects of COVID-19.

The City of Perth recognises that small business makes an enormous contribution to the vibrancy and energy of the city, and therefore looks to encourage our small businesses to thrive by seeking out new opportunities and developing initiatives to grow. This program will fund measures that will assist businesses to reopen and adapt following the COVID-19 pandemic.

The Small Business Quick Response Grant program has been developed to encourage businesses within the City boundaries to develop capacity, invest in their premises, encourage community visitation, attract new customers, build exposure and ultimately be a financially sustainable business.

The City of Perth aims to engage and work with businesses in the City of Perth local government area who are contributing to Perth's vibrancy, sustainability, growth and employment prospects.

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Types of Projects Supported

The City of Perth encourages applicants who have a sound business idea and who can demonstrate the capability to implement it.

The City welcomes proposals that:

- encourage the establishment, growth and retention of financially sustainable businesses;
- create employment opportunities and increase business investment in the city;
- encourage the ongoing development of the night time economy and shoulder activity periods (6am-8am & 6pm -8pm);
- build resilience in a small business and improve ability to respond to market conditions; and
- support innovative businesses that demonstrate solid market potential and a sound business model, including financial viability.

Examples of the types of initiatives the City may consider are:

- improvement of safety and security including CCTV and passive security measures such as enhanced lighting;
- new offerings or experiences to the city;
- projects that have an impact on the surrounding precinct;
- extension of retail hours activity to leverage the night economy;
- staff training/skills development;
- business marketing & professional service support;
- minor capital works such as fit-outs, façade improvements and access improvements; and
- establishment or improvement of outdoor dining areas; activation of underutilised spaces.

To assist with COVID-19 Rebound, the following items will also be considered on a temporary basis:

General safety and hygiene supplies

- safety screens, barriers, railings;
- cleaning supplies;
- safe distancing decals for internal or external use;
- external thermometers, hand sanitisers, masks; and
- security guard services to assist with shopfront management.

Contracting services

- cleaning services;
- visual merchandising services;
- social media services and social analytics;
- store counters / pedestrian counters;
- rebranding, purchase of new packaging, setting up e-commerce platform; and
- marketing & promotion (professional services).

Additional basic infrastructure

- outdoor dining expansion (extra furniture);
- internal furniture; and
- approved signage.

The City is unable to provide funding for:

- staff wages;
- rent;
- utilities;
- consumables;
- relocatable equipment;
- standard operational equipment; and
- advertising.

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Eligibility

To be eligible to receive a Small Business Quick Response Grant from the City of Perth, applicants must meet all of the Eligibility Criteria listed on page 6 of these Guidelines.

In addition to the above, to be eligible the applicant must either:

- 1.1. own the property; or
- 1.2. have a commercial lease agreement within the City of Perth local government area and be able to demonstrate commercial tenure of at least three months; or
- 1.3. demonstrate commitment to signing a lease within the City of Perth local government area, noting a Small Business Quick Response Grant will not be paid out until the lease is signed.

Applications from businesses operating within the City of Perth that do not meet the above conditions can be considered in exceptional circumstances where an ongoing economic benefit to the city can be demonstrated.

An applicant must:

- 1.4. have 20 or fewer employees or maximum annual turnover of up to \$10 million excl. GST (as per the Australian Tax Office and Australian Bureau of Statistics definitions of a small business);
- 1.5. hold the rights to the intellectual property for your product and/or service; and
- 1.6. have all appropriate insurances and licenses.

The City will not consider applications from:

- unincorporated associations, branches, franchisees (with more than four West Australian outlets) or subsidiaries of larger companies;
- online businesses or businesses operating from home or virtual/ serviced offices;
- businesses that have an adverse effect on public health, safety, the environment, or heritage;
- businesses proposing one-off events, temporary or short-term projects;
- businesses proposing to purchase basic operational equipment, consumables and/ or standard office equipment;
- an applicant that has received a City of Perth Small Business Grant in the current or previous financial year; or
- an applicant that has received a Business Improvement Grant in the current or previous financial year.

Grants will not be paid retrospectively for projects that have already started or been completed. Applications must be submitted before the project has commenced.

Note: Businesses receiving funding from the State and/or Federal Government remain eligible to apply for a Small Business Quick Response Grant.

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Application Process

The City of Perth will accept an application for a Small Business Quick Response Grant at any time, however decisions will be made on a case by case basis in line with budget and strategic priorities.

The City of Perth reserves the right to close the program once the available budget has been exhausted.

A minimum of two quotations will be required to accompany your application for any suppliers you will need to engage for the project. Any staff training/development must be sourced from an accredited registered training provider (RTO).

Approved projects must be completed and acquitted in the current financial year.

Funding Limits

Grants of up to \$5,000 (excluding GST) are available.

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Assessment Criteria

All applications will be assessed against the below criteria. It is essential that the application addresses a minimum of two criteria.



Community Benefit

- Does the project provide improvements to the amenity of the public realm?
- Does the project provide activation of underutilised or vacant spaces?
- Does the project contribute to improvements to public safety and security?
- Does the project provide a unique experience?



Business Sustainability & Economic Development

- Does the project create or retain present employment opportunities in the city?
- Does the project build business resilience and/or enable the business to become more responsive to market conditions?
- Does the project increase business investment in the city?
- Does the project encourage visitation to the city?
- Does the project diversify the economy?
- Does the project impact the night-time economy or shoulder activity periods (6am-8am & 6pm -8pm)?



Point of Difference

- Does the project reflect new or innovative practices or involve new collaborations?

Businesses should also demonstrate the feasibility of the project with a realistic budget and ability to deliver the project within the specified timeline. A business and marketing plan may benefit your application however may not be necessary for all projects.

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Notification

Applicants will be notified within six weeks of the outcome of their application.

Letter of Agreement

All successful applicants will be required to sign a Letter of Agreement outlining the funding terms.

Payment Terms

Reimbursement of an approved grant will only occur upon the submission of official tax invoices and receipts demonstrating that the business has expended the funds and the project has been completed.

All funded projects (excluding training) must be completed within four months of the date of the grant approval, or by the end of the financial year, whichever is first.

Recipients must complete and submit a Claim Form (to be provided to the recipient on grant approval) before the end of the Financial Year (30 June 2021). Invoices and receipts providing evidence that the grant money was spent on approved items and was spent after the grant was approved (not before) must be submitted with the Claim Form. Recipients are required to engage with the City of Perth to provide updates on the use of the grant money (when/if required).

Payments are made 15 days from the end of the month in which an invoice is received by the City.

Variations

Changes to the project being funded must be by prior agreement with the City in writing only. Supporting documentation may be requested by the City before a variation is considered.

Permits and Approvals

Funding is subject to the applicant obtaining all relevant permits and approvals. The provision of the grant does not replace the requirements and processes for development and planning approvals.

Acquittal

Acquitting a grant means accurately reporting on the funded activities and the expenditure of City of Perth funding.

Recipients must provide before and after photographs of the project undertaken using the grant funding, along with a short testimonial that will be used for promotional purposes.

Recipients must acknowledge and promote the City of Perth's funding support on promotional material and/or agree to a publicity opportunity arranged by the City of Perth.

Recipients must allow the City of Perth to publicise information about their business in promotion of the City's Grants and Sponsorships Programs.

