



TOWN OF
VICTORIA PARK

Event Sponsorship Program

2023-2024



A dynamic place for everyone

The Town of Victoria Park is nestled close to the Perth CBD (five kilometres to be exact), flanked in part by the Swan River foreshore. Our iconic main street, Albany Highway, is one of the longest commercial strips in the southern hemisphere and boasts a lively atmosphere supported by an enviable array of cafes, restaurants and shops.

Home to almost 40,000 residents, we are a thriving community with excellent parks, recreation facilities and major attractions, including Perth Stadium, Curtin University and Mineral Resources Park. Our residents' vision is that the Town is a dynamic place for everyone. A town with a close-knit feel, big heart and vibrant personality – where people flock to live, visit our attractions and events, run their businesses, dine and shop.

Behind the vision

We are Perth's most empowered and engaged community

We come together to form community-led initiatives, collaborate on decisions and create better outcomes.

We are Perth's premier place for entertainment and entrepreneurship

The Town is the leading place for entertainment, events and for people to open and run their businesses. We host hundreds of cultural, arts, music and sport events throughout the year and want to continue to bring our community together, whilst drawing others from across the state.

We lead in sustainability

We lead by example and aim to become even more sustainable by integrating principles

related to sustainability into our operational approach and strategic direction.

We put people first in urban design and safety

We're creating places and spaces that are even more walkable, safe and versatile, with a diverse mix of uses.

We are inclusive and connected with a thriving community

The Town is improving connections and striving for more inclusivity among people from different cultures, age groups, abilities and interests. We celebrate the rich diversity of our Town.

Our mission?

To communicate with, empower and support our community and promote social, economic and environmental sustainability to create our vision.

"WE HOST HUNDREDS OF CULTURAL, ARTS, MUSIC AND SPORT EVENTS THROUGHOUT THE YEAR AND WANT TO CONTINUE TO BRING OUR COMMUNITY TOGETHER..."



Our Events Sponsorship Program

Through our Events Sponsorship Program, we aim to maximise opportunities for collaboration and partnerships between the Town and likeminded organisations.

We believe events have a positive impact on community life by increasing economic vibrancy, raising the profile of the Town and our local businesses, fostering inclusivity and community connection, as well as complementing our strategic objectives, mission and vision. Events play a key role in welcoming new residents, encouraging visitation and creating an exciting destination for work and play.

Are you eligible?

To be considered to receive event sponsorship from the Town, you must meet our application eligibility criteria.

Eligible

- Event sponsorship may only be given or received from an organisation, which is:
 - An established and solvent commercial business or operator; or
 - An established and solvent incorporated community group.
- The applicant's event must be aligned with our strategic direction, policies, mission and vision.
- The event must be hosted within one of the Town's precincts (see our map on page 9), between 1 July 2023 and 30 June 2024.
- Applications must be submitted through our SmartyGrants portal within the application period 6 March – 3 April 2023.



Not eligible

- An organisation **is not** eligible to receive sponsorship if they meet any of the following:
 - The organisation is insolvent.
 - The organisation has an outstanding debt to the Town.
 - The organisation has failed to submit a satisfactory acquittal for a previous Town funding program.
 - The organisation is in legal or financial conflict with the Town.
 - The organisation connects the Town with a political party or lobby group; or
 - The organisation has received financial support through another program from the Town within the same application period/sponsorship term.
- The sponsorship must not compromise the Town's values, public image, ability to fulfil its functions or influence decisions or actions.
- The sponsorship must not provide personal financial benefit to the Town's employees or elected members, or the employees or directors of the person/body receiving sponsorship.



Available sponsorships

Applications will be assessed by a panel which will recommend sponsorship arrangements to the Council.

The panel will assess proposed sponsorship arrangements against a weighted criterion to ensure a fair process and maintain integrity.

Gold/Naming Rights – Major Event Sponsorship

We are looking for a large-scale event to include in our annual events program. We welcome applications up to \$100,000 for events from:

- Established commercial businesses, incorporated community groups or not-for-profits
- Applicants with appropriate insurances and licences (public liability, product liability, general property, and workers compensation)
- Events that are free to attend and are within a public place in the Town's boundary
- Events held between 1 July 2023 and 30 June 2024

We are looking for events that

- o Activate key activity areas such as Albany Hwy, Lathlain, Carlisle or the Burswood Peninsula
- o Celebrate the performing arts, cultural diversity, food or vibrancy of the area
- o Support tourism in our Town

- o Lend themselves to being a recurring signature event for Vic Park that we can create a long-term partnership with
- o Are free to attend

