



**BUSINESS DEVELOPMENT
SPONSORSHIP AND GRANTS
GUIDELINES**

2019-2020

TITLE: Business Development Sponsorship and Grants Guidelines

1. Introduction

1.1. Business Development Sponsorship and Grants aim to foster a connected and vibrant economy that supports a prosperous and sustainable future to attract investment, development, visitors and people to the Town.

2. Scope

2.1. Underpinned by and applied in conjunction with the Town's Sponsorship and Grants Policy, the Business Development Sponsorship and Grants Guidelines (guidelines) provide for the application and assessment of events or initiatives that contribute to stimulating the Town's economy and capitalising on the Town's natural and built environment.

3. Definitions

3.1. Meaning of Business Development Event or Initiative

3.2. A Business Development Event or Initiative is one that:

- 3.2.1.1. is delivered or occurs within the Town of Bassendean local government area;
- 3.2.1.2. directly provides economic benefit to the Town's economy contributing to a sustainable and vibrant community;
- 3.2.1.3. will, or has the potential to, generate significant interest and attendance from the local and business community and beyond;
- 3.2.1.4. generates significant economic, social or community benefit for the Town; and
- 3.2.1.5. offers an element or elements that are unique to the Town and advances the Town's reputation as a vibrant place to work, live and visit.

3.3. Meaning of Group or Organisation

3.3.1. A group or organisation is one that comprises no fewer than five members and is:

- 3.3.1.1. a group of business owners within the Town of Bassendean local government area and/or;
- 3.3.1.2. a business association and/or;
- 3.3.1.3. a Body representing one or more of the Town's key industry sectors

4. Eligibility

4.1. To be eligible to receive a Business Development Sponsorship and/or Grant from the Town, applicants are to:

- 4.1.1. Be a business owner or group of business owners located within the Town of Bassendean local government area. Apply for sponsorships or grants for an event or initiative within the Town of Bassendean local government

area. Proposals for sponsorships or grants from persons or entities outside the local government area may be considered where economic benefit to the local government area can be demonstrated.

- 4.1.2. Demonstrate the full cost of the proposal including own contribution and other funding sources.
- 4.1.3. Submit the proposal within the advertised funding round and by the specified closing date.
- 4.1.4. Submit the proposal on the specified form and in accordance with the published requirements and guidelines.

5. Ineligible Proposals

5.1. The Town will not consider proposals from:

- 5.1.1. Local, State or Commonwealth Government agencies.
- 5.1.2. Employees or immediate family members of employees.
- 5.1.3. An applicant with outstanding debts to the Town.
- 5.1.4. An applicant that has failed to provide satisfactory acquittal reporting for any previous approved sponsorship or grant.

6. Funding available

6.1. Proposals may be fully or partly funded by the Town. Proposals demonstrating capacity to provide monetary and/or in kind contribution will be viewed favorably.

7. Funding Round Timelines 2019-2020

7.1. All opportunities to apply for sponsorship or grants will be advertised on the Town's website.

Round One	Round Two
For events or initiatives up to \$5,000 between 1 January 2020 – 30 June 2020	For events or initiatives up to \$5,000 between 1 July 2020 – 31 December 2021
Applications Open Wednesday, 2 September 2019	Applications Open Friday, 14 February 2020
Applications Close 4pm, AWST, Friday, 27 September 2019	Applications Close 4pm, AWST, Friday, 6 March 2020
Notification of Decision No Later than 30 November 2019	Notification of Decision No Later than 30 May 2020

8. Funding Limits

- 8.1. The Town may request monetary or in-kind a co-contribution towards the total cost of proposals.
- 8.2. Limits apply to all approved sponsorships and grants and will be determined on a case by case basis in accordance with the Town's Sponsorship and Grant Policy and other relevant financial considerations.
- 8.3. Cash contributions from the Town may apply and will be determined on a case by case basis as part of the application and assessment process.

9. In Kind or Non Cash Contributions

- 9.1. The Town may make in-kind or non-cash contributions to approved sponsorship and grant applicants, which will be capped and determined in accordance with the Town's In-Kind and Non-Cash Policy [to be developed].