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Business Improvement Grants

Introduction

The City of Perth recognises that businesses and business activity contribute to the vibrancy and energy of the city. The ability to generate new ideas and turn those ideas in to profitable business ventures is critical to drive Perth's COVID-19 rebound, competitive advantage and economic growth.

The Business Improvement Grants Program aims to stimulate and encourage diverse inner-city commerce by supporting new and established local businesses to improve precinct amenity, stimulate business activity and provide direct benefits to the City of Perth community.

"Business Improvement" for the purposes of this Grant, involves improving the economic capacity of a business and/or a property to attract business activity and provide strategic community benefit and an enhanced end-user experience with a focus on the private-public realm interface.

Funding Categories

Grants will be considered in one competitive funding round in the 2020/21 Financial Year, for business improvement projects or initiatives within the City of Perth local government area.

There are two funding categories

1. Up to \$10,000 (ex GST) - Non-matched funding
2. Up to \$20,000 (ex GST) - Matched funding

Types of Projects Supported

The following types of projects or initiatives are eligible for Business Improvement Grants:

- Capital works, such as:
 - façade and/or awning (shop front) repairs and upgrades;

- retail/office fit-outs or refurbishments;
- works providing amenity to, and/or improvements interfacing the public and private realm;
- works required for fire, service and access upgrades to comply with Building Code of Australia requirements;
- lighting projects that achieve aesthetic and amenity outcomes;
- professional fees (payable only after granting of occupancy certificate, or that demonstrate significant progress or enhancement towards achieving occupancy with public benefit opportunities);
- improvements to safety and amenity of a locality or property, including installation of approved security devices and/or alarm systems, CCTV, security lighting and anti-graffiti treatment;
- activation of underutilised space and/or adaptive re-use of a property e.g., vacant upper floors, basements, rooftops and laneways; and
- accredited acoustic audits for eligible venues seeking to offer live music and performance programs.

Items not Supported:

- business operating costs (e.g., staff wages, rent and utilities);
- consumables (e.g., food and office stationery);
- relocatable equipment (e.g., coffee machines and computers);
- standard operating equipment (e.g., cash registers and EFTPOS facilities); or
- advertising and/or marketing campaigns.

If your project is not listed above, please contact the City of Perth to discuss your project prior to applying in this program.

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Eligibility

To be eligible to receive a Business Improvement Grant from the City of Perth, applicants must meet all of the Eligibility Criteria listed on page 11 of these Guidelines.

In addition, a business must:

- 1.7. be one of the following:
 - a legally constituted entity;
 - be an individual or business with an Australian Business Number (ABN);
 - 1.8. have a demonstrated investment in the city such as:
 - an unconditional lease arrangement for a space within the City of Perth local government area, extending at least two years from the time the application is submitted; or
 - an owner of a property located within the City of Perth local government area, who is undertaking development to attract business tenants and employment outcomes for the city;
 - 1.9. offer a project or initiative within the City of Perth local government area;
 - 1.10. have all appropriate insurances, permits and licenses or can demonstrate that all relevant paperwork for these processes have been lodged with the relevant authorities.
- The following applicants or applications are ineligible:
- an individual without an Australian Business Number (except for a property owner undertaking development to attract business tenants and employment outcomes for the City);
 - applications for unincorporated associations, branches, large and/or established franchisees or subsidiaries of larger companies (exceptions can be considered in instances where the applicant can demonstrate there is a strong alignment to the objectives of the City of Perth Strategic Community Plan);
 - if there is more than one application relating to the same business or property, unless there is a strata lease arrangement in place;
 - applications for online businesses or businesses operating from home or virtual/ serviced offices/co-working spaces;
 - applications for businesses that have an adverse effect on public health, safety, the environment and/or heritage;
 - applications for one-off events, temporary or short-term projects; and
 - an applicant with prior record of non-compliance with City of Perth Environmental Health requirements.

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Key Dates

ROUND 1

Applications open

29 July 2020

Application deadline

31 August 2020, 4pm AWST

Notification of decision

After 27 October 2020

Assessment Criteria

Applications should clearly outline the extent to which the project or initiative:

- assists in job retention or creation;
- improves the streetscape and/or the overall desirability of the locality in which its located;
- improves Perth's competitive advantage or provides strong point of difference allowing positive publicity & promotion of Perth;
- improves the built form outcomes relating to one or more of the City of Perth's sectors such as:
 - retail;
 - food and beverage;
 - tourism;
 - commercial property;
 - placemaking;
 - education;
 - student accommodation;
 - medical research;
 - resources and energy; or
 - innovation.
- provides community benefit;
- demonstrates strong market potential through realistic planning and budgeting; and
- will be completed within the timeframe required to acquit grant funding (this can be assessed by including evidence of engagement with statutory planning and building approval processes within the overall schedule of works).

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Documentation

Your application must include the following documentation to assist with the assessment of your application:

- project scope (including description, design plans and schedule of works);
- business plan (demonstrating financial viability of business undertaking project or initiative);
- documentation supporting demonstrated investment in the city such as:
 - an unconditional lease arrangement for a space within the City of Perth local government area, extending at least two years from the time the application; or
 - evidence of a property owner's intention to develop their property located within the City of Perth local government area, to attract business tenants and employment outcomes for the city; and
- budget and forecasting evidence.

All applicants must also disclose the following:

- any known established relationship between the property owner (or owner representative) and the managing agent or lessee and all quote providers;
- any other funding sought or received from the City of Perth or any other funding body for this project; and
- any development-based incentives received for the property and/or business.

Note: An ABN Lookup search is undertaken on all supplied invoices and receipts.

Permits and Approvals

Funding is subject to the applicant obtaining all relevant permits and approvals. The provision of the grant does not replace the requirements and processes for development and planning approvals. All relevant necessary planning approvals and building permits must be gained outside of the grant process and will require engagement with the relevant City departments.

Funding Agreement

Successful applicants will need to sign the Business Improvement Grants Funding Agreement which details the funded project or initiative, approved items and conditions.

Payment Terms and Grant Acquittal

- All grant funding must be fully acquitted and claimed before 30 June 2021;
- grant funding will be paid as reimbursement of expenditure. Invoices for approved grants will not be processed until the project is complete;
- requests for extension on claiming grant funding should be made before the expiry date (30 June 2021) and may be referred back to Council for determination;
- successful applicants must:
 - provide proof that their own expenditure at least matches the grant funding provided by the City of Perth (for Grants greater than \$10,000);
 - provide proof that money was spent after the application submission date (not before) through invoices and tax receipts;
 - promote the City of Perth's support of their project or initiative e.g., on websites, social media and media releases;
 - provide before and after photographs (or other determined appropriate) of the project or initiative to be used for promotional purposes;
 - provide a detailed testimonial of their experience with the City of Perth in assisting with the project or initiative, to be used for promotional purposes (the City may invite the applicant to record a testimonial to camera); and
 - be available to meet and/or provide updates on the project or initiative as required.

Business Improvement Grants are reimbursements, meaning they are paid after the work on the project or initiative is complete and once acquittal requirements have been satisfied.

Once the project or initiative is complete, you must contact the City and organise a site visit to confirm that the works have been undertaken as agreed, prior to a claim being processed.