Smaller activations – Vibrancy Sponsorship

We welcome applications for small events that are diverse and amplify the Town's strengths and demographic diversity. We welcome applications up to \$10,000 for events from:

- Smaller entities such as schools, P&C groups, not-for-profit organisations, charities and sporting associations
- Applicants with appropriate insurances and licences (public liability, product liability, general property, and workers compensation)
- Events that are free to attend and are within a public place in the Town's boundary
- Events held between 1 July 2023 and 30 June 2024

We are looking for events that

- o Are events targeted at Vic Park Locals
- o Encourage a lively and connected community
- o Encourage use of public open spaces and facilities
- o Recognise and fill a gap in the Town's current Events Strategy

**"WE BELIEVE
EVENTS HAVE A
POSITIVE IMPACT
ON COMMUNITY
LIFE."**



Aligning with our mission and vision

THINGS TO CONSIDER IN YOUR APPLICATION

Social

How will your event appeal to a diverse community, encourage participation and attendance improve access to arts, history, culture and/or education and facilitate a sense of belonging and local pride? Include details around who your event is for and how the event will engage with our local and surrounding communities. The Town also strives to provide access and equity in service provision for everyone, including people with disability. So, it's important to consider how people with disability can have the same opportunities as others to access your event.

Economic

Our town is home to a rich variety of people, creative practitioners, groups and businesses (we're a good bunch). Our mission is to create a clean, safe, and accessible place for business and tourism.

Environment

How will your event promote sustainable practices and minimise environmental impact? The Town's facilities and events adhere to a single-use plastic and polystyrene free approach. Be sure to include how you will minimise waste in your application (we have some great ideas in our Plastic-free Vic Park guide at vicpark.info/plasticfree). We also have excellent public transport options and connected paths for walking and cycling. Consider how you'll encourage alternate transport arrangements and have a look at our map for plenty of accessible locations to host your event.

Civic Leadership

How will you manage and successfully deliver your event? Provide a well thought out plan, including things like additional funding sources, your organisation's capacity and resourcing to deliver the event and examples of previous projects.

What type of events are we looking for and where can you host them?

We have heaps of amazing spaces to host events - check out our map to see where you can hold yours, pending availability. Locations include, but are not limited to:



BURSWOOD PENINSULA

Surrounded by the beautiful Swan River, parkland, bike trails and big entertainment hubs, Burswood Peninsula is the perfect spot for sporting events, including fun runs, competitions, junior athletics, cycling and more.



CARLISLE / LATHLAIN

This precinct is home to lots of leafy green parks and ovals, making it a great location to host outdoor festivals and cause-based events. For example, NAIDOC week celebrations, youth events, environmental/sustainability workshops, and small business markets.



EAST VICTORIA PARK

A buzzing hub packed with eateries, shops and parks and, of course, part of our vibrant Albany Hwy strip, East Vic Park has lots to offer in terms of arts and culture, making it perfect for art exhibitions, night markets, music and orchestras, theatre in the park

EXPLORE VIC PARK

- 1 Burswood Park
- 2 J.A. Lee Reserve
- 3 Charles Paterson Park
- 4 G.O. Edwards Park
- 5 Rayment Park
- 6 McCallum Park
- 7 Raphael Park
- 8 Koolbardi Park
- 9 Fletcher Park
- 10 John Bissett Park
- 11 Hawthorne Park
- 12 Parnham Park
- 13 Carlisle Reserve
- 14 Kate Street Reserve
- 15 John MacMillan Park
- 16 Harold Rossiter Park
- 17 Fraser Park
- 18 Edward Millen House and Park
- 19 Higgins Park and Playfield Reserve
- 20 Rotary Park
- 21 Houghton Reserve





Important things to note

Acknowledgement of Country

An Acknowledgement of Country or Welcome to Country must be given at all events receiving sponsorship from the Town.

Canvassing of Elected Members

Canvassing to the Town Mayor, Councillors or employees may result in your application being disqualified. Please ensure you follow the correct application process and, if any supplementary information needs to be provided, please contact our Stakeholder Relations team.

Dates and deadlines

- ▼ Event sponsorship applications open 6 March 2023
- ▼ Event sponsorship applications close 3 April 2023
- ▼ Applications Endorsement June Council Meeting
- ▼ Apply through our SmartyGrants vicpark.info/ApplyEvents
- ▼ Sponsorship term – Your event must take place between 1 July 2023 – 30 June 2024.

Have a question? Contact us

Stakeholder Relations team

admin@vicpark.wa.gov.au





WE'RE OPEN
VIC PARK

#LOVEVICPARK

victoriapark.wa.gov.au