10. Assessment Criteria

- 1.1. Proposals for major initiatives with the potential for greater community or economic impact are encouraged to address the below assessment criteria and demonstrate to a high standard evidence, both quantitatively and qualitatively. Proposals for small grants only need to address where appropriate or applicable.
 - 1.1.1. **Sustainability Principles:** Evidence of how the proposal addresses or achieves One Planet Living principles. [This will be hyperlinked to <https://www.bioregional.com/one-planet-living>].
 - 10.1.1. **Cultural Outcomes:** The extent to which the proposal or initiative will celebrate the cultural diversity of the Town. Proposals including a detailed plan for addressing cultural recognition will be viewed favorably. (This will be hyperlinked to the Town's Arts and Cultural Plan 2019-2023)
 - 10.1.2. **Social Outcomes:** The extent to which the proposal or initiative will contribute to social outcomes.
 - 10.1.3. **Civic Outcomes:** The extent to which the proposal or initiative will provide and promote experiences that are unique to the Town.
 - 10.1.4. **Place Outcomes:** The extent to which the proposed event or initiative will activate private or public spaces with vibrant activity.
 - 10.1.5. **Economic Outcomes:** The extent to which the proposal or initiative will stimulate the local economy and provide opportunities for business to leverage the event or initiative.
 - 10.1.6. **Safety Outcomes:** Submission of a risk assessment plan and evidence of the patron and community safety strategies that will be implemented. Every sponsorship or grant proposal is to include a detailed risk management plan.
 - 10.1.7. **Organisational Competency:** Evidence of a detailed implementation plan and budget, including the applicant's demonstrated capacity and

financial viability to plan, deliver, manage and coordinate all aspects of the proposal or initiative.

11. Assessment

The assessment process may involve community participation in the review and assessment of proposals for funding however the Town reserves the right to consider proposals separately independent of this process.

11.1.1. In the event a panel is convened it will comprise a minimum of three appropriately qualified and experienced individuals.

11.1.2. The Chief Executive Officer (CEO) is responsible for approving the composition of any Assessment Panels and retains the right to invite an external representative to participate as a member of an Assessment Panel.

11.1.3. Elected Officials are ineligible to participate on Assessment Panels.

12. Approvals

12.1. Following consideration of proposals, a report is to be submitted, with findings and recommendations, through the Chief Executive Officer to Council for consideration of the recommended applicant for a sponsorship or grant.

13. Evaluation Evidence and Reporting

13.1. Every sponsorship or grant proposal is to include a plan for obtaining evidence, both qualitative and quantitative, to measure the key outcomes and achievements against the required assessment criteria.

14. Disability Access and Inclusion Plan

14.1. Where applicable sponsorship or grant proposals are to include a plan for addressing disability access and inclusion.

15. Sponsorship and Grant Agreements

15.1. All successful applicants will be required to enter into a written funding agreement with the Town which includes terms and conditions pertaining to the approved funding.

15.2. Where an approved applicant is unable to implement a project in accordance with the approved funding agreement, the Town may consider and determine approval or refusal of a variation to the sponsorship and grant agreement.

16. Duration of Sponsorship or Grant Agreement

16.1. Sponsorship and grants agreements are limited to a period no greater than twelve months within the current financial year.

17. Acquittal of Sponsorship or Grant Funding

17.1. All sponsorships and grants are to be acquitted and reviewed within three months of the completion of the event or initiative.

18. Canvassing of Elected Officials

18.1. Applicants are discouraged from canvassing elected members of Council.

18.2. In the event elected members of Council have had an involvement in the proposal, they are to remove themselves from any decision making role.

19. Contacts

19.1. For further information about the Town's sponsorships and grants, contact the members of the Recreation and Culture Team by email to sponsorshipandgrants@bassendean.wa.gov.au

20. Submitting Proposals

20.1. Proposals for sponsorship or grants funding are to be submitted on the published and approved application form by email to sponsorshipandgrants@bassendean.wa.gov.au