



**CITY OF  
PERTH**  
City of Light

# Local Activation

**GRANT GUIDELINES • 2024-2025**



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## Disclaimer

This document is provided for information and does not purport to be complete. While care has been taken to ensure content is accurate, we cannot guarantee it is without flaw of any kind. There may be errors and omissions, or it may not be wholly appropriate for your particular purpose. In addition, the publication is liable to change. The City of Perth accepts no responsibility and disclaims all liability for any error, loss or other consequence that may arise from you relying on any information contained in this document.

Cover image: (left to right) Chris Griffiths and Preben Ningarmarra performing the Wangga as part of The Journey Down, presented by Tura and the WA Museum, 2023. Photo by Edify Media.

## 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.

# The City's Aspiration

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

to live, work and visit. We aim to facilitate stakeholders to build a sense of vibrancy, celebrate and develop diverse cultural experiences as well as support economic growth to enable Perth to continue to compete on the world stage as one of the great liveable cities.



Liveable



Sustainable



Prosperous

Image - Barn Dance Perth



# Introduction

The City of Perth recognises the importance of events, activations and local business to attract people into Perth city and create a vibrant destination. The Local Activation Grant program will provide up to \$20,000 in funding to support events, arts and culture, and other community or business- led activity with a public outcome. Projects should have an inclusive and widespread appeal, attract additional visitation, champion sustainability measures, and support opportunities for local businesses to stimulate economic growth.

This year, the City will prioritise applications that complement City-led events and amplify activity at those times. While not mandatory, applicants are encouraged to consider activations that occur at the same time and in close proximity to events outlined in the City's Events Plan 2024/25.

# Program Outcomes

To guide and inform the City's direction and approach for the Local Activation Grants, five key outcomes have been identified as the priority. The City aims to support events, arts and culture activity and local business projects that can achieve the below outcomes which are aligned to the City's strategic pillars; Liveable, Sustainable and Prosperous.

**LIVEABLE**

**Visitation**

Attract visitors to the city and encourage people to increase dwell time in city neighbourhoods.

**Engaging a diverse community**

Celebrate and embrace the diversity of Perth, demonstrate an inclusive and accessible approach for all community members.

**Vibrancy**

Enliven the city with vibrant activity and connect people in the community through unique and engaging experiences, with a particular focus on weekend daytime activity, night-time activity, and activity that compliments City-led events.

Image - Halloween Twilight Perth Makers Market

**SUSTAINABLE**

**Sustainability**

Support the City's vision of being a sustainable city by championing environmental sustainability actions.

**PROSPEROUS**

**Economic growth**

Stimulate the local economy and provide opportunities for local business engagement in the hospitality and retail sectors. Champion the use of local businesses and suppliers.

# Grants Tier Criteria

The Local Activation Grants are tiered into three categories which are reflective of the level of investment for the outcomes likely to be achieved. Applicants are required to address all five outcomes for their chosen tier.