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First Step

Contact a City of Perth Sponsorship Officer to discuss your application

P: 08 9461 3333

E: sponsorship@cityofperth.wa.gov.au

More information:

www.perth.wa.gov.au/live-and-work/grants-and-sponsorship



Economic Development Sponsorship

Introduction

The City of Perth's economic landscape has been significantly affected by COVID-19.

Economic Development Sponsorship aims to strategically support the City of Perth's businesses to ensure a strong return to economic performance and assist the City of Perth in its goals to position the city as a thriving centre for business and support commerce, employment, ongoing investment and economic growth.

The City is committed to supporting the rebound, growth and development of established or emerging key sectors that represent strategic importance to the City of Perth's economy.

Through its Economic Development Sponsorship program, the City provides funding toward projects which:

- support skills and training development, including business incubation programs;
- facilitate networking, thought leadership exchanges and linkages between key sectors and stakeholders;
- support the City of Perth to develop competitive advantage through the creation of sector based industry clusters or cooperative programs;
- assist in building long term relationships that provide business and community members with the opportunity to share best practice or promote Perth's expertise with visiting local, interstate & international industry thought leaders;
- attract investment or exposure to new and emerging opportunities or export markets; and
- have the potential to generate long term economic outcomes, such as start-ups, office space occupation, business expansion, employment, increased output, intellectual property and patent generation or research commercialisation, in a key sector.

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More information:

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Key Sectors

As part of the City of Perth's Economic Development activities, the City seeks to strategically engage with key industry sectors to assist in nurturing a thriving, diverse and competitive business environment.

Applications that can demonstrate support of the development of one, or more, of the City's key sectors will receive priority in the Economic Development Sponsorship program, including:

MINING, RESOURCES AND ENERGY



- promote Perth as an international energy and resources city (including emerging renewable energy technologies);
- promote and showcase local expertise in resource and energy, particularly with regards to technological innovation; and
- foster and strengthen exports, international networks and collaboration in resources and energy, including knowledge-exchange opportunities.

TOURISM AND HOSPITALITY



- provide business development support for new and/or existing tourism businesses;
- improve the visitor experience within the City and develop workforce skills within the industry;
- assist in tourism product development opportunities; and
- promote a more collaborative approach to tourism industry development in Perth by private and public sectors, to create continuous year-round programs of activity and to position Perth as WA's key gateway destination.

INNOVATION AND TECHNOLOGY



- facilitate the development of the local innovation eco-system;
- provide business development support, assisting businesses in gaining access to capital for business start-up or growth, exposure to investment venture capital networks, encourage training, knowledge-exchange opportunities and exposure to leading experts for entrepreneurs and start-ups;
- increase the number of knowledge based businesses within the city which diversify and strengthen the city's long-term economic development; and
- encourage wider and stronger professional networks within and between knowledge-based industries.

RETAIL AND PROPERTY DEVELOPMENT



- activation of underutilised space and/or adaptive re-use of vacant upper floors, basements, rooftops and laneways to achieve CBD revitalisation;
- strategies to improve vacancy rate occupancy;
- support for the property needs of emerging industries; and
- preparation of business cases and feasibility studies that result in occupation of underutilised strategic sites or properties within the City of Perth that can result in public benefit outcomes.

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EDUCATION AND INTERNATIONAL STUDENT SERVICES



- improve or promote the student experience within the City and promote Perth as a premier education destination; and
- support the international education industry to increase inbound international students to Perth, increase amount of student expenditure and increase WA's market share of international students.

LIFE SCIENCES



- promote Perth as an internationally significant medical research capital;
- create linkages between industry, government, private organisations and education institutions to achieve greater commercialisation and IP outcomes;
- improve the level of support available to aspiring medical entrepreneurs;
- assist with commercialisation of local research; and
- investment in med/tech start-ups.

EMERGING INDUSTRIES



- support the development of the creative industries, and help to turn creative ideas into commercial outcomes, including software development and interactive content, architecture, design, film and television, publishing and media; and
- support opportunities for the development of emerging industries in Western Australia including defence, agribusiness, advanced manufacturing, smart city and urban analytics, radio astronomy, augmented and virtual reality,

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More information:

www.perth.wa.gov.au/live-and-work/grants-and-sponsorship

Eligibility

To be eligible to receive Economic Development Sponsorship from the City of Perth, applicants must meet all of the Eligibility Criteria listed on page 11 of these Guidelines.

Project elements not supported include:

- fundraising initiatives;
- any travel for local proponents;
- political purpose events;
- events that denigrate or exclude parts of the community or have an adverse effect on public health, safety, the environment or heritage; and
- equipment or administrative funding; and employment of staff or professional fees for staff.

Application Process

The City will accept Economic Development sponsorship applications throughout the year, however decisions will be made on a case by case basis in line with budget and strategic priorities.

The City of Perth reserves the right to close the program once the available budget has been exhausted.

Please contact a City Sponsorship Officer to discuss your event or project prior to beginning an application.

Funding Terms

Applicants may apply for upwards of \$4,000.

Maximum Contribution

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

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Assessment Criteria

PART ONE: PROJECT CRITERIA

Applications will be assessed on all of the following criteria:

Alignment with a Key Sector

- Does the project support the growth and development of an established or emerging key sector, that represents strategic importance to the City of Perth's economy?
- Does the project assist the City of Perth in developing a compelling narrative on our unique selling points and raise the profile and reputation of the City of Perth as a premier Capital City to do business within the relevant sector?

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 international federations and organisations?

Project Plan and Other Funding Sources

- Has the applicant provided evidence of a robust project plan?
- Has the applicant included a budget detailing investment through a variety of funding sources, illustrating that the project is not reliant on City of Perth funding to be delivered?
- Has the applicant demonstrated what specific elements the City of Perth funding is supporting and what extra capacity the City's funding will enable?
- Has the applicant demonstrated that the project will have a strong value add?

Sponsorship Benefits

- Does the project offer a high level of benefits and recognition to the City?
- Would the project have occurred anyway without the City's funding?
- Have venues/speakers already been booked?
- Preference will be given to projects that are held within the City of Perth's boundaries, or projects that are able to demonstrate a clear benefit to the City's business community.

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PART TWO: PROJECT OUTCOMES

Applicants must address at least two of the following six outcome areas (applicants can address as many outcome areas as are relevant to the project or initiative):

1. Investment Attraction

Does the project have the potential to attract venture capital or create investment networks or exposure to investment markets?

2. International Business Development

Does the project enhance opportunities for international business development and investment with key sector markets or stakeholders including new and emerging opportunities and export markets? e.g., attendance/high-spending delegates

3. Short Term Direct Economic Benefits

Does the project demonstrate the potential to generate significant direct economic benefit to the City’s economy and local businesses?

4. Long Term Economic Development

- Does the event demonstrate the potential to generate long term economic outcomes such as start-ups, office space occupation, activation of under-utilised floor-space, business expansion, employment, increased output, intellectual property and patents, in a key industry sector?
- Does the project provide competitive/comparative advantage by linking sector/industry stakeholders to achieve clusters or cooperative programs within the City of Perth?

5. Professional Development, Training and Skill Development

- Does the project promote industry development initiatives and similar professional development, training or skill development opportunities in key economic sectors?
- Does the project or initiative support ongoing development programs for businesses within the City of Perth including business incubators and/ or accelerators?
- Does the project increase economic participation outcomes within the City of Perth?

