



**CITY OF
PERTH**
City of Light

Economic Development

SPONSORSHIP GUIDELINES
2026-2027

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Disclaimer

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The City's Aspiration

The City is committed to supporting initiatives and projects that contribute to our aspiration of Perth – *Liveable, Sustainable and Prosperous*. Through the provision of sponsorship and grants the City supports others to make the city a great place for people to live, work and visit.



Liveable



Sustainable



Prosperous

Acknowledgement of Traditional Custodians

The City of Perth acknowledges the traditional custodians of the land that we are situated on, the Whadjuk people of the Nyoongar nation and Aboriginal people from other lands.

We celebrate the continuing traditions, living culture, and the spiritual connection to Boorloo and the Derbarl Yerrigan.

We offer our respects to Elders past and present.

Introduction

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

Key Industry Sectors

The City seeks to strategically engage with key industry sectors to nurture a thriving, diverse and competitive business environment. To be considered for funding, projects must align with one of the following key industry sectors:

 Education and International Student Services	 Health and Medical Life Sciences	 Mining, Resources, Energy and Energy Transition
 Retail and Property Development	 Technology, Innovation and Creative Industries	 Tourism and Hospitality

Program Outcomes



PROSPEROUS

Direct Economic Impact

The Perth economy is boosted by direct short-term economic benefits that support businesses based in the City.

Enhancing Perth’s reputation for commerce and investment

Project creates opportunities locally or internationally to enhance Perth’s reputation as a visitor, business, investment, and/or education destination.

Key Sector Development

Provides support for projects that focus on growth, knowledge-sharing, capability and sustainability, which contribute to the betterment of Perth.

Economic Growth

Provides support to projects that generate economic benefits, attract investments, enhance competitiveness and create job opportunities.

Eligibility Criteria

To be eligible to receive sponsorship from the City, the applicant **must**:

1

be a legally constituted entity or individual with an Australian Business Number (ABN);

2

have appropriate insurances and licences where required;

3

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

4

offer a project or initiative within the City's local government area or a project that will result in a direct impact on the City; and

5

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

The City will not consider applications from:

- the Commonwealth or State Government Departments;
- a political party;
- an applicant that the City considers to support, promote or facilitate violence, intolerance or discrimination;
- an employee or elected member of the City, or their immediate family, however this does not include an application from an organisation that an employee, elected member or their immediate family member may be part of;
- an entity of which an employee or elected member has an ownership stake;
- an applicant that has outstanding debts to the City;
- an applicant who is in legal conflict with the City;
- an applicant that has failed to provide satisfactory acquittal reporting for any previous City funding;
- an applicant that has already received City funding (including in-kind) for the same project within the same financial year;
- an applicant that has already applied for City funding (including in-kind) for the same project within the same financial year and been refused; or
- an applicant that conducts themselves in a way the City of Perth considers to be injurious or prejudicial to the character or interests of the City.

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

- projects where the City consider the primary purpose to be political;
- projects that the City consider denigrate or exclude parts of the community or have an adverse effect on public health, safety, the environment or heritage;
- projects that request reimbursement of funds already spent; and
- projects that are for debt reduction or operational deficits.

The City will **not** support recurrent operational funding, including, but not limited to wages, salaries, or administrative overheads. Additional details on eligibility and requirements are set out in **Council Policy 4.3 Outgoing Sponsorship and Grants**.

To the extent of any inconsistency, the Policy takes precedence over this document.

Examples of Projects that may be supported

Below is a list of examples of projects that may be supported under this program. This list is not exhaustive and you are required to discuss your project with a Sponsorship and Grant Officer prior to submitting an application.

- Conferences;
- Workshops;
- Networking events;
- Skills development and training events;
- Thought leadership events;
- Award programs;
- Educational/training programs or accelerator/incubator programs; and
- Programs or events that increase investment, trade, education, visitation or economic connections to Perth.

Examples of Projects Not Supported

Below is a list of examples of projects or project expenses not supported under this program. This list is not exhaustive and you are required to discuss your project with a Sponsorship and Grant Officer to determine suitability..