<b>Tier 1   Funding request \$5,000 and under</b>	<b>Tier 2   Funding request \$5,001 - \$10,000</b>	<b>Tier 3   Funding request \$10,001 - \$15,000</b>	<b>Tier 4   Funding request \$15,001 - \$20,000</b>
<b>Expected Attendance:</b> Minimum 200	<b>Expected Attendance:</b> Minimum 1,000	<b>Expected Attendance:</b> Minimum 3,000	<b>Expected Attendance:</b> Minimum 5,000
<b>Vibrancy:</b> Activating public or private spaces, prioritising night-time and weekend day-time activity. Project compliments City-led events or enhances surrounds.	<b>Vibrancy:</b> Activating public or private spaces, prioritising night-time and weekend day-time activity. Project compliments City-led events or enhances surrounds.	<b>Vibrancy:</b> Activating public or private spaces, prioritising night-time and weekend day-time activity. Project compliments City-led events or enhances surrounds.	<b>Vibrancy:</b> Activating public or private spaces, prioritising night-time and weekend day-time activity. Project compliments City-led events or enhances surrounds.
<b>Engaging a diverse community:</b> Diversity, inclusion and accessibility actions are incorporated.	<b>Engaging a diverse community:</b> Diversity, inclusion and accessibility actions are well considered.	<b>Engaging a diverse community:</b> Diversity, inclusion and accessibility actions are fully integrated into project plan.	<b>Engaging a diverse community:</b> Diversity, inclusion and accessibility actions are fully integrated into project plan.
<b>Environmental sustainability focus:</b> Minimum 2 sustainability considerations for reducing project's environmental impact.	<b>Environmental sustainability focus:</b> Minimum 3 sustainability considerations for reducing project's environmental impact.	<b>Environmental sustainability focus:</b> Minimum 4 sustainability considerations for reducing project's environmental impact. Considerations fully integrated into project plan.	<b>Environmental sustainability focus:</b> Minimum 5 sustainability considerations for reducing project's environmental impact. Considerations fully integrated into project plan.
<b>*Local Business Engagement:</b> Not mandatory	<b>*Local Business Engagement:</b> Minimum 3	<b>*Local Business Engagement:</b> Minimum 5	<b>*Local Business Engagement:</b> Minimum 6
<b>Economic impact:</b> Measured via anecdotal feedback from businesses and attendees. Economic impact reported in acquittal.	<b>Economic impact:</b> Measured via anecdotal feedback from businesses and attendees. Economic impact reported in acquittal.	<b>Economic impact:</b> Measured via survey at a minimum, to businesses and attendees. Formal research via external organisation preferable. Economic impact reported in acquittal and impact report from external organisation, if applicable.	<b>Economic impact:</b> Measured via survey at a minimum, to businesses and attendees. Formal research via external organisation preferable. Economic impact reported in acquittal and impact report from external organisation, if applicable.

\*Note: Local businesses are defined as those located within the City of Perth Local Government Area.

# Eligibility Criteria

All applications for Local Activation Grants must meet the following eligibility criteria. To be eligible to receive grant funding from the City, the applicant must:



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



2 have appropriate insurances where required, as outlined under the City's Activity Approvals or other relevant policies;



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



4 offer a project or initiative within the City's local government area; and



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

## The City will not consider applications from:

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

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

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

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

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



Image – Nepal Festival Perth

## Examples of Projects Supported

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

- Cultural events;
- Sporting and mass participation events;
- Carnivals;
- Live music festivals/events;
- Markets;
- Food and beverage events;
- Arts and culture activities with a public outcome
  - visual arts, film and photography exhibitions, music and dance performances, and arts workshops (e.g. school holiday programs);
- Fashion events (e.g. fashion shows in public spaces);
- Local, community-led events;
- Pop-up retailers – public launch events, evening events;
- Local businesses hosting events or activations which leverage major events/occasions/ City’s marketing campaign, and activate their neighbourhood.

## Examples of Projects Not Supported

Below is a list of examples of projects not supported under this program. This list is not exhaustive, and the City encourages you to discuss your project with a Sponsorship Officer prior to submitting an application.

- Murals;
- Virtual events;
- Business events or business/industry exhibitions;
- Conferences;
- Awards ceremonies;
- Networking events;
- Artistic development programs;
- Permanent installations;
- Minor or major capital works projects;
- Projects that form part of a major festival/event already sponsored by the City;
- Private/invite only events (events or projects must be accessible to the public).

**Note:** Projects will be assessed more favourably if they:

- Maintain a core focus on public, free or low-cost programming.
- Deliver an immediate benefit to the City through standalone events, or shorter-term projects.

# Assessment Criteria

Eligible applicants for Local Activation Grants will be assessed against the extent to which the applicant can address all the following criteria:

## Essential Criteria

<p><b>1</b></p>  <p>Demonstrate how your project will attract visitation to the city and encourage visitors to increase dwell time in city neighbourhoods. Detail how the visitation will be measured.</p>	<p><b>2</b></p>  <p>Demonstrate how your project will enhance and compliment the <b>City's 2024/25 Events Plan</b>.</p>	<p><b>3</b></p>  <p>Demonstrate how your project celebrates the diversity of Perth, and has an inclusive and accessible approach.</p>
<p><b>4</b></p>  <p>Detail what environmental sustainability considerations are integrated into your project, and how these actions will reduce the project's environmental impact.</p>	<p><b>5</b></p>  <p>Demonstrate how the project will stimulate the local economy and provide opportunities for engagement with local businesses in the hospitality and retail sector, and champion the use of local businesses and suppliers.*</p>	

Note: Local businesses are defined as those located within the City of Perth Local Government Area.