6. Linkages and Knowledge Exchange

- Does the project provide business and community members with the opportunity to share best practice with visiting industry thought leaders?
- Does the project or initiative facilitate linkages and knowledge exchange between key sectors and stakeholders?

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E: sponsorship@cityofperth.wa.gov.au

More information:

www.perth.wa.gov.au/live-and-work/grants-and-sponsorship

Other Assistance Available for Businesses

We are here to support you and your business.

If you would like to find out more about how the City of Perth can assist your business, please contact us.

The City can provide the following services:

- **Guidance**
Informing prospective operators about Perth;
- **Investment Facilitation**
Assisting investors to find suitable products in Perth;
- **A Coordinated Approach**
Assisting prospective operators to navigate their way through government and guidance for the approvals process;
- **Marketing and Promotion**
(see link on right);
- **Making cConnections**
Facilitating introductions to industry leads, programs and initiatives; and
- **Funding**
Grants and sponsorships are available.

The City may also be able to tailor individual incentive and grant packages for larger, more complex projects. Talk to the City at an early stage to identify the various ways the City of Perth may be able to help.

Contact Business Development to discuss whether you may be eligible to access these other opportunities:

Business Development

ecodev@cityofperth.wa.gov.au
(08) 9461 3333
www.perth.wa.gov.au/business

Marketing and Promotion

<https://www.perth.wa.gov.au/live-and-work/businesses/marketing-and-promotion>

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Contact a City of Perth Sponsorship Officer to discuss your application

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More information:

www.perth.wa.gov.au/live-and-work/grants-and-sponsorship

Arts & Cultural Quick Response Grants

Introduction

The arts and cultural sector has been significantly affected by COVID-19.

The City of Perth recognises that investment in the arts is pivotal to ensuring the cultural enrichment and economic diversity of our City and the importance of nurturing thriving and sustainable cultural, artistic and heritage industries, activities and events that encourage tourism and support the vibrancy of our community.

Through the Arts & Cultural Quick Response Grants, the City will rapidly provide up to \$5,000 in funding to activities and projects that support the arts and cultural sector to emerge from COVID-19 stronger than ever.

Arts & Cultural Quick Response Grants are accessible to a wide

range of applicants and support a broad variety of art forms, creative production and cultural practice including, but not limited to; theatre, dance, film, photography, music, visual arts and multi-disciplinary initiatives realised through research outcomes, professional development, performance seasons, arts industry events, exhibitions, festivals and community arts projects.

Program Objectives

The Arts & Cultural Quick Response Grants provide funding aimed principally at supporting small to medium arts organisations and individual arts practitioners on projects which lead to opportunities for local artists and support the arts and cultural fabric of the City of Perth.

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Create

Support creative practitioners to undertake sustained periods of intensive creative development, production, research and/or experimentation.



Diversify

Support and develop business ideas which will diversify artists' and creative organisations' income streams and lead to long term financial sustainability.



Access

Increase opportunities for the community to participate in cultural life.
Connect people in the community through arts and cultural experiences.



Develop

Support development of the local arts and cultural sector through the provision of professional development opportunities such as skills development, networking, connection and/or collaboration.

Unlike other Arts and Cultural funding programs offered by the City of Perth, it is not essential for a project to result in a publicly accessible performance or exhibition outcome (although this is still welcomed). All applicants, however, must clearly articulate the outcomes and impact of the proposed project or activity on the local arts sector and creative economy within the City of Perth local government area.

HOW TO APPLY?

First Step

Contact a City of Perth Sponsorship Officer to discuss your application

P: 08 9461 3333

E: sponsorship@cityofperth.wa.gov.au

More information:

www.perth.wa.gov.au/live-and-work/grants-and-sponsorship

Eligibility

To be eligible to receive an Arts & Cultural Quick Response Grant from the City of Perth, applicants must meet all of the Eligibility Criteria listed on page 6 of these Guidelines.

Types of Projects Not Supported

- fundraising initiatives;
- projects occurring outside of the City of Perth boundaries; and
- projects that have safety and/or environmental hazards or risks, or are unsustainable in terms of maintenance and ongoing operation.

Types of Expenditure Not Supported

- salaries, wages or professional fees for staff not directly related to the running of the project;
- capital expenditure such as the purchase or lease of real estate, building, renovation, repair or maintenance of private buildings or purchase of major equipment or material goods such as office furniture, computers or infrastructure that could be relocated;
- debt reduction or operational deficits;
- legal expenses;
- reimbursement of funds already spent;
- interstate and overseas travel expenses; and
- administrative funding.

Application Process

The City of Perth will accept an application for an Arts & Cultural Quick Response Grant at any time, however decisions will be made on a case by case basis in line with budget and strategic priorities. Please contact a City Sponsorship Officer to discuss your event or project prior to beginning an application.

The City of Perth reserves the right to close the program once the available budget has been exhausted.

Notification

Applicants will be notified within six weeks of the outcome of their application.

Funding Limits

Grants of up to \$5,000 (excluding GST) are available.

Maximum Contribution

There is no maximum contribution budget cap for City of Perth support in the Arts & Cultural Quick Response Grant program. This means the City of Perth can provide up to 100% of your project costs (within the funding limit). However, applicants that can demonstrate investment from other public and private sources will be assessed favourably under the Assessment Criteria.

Assessment Criteria

Eligible applications for Arts & Cultural Quick Response Grants will be assessed against the following criteria:

Alignment to Arts & Cultural Recovery Objectives

- Demonstrated alignment with one of the key program objectives (CREATE, DIVERSIFY, ACCESS and DEVELOP) as listed on page 26 of this document, within the City of Perth local government area.

Capacity to Deliver

- Does the individual or organisation have a demonstrated capacity to manage all aspects of the project?
- To what extent are the project plan and budget realistic and value for money?
- To what extent does the project demonstrate financial viability through evidence of support from other government agencies, organisations or other grants or partnerships?

Cultural Impact

- Detail the outcomes and impact of the proposed project or activity on the local arts sector and creative economy within the City of Perth local government area.

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First Step

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E: sponsorship@cityofperth.wa.gov.au

More information:

www.perth.wa.gov.au/live-and-work/grants-and-sponsorship

COVID-19 Rebound Arts and Cultural Sponsorship

Applications submitted under the following Guidelines will continue to be accepted and processed by the City of Perth as publicly advertised:

- Arts Grants and Sponsorship Program 2020/21
- Major Events and Festivals Sponsorship 2020/21.

These Guidelines are available on the City of Perth website at <https://www.perth.wa.gov.au/live-and-work/grants-and-sponsorship>

To ensure alignment with the City's Rebound Strategy, applicants will also be asked to address the following additional criteria:

Economic Rebound and Support for Local Business

- How will your project/event(s) encourage people to support and drive traffic to local Perth businesses in the hospitality, retail and/or tourism sectors?

Support for Local Employment and Creative Sector

- How will your project/event help to support the local arts and/or cultural sectors through opportunities for employment of local practitioners and/or businesses?

COVID-19 Risk Mitigation

1. What is your contingency plan should restrictions on large gatherings be enforced at the time of your project/event?
2. How do you plan to build confidence in the public that your project/event is safe to attend?

Arts & Cultural Quick Response Grants

COVID-19 Rebound Arts and Cultural Sponsorship



Image: Black Swan State Theater Centre, The Torrens
Credit: Philip Gostelow

HOW TO APPLY?

