



**MAJOR AND SIGNIFICANT EVENTS  
SPONSORSHIP AND GRANTS  
GUIDELINES**

**2019-2020**

## **TITLE: Major and Significant Events Sponsorship and Grants Guidelines**

### **1. Introduction**

- 1.1. Major and significant events build the profile of the Town of Bassendean (Town), foster community cohesiveness and bring economic, social and reputational benefits for the Town.

### **2. Scope**

- 2.1. Underpinned by and applied in conjunction with the Town's Sponsorship and Grant Policy, the Major and Significant Events Sponsorship and Grants Guidelines (guidelines) provide for the application and assessment of major and significant events sponsorships and grants.

### **3. Definitions**

#### **3.1. Meaning of Significant or Major Event**

- 3.1.1. A significant or major event is one that:
  - 3.1.1.1. is delivered or occurs within the Town of Bassendean Local Government area;
  - 3.1.1.2. will, or has the potential to, generate significant interest, profile or visitation from outside of the Town;
  - 3.1.1.3. reflects and celebrates the community and its culture and diversity, promotes social connection and fosters a sense of community pride;
  - 3.1.1.4. generates significant economic, social or community benefit for the Town;
  - 3.1.1.5. offers an element or elements that are unique to the Town and advances the Town's reputation; and
  - 3.1.1.6. may be conducted on an annual basis, or on a one-off basis.

### **4. Eligibility**

- 4.1. To be eligible to receive a sponsorship or grant from the Town, applicants are to:
  - 4.1.1. Be an Australian Legal Entity or possess an Australia Business Number.
  - 4.1.2. Demonstrate the full cost of the proposal including own contribution and other funding sources.
  - 4.1.3. Demonstrate evidence of having obtained the appropriate licences and insurances.
  - 4.1.4. Submit the proposal within the advertised funding round and by the specified closing date.
  - 4.1.5. Submit the proposal on the specified form and in accordance with the published requirements and guidelines.

#### **Ineligible Proposals**

- 4.2. The Town will not consider proposals from:
  - 4.2.1. Local, State or Commonwealth Government agencies.
  - 4.2.2. Employees or immediate family members of employees.
  - 4.2.3. An applicant with outstanding debts to the Town.

4.2.4. An applicant that has failed to provide satisfactory acquittal reporting for any previous approved sponsorship or grant.

4.2.5. A proposal for a sponsorship or grant for an event or initiative outside of the Town of Bassendean local government area. Proposals from outside the Bassendean local government area may be considered in exceptional circumstances.

## 5. Funding available

5.1. Proposals may be fully or part funded by the Town. Proposals demonstrating capacity to provide monetary and/or in-kind co-contributions will be viewed favorably.

## 6. Round Timelines 2019-2020

6.1. All opportunities to apply for sponsorships or grants will be advertised on the Town's website in accordance with the below funding rounds.

## 7. Financial Year Funding Round Timelines

<b>Transitional Round</b>	<b>Round Two</b>	<b>Expression of Interest</b>
<b>For full/part funding of total cost of events or initiatives held between</b> 1 October 2019 – 30 June 2020	<b>For full/part funding of total cost of events or initiatives held between</b> 1 July 2020 – 31 December 2020	<b>For full/part funding of total cost of events or initiatives.</b> 1 January 2021 - 30 June 2021
<b>Applications Open</b> Wednesday 28 August 2019	<b>Applications Open</b> Friday, 14 February 2020	<b>Applications Open</b> Monday, 16 September 2020
<b>Applications Close</b> 4 pm, AWST, Friday, 27 September 2019	<b>Applications Close</b> 4pm, AWST, Friday, 6 March 2020	<b>Applications Close</b> 4pm, AWST, Friday, 25 October 2020
<b>Notification of Decision</b> No Later than 30 November 2019	<b>Notification of Decision</b> No Later than 30 May 2020	<b>Notification of Decision</b> No Later than 20 December 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 sponsorship 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

- 10.1. Proposals are to address the assessment criteria and demonstrate to a high standard evidence, both quantitatively and qualitatively, against the following criteria as they apply to the proposal.

It is not a requirement to meet all 8 criteria for a proposal to be successful.

- 10.1.1. **Sustainability Principles:** Evidence of how the proposal addresses or achieves the One Planet Living principles [this will be hyperlinked to <https://www.bioregional.com/one-planet-living>].
- 10.1.2. **Cultural Outcomes:** The extent to which the proposal will celebrate the cultural diversity and alignment to the Town's Arts and Cultural Plan. Proposal 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]
- 10.1.3. **Social Outcomes:** The extent to which the proposal will provide opportunities for the local or greater community social outcomes.
- 10.1.4. **Civic Outcomes:** The extent to which the proposal will provide and promote experiences that are unique to the Town.
- 10.1.5. **Place Outcomes:** The extent to which the proposal will activate private or public spaces with vibrant activity.
- 10.1.6. **Economic Outcomes:** The extent to which the proposal will stimulate the local economy and provide opportunities for local business to leverage the event.
- 10.1.7. **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.
- 10.1.8. **Organisational Competency:** Evidence of, including a detailed implementation plan and budget of, the applicant's demonstrated capacity and financial viability to plan, deliver, manage and coordinate all aspects of the proposal.

## 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 an Assessment Panel is utilised, 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 all 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 proposal 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 every sponsorship or grant proposal is 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](mailto:sponsorshipandgrants@bassendean.wa.gov.au)

### **20. Submitting Proposals**

- 20.1. Proposal for sponsorship or grants funding are to be submitted on the published and approved application form and emailed to [sponsorshipandgrants@bassendean.wa.gov.au](mailto:sponsorshipandgrants@bassendean.wa.gov.au)