- Capital works projects;
- Core operating expenses;
- Prototype/concept development;
- Creative performances;
- Fundraising projects; and
- Travel for local proponents.



Economic Development Sponsorship Requirements

Applicants should consider the requirements below when deciding what level of funding to apply for. These factors will be considered in the assessment of applications along with the demonstrated ability of the project to achieve the program outcomes.

Tier 1 Funding request \$0 - \$20,000

(allow up to 8 weeks to be notified of decision)
100% of total project costs can be requested.

Tier 2 Funding request \$20,001 - \$50,000

(allow up to 3 months to be notified of decision)
50% of total project costs can be requested.

Tier 3 Funding request \$50,001+

(allow up to 3 months to be notified of decision)
40% of total project costs can be requested.

<p>Outcomes to be addressed: Direct Economic Impact AND 1 other outcome <i>See page 8 for project outcomes</i></p>	<p>Outcomes to be addressed: Direct Economic Impact AND 4 other outcomes <i>See page 8 for project outcomes</i></p>	<p>Outcomes to be addressed: Direct Economic Impact AND 5 other outcomes <i>See page 8 for project outcomes</i></p>
<p>Project Examples Either a key industry sector accelerator, workshop, masterclass, award ceremony, education program or networking event.</p>	<p>Project Examples Professional conference that develops a key industry sector.</p>	<p>Project Examples A multi-day event, conference, program or project that generates significant positive impact on the profile, capacity, knowledge, economic benefit and investment of a key sector.</p>
<p>Duration 1/2 day - 2 day</p>	<p>Duration >2 days</p>	<p>Duration >3 days</p>
<p>Project and Attendee Profile</p> <ul style="list-style-type: none"> Local and statewide profile with industry leaders. Local and statewide exposure through marketing promotion. 	<p>Project and Attendee Profile</p> <ul style="list-style-type: none"> Statewide and national profile with high profile industry leaders. Statewide and national exposure through marketing promotion. 	<p>Project and Attendee Profile</p> <ul style="list-style-type: none"> Statewide, national and international profile with recognised experts and industry leaders Statewide, national and international exposure through marketing promotion.
<p>Visitation Brings local and statewide delegates to spend in Perth.</p>	<p>Visitation Brings statewide and national delegates to spend in Perth.</p>	<p>Visitation Brings statewide, national and international delegates to spend in Perth.</p>

Assessment Criteria

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

Part One: Project Criteria

1. Alignment with a Key Industry Sector

- Does the project support the growth and development of a key industry sector that represents strategic importance to the City?
- Projects that are unique or focus on new activity or demonstrate innovation will be prioritised.

2. Prestige and Significance

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

3. Project Plan

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

4. Funding Sources

- Has the applicant included a realistic budget detailing investment through a variety of funding sources?
- Has the applicant demonstrated how the City's funding will result in extra capacity or value-add?

5. Sponsorship Benefits

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

Benefits Include but are not limited to:

- Signage and branding
- Digital and print advertising
- Speaking/profiling opportunities for Council
- Social Media & PR opportunities



Part Two: Project Outcomes

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

Tier 1 Funding request \$0 - \$20,000	Tier 2 Funding request \$20,001 - \$50,000	Tier 3 Funding request \$50,001+
Outcomes to be addressed: Direct Economic Impact AND 1 other outcome (e.g. 3a)	Outcomes to be addressed: Direct Economic Impact AND 4 other outcomes (e.g. 2a, 2b, 4a, 4b)	Outcomes to be addressed: Direct Economic Impact AND 5 other outcomes (e.g. 2a, 2b, 3a, 4a, 4b)

Applicants will be assessed on the ability of their project to achieve the desired outcomes.

1. Direct Economic Impact

The extent to which the project stimulates spending within City-based businesses. By hosting the project within the City of Perth, surrounding businesses including hotels, food and beverage and retail benefit over that period.

Outcome:

- a. Increased direct short-term economic benefit to the City's local-based businesses. All projects will be assessed on their ability to deliver against this outcome.

2. Enhancing Perth's Reputation for Commerce and Investment

Project creates opportunities locally or internationally to enhance Perth's reputation as a visitor, business, investment, and/or education destination.