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More information:

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Events & Activation Quick Response Grants

The City acknowledges the significant impact that COVID-19 has had on the events industry and aims to support the recovery and rebound of the sector to be stronger and more resilient than before.

Activation and events will be critical in welcoming people back to the city as restrictions on large gatherings are relaxed.

Through the Events & Activation Quick Response Grants, the City will rapidly provide up to \$5,000 in funding to events and activations that have widespread appeal, create feelings of safety and vibrancy within the city, encourage people to support local businesses, and enhance the city's reputation as a great place to be.

Program Objectives



Support Local Business

Increase opportunities for local business engagement and drive people into the city to support businesses in the hospitality, retail and tourism sectors.



Perth #1

Support activation and events which enhance the city's reputation as a great place to be.



Vibrancy

Enliven the city with vibrant activity and connect people in the community through unique and engaging experiences.



Safety & Security

Support activation and events which create feelings of safety and security for visitors to the city.

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HOW TO APPLY?

First Step

Contact a City of Perth Sponsorship Officer to discuss your application

P: 08 9461 3333

E: sponsorship@cityofperth.wa.gov.au

More information:

www.perth.wa.gov.au/live-and-work/grants-and-sponsorship

Eligibility

To be eligible to receive an Events & Activation Quick Response Grant from the City, applicants must meet all of the Eligibility Criteria outlined on page 6 of these guidelines.

Under this program, only applications for temporary activations or events will be considered. The City will not support activations which consist of permanent installations.

Key Dates

The City of Perth will accept applications for Events & Activation Quick Response Grants at any time, however decisions will be made on a case by case basis in line with budget and strategic priorities.

The City of Perth reserves the right to close the program once the available budget has been exhausted.

Applications must provide a public outcome before 30 June 2021. All acquittal reporting requirements must be submitted through SmartyGrants within three months of completion of the project.

Funding Levels Available

Grants of up to \$5,000 (excluding GST) are available.

Maximum Contribution

There is no maximum contribution budget cap for City of Perth support in the Events & Activation Quick Response Grants program. This means the City can provide up to 100% of your project costs (within the funding limit). However, applicants who can demonstrate investment from other public and private sources of will be assessed favourably under the assessment criteria.

Notification

Applicants will be notified within six weeks of the outcome of their application.

Assessment Criteria

Eligible applicants for COVID-19 Events & Activation Quick Response Grants will be assessed against the extent to which the applicant can address the following criteria:

Safety and Vibrancy

- To what extent does the event or activation enliven the city with vibrant activity, prioritising public spaces?
- To what extent does the event or activation create feelings of safety and security in the city?

Supporting Local Business

- Does the event or activation stimulate the local economy by providing opportunities for engagement with local businesses?
- Does the event or activation encourage people to support and drive traffic to local Perth businesses in the hospitality, retail and/or tourism sectors?

Perth #1

- To what extent does the event position Perth as a great place to be or raise the profile of Perth?

Event or Activation Delivery and Risk Mitigation

- Does the applicant have a demonstrated capacity to manage all aspects of the project?
- Is the project plan and budget realistic and value for money, and is there evidence of other sources of funding?
- Does the event or activation have measures in place to ensure the health and safety of attendees and staff at the event or activation?
- What is your contingency plan should restrictions on large gatherings be enforced at the time of your event?
- How do you plan to build confidence in the public that your event is safe to attend?

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More information:

www.perth.wa.gov.au/live-and-work/grants-and-sponsorship

Event Sponsorship

The City of Perth recognises the importance of a diverse event calendar that delivers social and economic benefits to support our vision to be a vibrant, connected and progressive City. The City's Strategic Community Plan includes the aspiration for a safe, activated and welcoming City that celebrates its diversity and sense of community, providing a unique educational, cultural, sporting and lifestyle offer.

To contribute to this vision, the City supports events that attract increased visitation, encourage broad community participation and create activation of city spaces for residents and visitors to enjoy. The City encourages applications from events that actively engage local businesses and promote new economic and tourism opportunities which will contribute to mutual benefits and sustainability across not only the events industry, but the City's relevant key sectors and emerging industries.

The City of Perth offers two streams of Event Sponsorship; Community Stream and Commercial Stream. Please contact a Sponsorship Officer before commencing your application to determine the appropriate stream for your event.

Eligibility

To be eligible to receive an Event Sponsorship, applicants must meet all of the Eligibility Criteria outlined on page 6 of these guidelines.

Key Dates

The City provides two opportunities to apply for Event Sponsorship each Financial Year. Applications must provide a public outcome within the specified timeframe. All acquittal reporting requirements must be submitted through SmartyGrants within three months of completion of the project.

ROUND 1

For activities between

1 August - 28 February 2021

Closed March 2020

Applications submitted under the 2020/21 Events Sponsorship Guidelines were processed by the City of Perth as publicly advertised. Applicants were subsequently required to address the COVID-19 Rebound criteria as outlined on page 34 of these Guidelines.

ROUND 2

For activities between

1 January 2021 – 31 August 2021

Applications open

18 August 2020

Applications deadline

15 September 2020, 4pm AWST

Notification of decision

25 November 2020

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More information:

www.perth.wa.gov.au/live-and-work/grants-and-sponsorship

COMMUNITY STREAM

Community Event Sponsorships are typically managed by not-for-profit and community based member-organisations.

The events are widely accessible to the public and maintain a core focus on free programming that enlivens and activates the city. Events provide opportunities for the community to connect and often celebrate important cultural traditions and milestones and actively engage and support Perth's diverse communities.

Community Event Sponsorships help to support events that celebrate the spirit of a community, provide opportunities for active community participation, help build opportunities to share cultural experiences with the wider public, and create vibrant and resilient communities.

Assessment Criteria

UNDER \$15,000

(Address 3 of the essential criteria)

\$15,000 - \$40,000

(Address 5 of the essential criteria)

\$40,000 +

(Address ALL of the essential criteria)

- Does the event help encourage a sense of community and strengthen social cohesion?
- To what extent does the event provide opportunities for the community to connect and actively participate in community life?
- To what extent does the event celebrate the diversity of Perth?
- To what extent does the event position Perth as a great place to be?
- To what extent does the event activate the city with vibrant activity, prioritising public spaces?
- Does the event stimulate the local economy and provide opportunities for engagement with local businesses?

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More information:

www.perth.wa.gov.au/live-and-work/grants-and-sponsorship

COMMERCIAL STREAM

Commercial Event Sponsorships are typically managed under a commercial structure, with revenue generated through commercial sponsorships, ticket sales and other income streams.

The program supports events which activate and enliven the city and are low cost or free to attend. These events should enhance Perth's reputation on a local and state level, encourage increased visitation and deliver increased economic benefits to the City's stakeholders, with opportunities for local businesses to leverage the event.

Sponsorship benefits provided in recognition of the City's support can include commercial leverage, promotion, activation or exposure.

Assessment Criteria

UNDER \$15,000

(Address 3 of the essential criteria)

\$15,000 - \$40,000

(Address 5 of the essential criteria)

\$40,000 +

(Address ALL of the essential criteria)

- Does the event encourage the participation of the broader community?
- To what extent does the event position Perth as a great place to be?
- To what extent does the event activate the city with vibrant activity, prioritising public spaces?
- To what extent does the event raise the profile of Perth and position it as a Capital City that is internationally recognisable, unique and inviting?
- Does the event stimulate the local economy and provide opportunities for engagement with local businesses?
- Does the event contribute to a unique tourism offering for local, national and international audiences?