## Project Delivery

Applications will also be assessed on the following through the information provided in the application:

- Does the applicant have a demonstrated capacity to manage all aspects of the project?
- Is the project plan and budget realistic and value for money?
- Does the project activate public or private city spaces with vibrant activity, prioritizing night-time and/or weekend day-time activity?



# General Information

## Key dates

The City will accept applications for Local Activation Grants at any time, however decisions will be made on a case-by-case basis in line with budget and strategic priorities.

Applicants are required to **apply at a minimum of 8 weeks prior to the start of their event or project** and must provide a public outcome before 30 June 2025.

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

## Event Approvals Requirements

Organisers of events or projects held on public land within the City of Perth municipality are required to have a confirmed booking and application submitted through to the City's Activity Approvals team prior to submitting a grant application. To discuss availability, hire fees and permit requirements, please contact **Activity Approvals**.

Any place or venue where people assemble or gather for educational, entertainment, recreational and/or sporting purposes may require Public Building Approval. The City's Community Health team may assess your event site for public building approval, if required.

There may be additional approvals, permits and fees related to holding an activity in the City of Perth.

Applicants are encouraged to visit the **Health approvals, Licenses and Permits** web page on the City's website for more information.

## Funding Levels Available

Grants of up to \$20,000 (excluding GST) are available.

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

## Maximum Contribution

The maximum contribution of grant funding provided by the City is 100% of the total event or project cost (within the funding limit of \$20,000).

## How to Apply

Applications for Local Activation Grants must be submitted through the City's approved online management portal, **SmartyGrants**.

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

## Single Use Plastic Bans

On 13 June 2021, the Government of Western Australia announced Western Australia's Plan for Plastics that provides a roadmap towards a state that is free of single use plastics.

All applicants seeking sponsorship must ensure their practices are in line with State Government directions and associated bans. Information on the bans can be found here **WA Plan for Plastics, single-use plastic bans 2022-25**.

Image - Uglieland 1923



## Assessment Process

Applications are assessed by a minimum two-person assessment 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.

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

The City reserves the right to request further information in considering any application, as well as the right to reject any application that does not meet the eligibility criteria.

## Decisions and Notifications

Applications may be accepted or rejected or part-funding approved, and the decision is final and not subject to any further appeal within the City. Applications will be approved by the City's administration.

**Allow up to 8 weeks to be notified of a decision for a Local Activation Grant.**

## Funding Agreements

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

Successful applicants will be required to provide evidence of appropriate insurances at time of Agreement execution unless provided at point of submission.

## Acquittal Process

Subject to the terms of the Agreement, successful applicants will be required to submit an acquittal report through **SmartyGrants** within three months of project completion. All grants must be acquitted prior to payment being made to 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 or the CEO, an applicant or any member of the public seeks to lobby any Elected Member or administrative staff, or attempts to provide additional information, either directly or indirectly, on any matter relating to the funding application, the person/organisation will be disqualified and the sponsorship application excluded from being considered for approval.

Perth City Criterium Championships



# 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 applicants also seek additional funding from other sources to strengthen their application.

2

## How many times can I apply?

Applicants may apply for funding 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 applications and approvals. 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 requested amount for consideration by and at the discretion of the City. Please contact a Sponsorship Officer to discuss available in-kind support.

5

## Are the details of my application confidential?

No. The City must comply with the *Local Government Act 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 Officer if information provided in your application is commercially sensitive.

6

## How will I know if my application is successful?

For Local Activation Grants, a Sponsorship Officer will contact you to advise you of the outcome of your application within 8 weeks.

7

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

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

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

## Contact Us

### Sponsorship Team

@ [sponsorship@cityofperth.wa.gov.au](mailto:sponsorship@cityofperth.wa.gov.au)  
📍 [perth.wa.gov.au/grants](http://perth.wa.gov.au/grants)

### Activity Approvals Team

@ [activity.approvals@cityofperth.wa.gov.au](mailto:activity.approvals@cityofperth.wa.gov.au)

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