Outcomes:

- a. Perth is recognised in international markets.
- b. Allow for promotional opportunities for Perth.

3. Key Sector Development

The extent to which the project supports the growth of a key industry sector and contributes to a thriving, diverse and competitive business environment.

Outcomes:

- a. Local business or individuals have opportunities to build their education, knowledge and capability.
- b. Local business have opportunities to network and build or strengthen relationships with stakeholders of importance.

4. Economic Growth

Provides support to projects that generate economic benefits, attract investments, enhance competitiveness and create job opportunities.

Outcomes:

- a. Business within the City are supported to connect with investors.
- b. Increase business generated within the city.



General Information

Key Dates

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

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

Applications open 1 April 2026 for activities commencing 1 July 2026.

Applications close 31 March 2027.

Maximum Contribution

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

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

How to Apply

You are required to discuss your application with a City Sponsorship and Grant Officer to ensure suitability.

✉ sponsorship@cityofperth.wa.gov.au

Following a review of your expression of interest (EOI), a link to the application form for the Economic Development Sponsorship will be provided if the project meets the eligibility criteria and the applicant demonstrates the ability to achieve and measure the desired program outcomes.

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

Assessment Process

Applications are assessed by a three-person funding panel, which may recommend full, part or no funding to the decision-making authority. The recommendation is carefully considered with the view of maintaining the integrity of the proposal.

Decisions and Notifications

Applications may be accepted or rejected or part-funding approved, and the decision is final and not subject to any further appeal.

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

Funding Agreements

Successful applicants must enter into a written funding agreement with the City before any funding is provided. The City will not be under any obligations in relation to a successful applicant until the parties execute an **Agreement**.

Funding Term

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

Acquittal Process

Subject to the terms of the agreement, successful applicants will be required to submit an acquittal report through SmartyGrants within three months of project completion. All sponsorships must be acquitted prior to payment being made to subsequent approved funding applications.

Acquittal reports will be considered as part of future funding applications.

Lobbying of Elected Members and Administrative Staff

Applicants or anyone representing the interests of applicants must not lobby or seek to influence the decision-making of Elected Members and administrative staff. If, during the period between submitting a funding application and a determination by Council, an applicant or any member of the public

seeks to lobby any Elected Member or administrative staff, or attempts to provide additional information, either directly or indirectly, on any matter relating to the funding application, the person/ organisation will be disqualified and the sponsorship excluded from being considered for approval.



Frequently Asked Questions

1

Can I assume my project will be funded if it has been funded in previous years?

The City is committed to ensuring the assessment process is fair and equitable. Recurring annual funding is not guaranteed. The City recommends you also seek additional funding from other sources. Additional funding sources will strengthen your application.

2

How many times can I apply?

Applicants may apply for sponsorship for several projects, however each project may only receive sponsorship once in each financial year.

3

I want to use a City-owned venue. Is this included in my sponsorship?

Organisers are reminded that use of the City's banners, streets, malls, buildings, laneways and reserves is subject to separate application and approval. Visit **City of Perth Hire and Bookings** for more information. Organisers are responsible for securing all appropriate permits and bookings. Fees and charges for these services may be provided in-kind by the City, subject to the outcome of a sponsorship application (see FAQ #4).

4

I'd like to apply for in-kind support. Is this possible?

Applicants can request in-kind support for City's fees and charges associated with their project. This is to be included in the overall sponsorship requested amount for consideration by and at the discretion of the City. Please contact a City Sponsorship and Grants Officer to discuss available in-kind support.

5

Are the details of my application confidential?

No. The City must comply with the Local Government Act 1995 (WA), State Records Act 2000 (WA) and other relevant legislation and regulations. An assessment of your application will form part of the decision recommendation report which may be subject to Freedom of Information (FOI) requests. Successful applicants may be listed on the City's website. Please make it known to the Sponsorship and Grants Officer if information provided in your application is commercially sensitive.

6

How will I know if my application is successful?

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

7

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

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

This publication can be requested in alternative formats: audio, braille, Word or accessible PDF.

Contact Us

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