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More information:

www.perth.wa.gov.au/live-and-work/grants-and-sponsorship

The following assessment criteria apply to both Community and Commercial Event Sponsorships

Event Delivery

- Does the applicant have a demonstrated capacity to manage all aspects of the project?
- Does the event demonstrate financial viability through evidence of support from other government agencies, business or community organisations?
- What is the level and value of sponsorship benefits provided to the City?
- Does the event or activation have measures in place to ensure the health and safety of attendees and staff at the event or activation?

Optional Criteria

The below are non-essential criteria (optional) based on goals identified in the City of Perth Strategic Community Plan. Applicants who can demonstrate that their project achieves any of these outcomes can receive additional assessment points for each of these criteria.

- To what extent does the event provide experiences that are unique to the City?
- Does the project celebrate Aboriginal culture?
- To what extent are environmental and sustainable practices integrated into the event?
- To what extent does the event demonstrate an inclusive approach?

COVID-19 Rebound Criteria

To ensure alignment with the City's Rebound Strategy, applicants will also be asked to address the following additional criteria:

Economic rebound and support for local business

- How will your project/event(s) encourage people to support and drive traffic to local Perth businesses in the hospitality, retail and/or tourism sectors?

Support for local employment and businesses

- How will your project/event(s) help to support the local events and/or cultural sectors through opportunities for employment of local practitioners and/or businesses?

COVID-19 risk mitigation

- What is your contingency plan should restrictions on large gatherings be enforced at the time of your event?
- How do you plan to build confidence in the public that your event(s) is/are safe to attend?

Maximum Contribution

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

Events & Activation Quick Response Grants

Event Sponsorship

Eligibility

Key Dates

Assessment Criteria

Maximum Contribution

Sponsorship Term

HOW TO APPLY?

First Step

Contact a City of Perth Sponsorship Officer to discuss your application

P: 08 9461 3333

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More information:

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Community Wellbeing Grants

The Community Wellbeing Grants are designed to assist the City to rebound and recover post COVID-19 and make our city a better place in which to live, work and visit.

The City of Perth recognises that community-led projects, programs and services build strong and resilient communities and can address key issues at a local level.

Community Wellbeing Grants offer up to \$20,000 to facilitate a diverse range of projects, programs and services that help build strong, connected and inclusive communities and deliver practical and sustainable outcomes.

Funding may be used to assist the development and facilitation of a new community program, expand on an existing program or for other innovative and creative community projects and services that demonstrate clear community benefit and align to the City's Strategic Community Plan.

Program Objectives



Connect People

- Encourage increased participation in community and civic life, embracing youth, seniors, people with a disability and people from all walks of life.
- Strengthen social cohesion and belonging.
- Encourage the development of grassroots community networks and relationships.



Enhance Health and Equality

- Enhance the health of the City's community through improvements to physical, mental and social wellbeing.
- Increase knowledge, change attitudes or modify behaviours to improve health and wellbeing outcomes.
- Facilitate inclusion and equitable access to community life, services and facilities.



Build Community Capacity and Encourage Collaboration

- Support collaboration between stakeholders who aim to work towards a common goal and share services.
- Increase community capacity to address local needs.
- Promote belonging to a shared heritage;
- Contribute to the City's neighbourhood profile.

Community Wellbeing Grants

Program Objectives

Eligibility

Types of Projects not Supported

Types of Expenditure not Supported

Key Dates

Funding Limits

Maximum Contribution

Assessment Criteria

Strategic Community Wellbeing Grants

HOW TO APPLY?

First Step

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P: 08 9461 3333

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More information:

www.perth.wa.gov.au/live-and-work/grants-and-sponsorship

Eligibility

To be eligible to receive a Community Wellbeing Grant from the City of Perth, applicants must meet all of the Eligibility Criteria listed on page 6 of these Guidelines.

An applicant must also:

- 2.1. Be an Australian legally constituted not for profit or be a community group applicant that is under the auspice of an Australian legally constituted not for profit or social enterprise organisation.
- For the purpose of the City's Community Wellbeing Grants Program, a social enterprise must:*
- 2.2. *Be driven by a public or community cause, be it social, environmental, cultural or economic; and*
- 2.3. *Use the majority (at least 50%) of their profits to work towards their social mission.*

The City will not consider applications from:

- groups or organisations with the aim of making a profit;
- unincorporated organisations or an applicant without an ABN, not under the auspice of an Australian legal entity;
- political or religious organisations where the grant is intended for the principal benefit of the organisations own members or adherents, or where the grant is intended for inherently religious or political activities.

Types of Projects Not Supported

- replication of existing services or programs already available within the City of Perth, unless evidence can be demonstrated that a gap within the community remains;
- fundraising initiatives;
- projects occurring outside of the City of Perth boundaries;
- projects that are the core business and/or the responsibility of other levels of government;
- projects that are within the City of Perth's core remit to deliver as a local government (unless there is strong evidence that the applicant can deliver it for better value and ongoing sustainability); and
- projects that have safety and/or environmental hazards or risks, or are unsustainable in terms of maintenance and ongoing operation.

Types of Expenditure Not Supported

- salaries, wages or professional fees for staff not related to the running of the project;
- capital expenditure such as the purchase or lease of real estate, building, renovation, repair or maintenance of private buildings or purchase of major equipment or material goods such as office furniture, computers or infrastructure that could be relocated;
- one-off events or festivals or recurring annual events (these types of projects are covered under other City of Perth grant and sponsorship programs);
- debt reduction or operational deficits;
- legal expenses;
- reimbursement of funds already spent;
- interstate and overseas travel expenses; and
- administrative funding.

Community Wellbeing Grants

Program Objectives

Eligibility

Types of Projects not Supported

Types of Expenditure not Supported

Key Dates

Funding Limits

Maximum Contribution

Assessment Criteria

Strategic Community Wellbeing Grants

HOW TO APPLY?

First Step

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Key Dates

The City provides two opportunities to apply for a Community Wellbeing Grant each Financial Year.

Applications must provide a public outcome within the specified timeframe. All acquittal reporting requirements must be submitted through SmartyGrants within three months of completion of the project.

ROUND 1

Applications open

29 July 2020

Applications deadline

31 August 2020, 4pm AWST

Notification of decision

After 27 October 2020

ROUND 2

Applications open

11 January 2021

Applications deadline

16 February 2021, 4pm AWST

Notification of decision

After 30 April 2021

Funding Limits

Applicants may apply for grants of up to \$20,000 (excluding GST).

Maximum Contribution

There is no maximum contribution budget cap for City of Perth support in the Community Wellbeing Grants program. This means the City of Perth can provide up to 100% of your project costs (within the funding limit). However, applicants that can demonstrate investment from other public and private sources will be assessed favourably under the assessment criteria.

Assessment Criteria

Eligible applications for Community Wellbeing Grants will be assessed against the following criteria:

Community Benefit and Support

- Demonstrated evidence there is community need and a gap in the current level of service delivery.
- The extent to which the project assists in the development of strong and resilient communities and increases participation in community life.
- The extent to which the proposed project has demonstrated broad support from the local community (could include residents, service providers or community groups).

Alignment to the Program Objectives

- Does the project connect people in the community?
- Does the project assist in increasing opportunity and access for all community members?
- Does the project build community capacity and encourage collaboration?

Capacity to Deliver

- Demonstrated evidence of the applicant's capacity to deliver the proposed project, including:
 - clear and realistic objectives, timeframe and budget;
 - risk management plan;
 - relevant knowledge, skills or experience and access to necessary resources;
 - ability to obtain all appropriate approvals, permits, insurances and licences.
- Financial viability through evidence of support from other government agencies, organisations or other grants or partnerships.

Community Wellbeing Grants

Program Objectives

Eligibility

Types of Projects not Supported

Types of Expenditure not Supported

Key Dates

Funding Limits

Maximum Contribution

Assessment Criteria

Strategic Community Wellbeing Grants

HOW TO APPLY?

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Strategic Community Wellbeing Grants

Through Strategic Community Wellbeing Grants, the City supports programs and initiatives that align to the Wellbeing Grants Program Guidelines but fall outside of the advertised funding round and exceed the \$20,000 funding limit.

For those projects with a higher cost associated, the City's Strategic Community Wellbeing Partnerships offer up to \$80,000 to facilitate a limited number of projects, programs and services that help to build strong, connected and inclusive communities and deliver practical and sustainable outcomes.

Applicants interested in applying for a Strategic Partnership must discuss their proposal with a Sponsorship Officer. Application in this program is considered under limited circumstances and on a case-by-case basis at the discretion of the City of Perth.

The Program Objectives, Eligibility, Types of Projects, Expenditure Not Supported, and Assessment Criteria are the same as the Community Wellbeing Grants.

Funding Limits

Applicants may apply for contribution via in-kind or monetary value up to \$80,000 (excluding GST).

Maximum Contribution

There is no maximum contribution budget cap for City of Perth support in the Strategic Community Wellbeing Partnerships. This means the City of Perth can provide up to 100% of your project costs (within the funding limit). However, applicants must demonstrate that they will be committing resources to the project through in-kind support or investment from other public and private sources.

Community Wellbeing Grants

Strategic Community Wellbeing Grants

Funding Limits

Maximum Contribution

HOW TO APPLY?

First Step

Contact a City of Perth Sponsorship Officer to discuss your application

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Precinct Improvement Matched Funding Grants

As part of the City's strategy for COVID-19 rebound, the City of Perth will look to collaborate with organisations on projects which provide significant community benefit.

Council may, at its discretion, consider matched funding grants of above \$20,000 that involve significant improvements to the public realm (or private realm that is accessible and visible to the public).

Projects must demonstrate that they improve the amenity of the precinct through targeted improvements to public land, privately owned but publicly accessible land or publicly visible external areas.

Program Objectives

The purpose of the Precinct Improvement Grants program is to provide funding to groups or organisations representing the interests of a local community within a recognised area of significance ('precinct') within the City of Perth's local government area.

The City's support enables applicants to undertake localised development initiatives, place branding and identity and precinct marketing activities, for the benefit of the broader community in the defined precinct area.

Applicants must be able to demonstrate that they have undergone a process of community consultation and stakeholder engagement, with evidence of broad support for the proposed project or initiative, across individual traders and businesses, residents and landowners within the relevant precinct area.

What is a Precinct?

The City of Perth contains six neighbourhoods:

- Central Perth;
- Northbridge;
- Claisebrook;
- East Perth;
- West Perth; and
- Crawley-Nedlands.

Each neighbourhood contain a number of smaller 'precincts' for example, but not limited to, Royal Street in East Perth, William Street in Northbridge and the East End.

For the purposes of this Grant, the City defines a 'precinct' as a geographical area within the City of Perth local government area that can be considered as an area of significance and which has a unique and distinct identity in the public domain, which could benefit from specific place branding and identity, localised marketing and precinct-based development initiatives. Refer to page 5 for a visual of the City's six neighborhoods.

Precinct Improvement Matched Funding Grants

Program Objectives

What is a Precinct?

Types of Projects Supported

Types of Projects not Supported

Eligibility

The City will also Not Consider Applications From

Funding Available

Grant Term

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Acquittal Process

HOW TO APPLY?

First Step

Contact a City of Perth Sponsorship Officer to discuss your application

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More information:

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Types of Projects Supported

- initiatives and activations that leverage existing City of Perth promotional activities, marketing campaigns, and activations that align with the City's Strategic Community Plan;
- localised marketing, promotional and activation or initiatives for the benefit of the defined precinct area e.g. development of precinct focused internet portals, trader programs or maps, placemaking initiatives that drive awareness and visitation to the defined precinct areas;
- activation of underutilised spaces that may be privately owned but are publicly accessible and where relevant permissions and indemnities have been obtained;
- artistic lighting upgrades;
- laneway activations (with consideration to public access areas);
- public art including murals;
- physical walking trails or interactive wayfinding trails; and
- related creative space projects.

In some instances, semi-permanent or permanent capital works/ improvements projects within the precinct may be considered for grants where such projects are considered to align with the goals detailed in the City's Strategic Community Plan.

Applicants proposing semi-permanent or permanent capital works/ improvements projects must be able to demonstrate:

- that the proposed improvements can be moved (and/or removed) if required at the City's discretion within a mutually agreed timeframe; and
- ongoing maintenance plans for the improvements or capital works and sufficient resources to meet the maintenance obligations specified in that maintenance plan (e.g., the City will not pay for, or resource, the ongoing maintenance of the works paid for under Precinct Improvement Grants).

Types of Projects not Supported

- capital expenditure for the purchase or lease of real estate, renovation, repair or maintenance of private buildings or purchase of major equipment or material goods for business operation such as office furniture, computers, or infrastructure that could be relocated;
- projects that are within the City of Perth's core remit to deliver as a local government (unless there is strong evidence that the applicant can deliver it for better value and ongoing sustainability);
- new buildings, additions or extensions;
- contributions in full or in part to sub-precinct limited advertising or marketing campaigns (the advertising or marketing must be precinct-wide);
- fundraising initiatives;
- reimbursement of funds already spent;
- interstate and overseas travel expenses;
- one-off events or festivals or recurring annual events;
- projects occurring outside of the City of Perth boundaries;
- projects that have safety and/ or environmental hazards or are unsustainable in terms of maintenance costs and ongoing operational costs;
- projects that denigrate or exclude parts of the community or have an adverse effect on public health, safety, the environment or heritage;
- administrative funding; and
- salaries, wages or professional fees for staff.

Precinct Improvement Matched Funding Grants

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HOW TO APPLY?

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More information:

www.perth.wa.gov.au/live-and-work/grants-and-sponsorship

Eligibility

To be eligible to receive a Precinct Improvement Matched Funding Grant from the City of Perth, the applicant must:

- 3.1. be an Australian legal entity with an Australian Business Number (ABN);
- 3.2. be an incorporated, not-for-profit association established for the purpose of promoting the interests of a local community or section of a local community in the relevant precinct area and be open to a broad membership of individual traders and businesses, residents and landowners. Exceptions for applications from non-incorporated organisations can be considered on a case-by-case basis, in instances where broad community support and benefit can be strongly demonstrated;
- 3.3. accept legal and financial responsibility for the project or activity;
- 3.4. have undergone a process of community consultation and stakeholder engagement and provide evidence of broad support of the proposed project or initiative from individual traders, businesses, residents and landowners in the defined precinct;
- 3.5. disclose any known relationship(s) between the group or organisation, land owners, and all proposed contractors and suppliers;
- 3.6. not request funding for a project that is the core business and/or the responsibility of other levels of Government;
- 3.7. provide detailed plans and documentation (including materials and technical aspects), costings and designs of the proposed project;
- 3.8. demonstrate the ability to deliver the proposed project within the time-frame stipulated;
- 3.9. demonstrate the ability to coordinate works and timing of improvements with other development sites, City works schedules and City operations (such as waste and cleansing and other access requirements);
- 3.10. enter into a deed of indemnity for the project, indemnifying the City for all liability related to the proposed works;
- 3.11. have all appropriate insurances in place prior to commencement of the project, and be able to gain all development approvals, permits and licenses, noting all liability for the proposed project or initiative is to be borne by the applicant;
- 3.12. demonstrate an awareness of the planning development & building approvals processes that

will be required, and the required engagement with the relevant departments at the City of Perth (noting that provision of a grant does not replace the requirements and process for approval);

- 3.13. demonstrate matched funding from other sources and ability to provide fully qualified tax receipts and evidence of matched funding (e.g., signed funding agreements); and
- 3.14. agree to the use of the project for promotional purposes by the City of Perth.

The City will not consider applications from:

- the Commonwealth, State or any Government Agency;
- an employee of the City of Perth;
- 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 activity within the same financial year;
- an applicant that has already applied for City of Perth funding (including in-kind funding) for the activity within the same financial year and been declined;
- business that has an adverse effect on public health, safety, the environment or heritage;
- an applicant that conducts themselves in a way considered to be injurious or prejudicial to the character or interests of the City of Perth;
- tertiary education institutions;
- political organisations; and
- religious organisations.

Funding Available

Applicants may apply for matched funding grants upwards of \$20,000.

Grant Term

The City accepts applications for Precinct Improvement Matched Funding Grants throughout the year, however decisions will be made on a case by case basis in line with budget and strategic priorities.

Precinct Improvement Matched Funding Grants

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HOW TO APPLY?

First Step

Contact a City of Perth Sponsorship Officer to discuss your application

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More information:

www.perth.wa.gov.au/live-and-work/grants-and-sponsorship

Assessment Process

The assessment process should take no longer than 12 weeks from submission to consideration by Council however this timeframe may be extended due to complexity of some projects or due to the extent of internal and external additional stakeholder consultation required by the City of Perth.

Assessment Criteria

1. COVID-19 Economic Rebound and Support for Local Business (25%)

- The potential of the project to support the City of Perth's economic rebound from the COVID-19 pandemic and support local business, such as through employment and job creation, additional visitation and economic participation and/or skills and workforce development.

2. Community Support (25%)

- The extent to which the proposed project has demonstrated support from local traders and business, landowners and residents.

3. Activation and Enhancement of the Precinct (15%)

- The potential of the project to activate and enhance a specific precinct area in the City of Perth, through improvements, publicity or marketing, that would lead to increased awareness, media profile or visitation.
- The degree to which the project demonstrates strong alignment with existing public realm outcomes and design and fits within and complements existing and planned City of Perth designs and works.

4. Community Benefit (15%)

- The extent to which the project provides a benefit to the wider community of residents, visitors and tourists, business owners, traders and/or landowners within the precinct.
- The extent to which the project assists in the development of a strong and resilient precinct area and increases participation in community life.

5. Quality (10%)

- The quality of the proposed project, as indicated through the quality of participants (e.g artists or manufacturers), design, plans and/or creativity of idea.

6. Organisational Capacity and Project Feasibility (10%)

- The extent to which the applicant demonstrates feasibility to carry out the project including clear and realistic objectives, timeframe and budget, financial viability and funding from other public and private sources.
- The capacity of the applicant to deliver and maintain the proposed project, demonstrated by either evidence of the applicant having previously successfully delivered, or have evidence of its ability to deliver similar projects.
- Demonstrated value for money.
- Evidence of an appropriate evaluation method to measure the outcomes of the projects and benefits to the precinct area.

Supporting Documentation

Applicants must submit the following supporting documentation with their application:

- a project plan including project description, objectives, and timeline (tangible outputs, funding stages, phasing and/or milestones);
- an itemised budget with cost breakdown and grant and recipient contribution and detail of matched funding; and
- copies of documentation demonstrating the management and legal structure of the organisation.

Precinct Improvement Matched Funding Grants

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HOW TO APPLY?

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More information:

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Proforma Agreement

An applicant receiving a Precinct Improvement Matched Funding Grant must sign the City of Perth's Proforma Funding Agreement, detailing relevant licensing, indemnity, insurance and make good requirements. No changes are able to be accommodated to the standard agreement. Applicants are able to view the Agreement prior to lodging the application by contacting a City Sponsorship Officer.

Payments

Grant payments will be made upon the achievement of mutually agreed milestones.

Acquittal Process

All successful applicants will be required to provide a detailed acquittal on all outcomes of the project funded by the City of Perth. A completed acquittal will be required within three months of the completion of the project.

Applicants who do not complete and return an acquittal report will be ineligible for any future funding.

Detailed tax invoices and receipts evidencing expenditure of the City's grant and the matched funding will be required as part of the acquittal process.



Precinct Improvement Matched Funding Grants

Program Objectives

What is a Precinct?

Types of Projects Supported

Types of Projects not Supported

Eligibility

The City will also Not Consider Applications From

Funding Available

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Frequently Asked Questions

1. 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. Recurring annual funding is not guaranteed; your application will be assessed in a competitive environment against all applications received in the relevant category.

The City of Perth 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 www.perth.wa.gov.au/en/liveand-work/hire-and-bookings for more information.

Organisers are responsible for securing all appropriate permits and bookings.

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 publicly available on the City of Perth website and subject to potential Freedom of Information (FOI) requests.

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.

5. How will I know if my application is successful?

For Quick Response Grants a City Officer will contact you to advise you of the outcome of your application within 21 days.

For applications in all other grants and sponsorship programs a City Officer will contact you in writing approximately 12 weeks (maximum) after the closing date to advise you on the outcome of your application.

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

The payment policy for the City of Perth is 30 days from the end of the month in which the invoice is received.

Payment of funding will be made on achievement of milestones linked to project deliverables.

Payments will not be made until the relevant financial year.

HOW TO APPLY?

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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 the accessibility of your project at the conclusion of your project as part of the acquittal report.

A copy of the Disability Services Commission's Guide to Disability Access and Inclusion Plans for Local Government Contractors is available for [download here](#).

Lobbying of Elected Members

Applicants may not lobby, or seek to influence the decision-making of Elected Members, in relation to their submitted funding applications. If, during the period between submitting a funding application and a determination by Council, an applicant seeks to lobby any Elected Member of the City of Perth, or attempts to provide additional information, either directly or indirectly, on any matter relating to the funding application to an Elected Member, the person/organisation may be disqualified and the sponsorship or grant excluded from being considered for approval.

Contact Us

Sponsorship Officer

sponsorship@cityofperth.wa.gov.au

(08) 9461 3333

perth.wa.gov.au/live-and-work/grants-and-sponsorship

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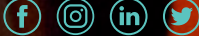


City of Perth

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