



Government of **Western Australia**
Department of **Communities**

Sponsorship Program

Guidelines



Document control

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Amendments

Version	Date	Author	Description
1	May 2021	Senior Grants Officer	
2	July 2021	Senior Communications Officer	
3	August 2022	Senior Advisor, Governance	
4	April 2023	Senior Communications Officer	Edits included following consultation with divisions.
5	August 2023	Director Communications	
6	September 2023	Senior Communications Officer	Included feedback from Director Communications
7	November 2023	Senior Communications Officer	Included feedback from BOSS and Director Communications
8	May 2025	Communications Manager	Reviewed to align new Sponsorship process with online application and revised funding amount.

1 Guidelines

Please refer to the Department of Communities' (Communities) Sponsorship webpage to access the online application form for the Sponsorship Program via SmartyGrants.

All submissions will be acknowledged within five working days. Please contact Communities if you do not receive written confirmation of receipt by this time. All applicants will be advised of the outcome.

2 About the Sponsorship Program

Communities is seeking to partner with eligible organisations through our Sponsorship Program.

Communities recognises that sponsorships can help increase the effectiveness of its strategic objectives.

Sponsorship agreements will align with the Department's Outcomes as listed in the [Communities' Strategic Direction Statement 2022–2025](#), with organisations acknowledging the Department's support as a sponsor.

They will deliver benefits and represent value to the Western Australian (WA) Government, Communities and the wider WA community.

Communities will ensure fair, consistent and ethical practices occur during sponsorship assessment and administration.

The award of sponsorship funding is competitive, and applications will be assessed against the Evaluation Criteria.

3 Funding availability

There will be a cap of \$20,000 (excluding GST and subject to Director General discretion) for any successful sponsorship application. Communities has a maximum financial threshold for the overall sponsorship program budget and works within that budget to support WA community organisations.

Communities has the discretion to proceed with the allocation of up to the maximum budget available per annum or may choose to not proceed with any sponsorship at all.

4 Evaluation criteria

Sponsorships are available to support community-wide events and activities that provide a wide range of exposure opportunities aligned with the outcomes as listed in the [Communities' Strategic Direction Statement 2022–2025](#), and are delivered through collaborative community partnerships.

All sponsorship applications must:

- Demonstrate how the proposal aligns with the Department's Outcomes as listed in the [Communities' Strategic Direction Statement 2022–2025](#):
 - Strong families: to provide safe and nurturing environments
 - Care for children: to enable children to feel secure and supported
 - Inclusive communities: that enable social, economic and cultural prosperity
 - A place to call home: that provides a secure foundation for life
 - Resilient people and communities: including those impacted by an emergency or critical event.
- Demonstrate how the activity will add value to the effectiveness of not-for-profit community service organisations or community sector.
- Provide opportunity for Department of Communities to enhance its public image and promote its services.
- Provide evidence of sound planning and feasibility and demonstrate the organisation's capacity and experience to manage and deliver the proposed activity.
- Represent value for money where the requested funding amount is reasonable given the details of the proposal.
- Demonstrate the event will take place within 16 weeks of submitting their application.

Examples may include (but are not limited to) the following activities:

- conferences, seminars, talks, forums
- festivals and events
- award ceremonies.

Following internal consideration on the applications, organisations will be advised in writing of the outcome of their application. See **Assessment and Notification**.

Communities adheres to [Department of Finance Sponsorship guidelines](#). In addition, Communities has the following items considered ineligible for sponsorship consideration.

5 Proposals not eligible for sponsorship

- Events held outside of Western Australia.*
- Philanthropic support, including scholarships, patronage, bequests or donations, in which financial or in-kind assistance is given without any agreed benefit to Communities.
- Paid advertising, editorial comment or advertorials.
- Individual funding support, such as enabling staff to attend training courses and personal development opportunities or employing staff.
- Other arrangements such as stand-alone advertising contracts, joint ventures, consultancies, commercial partnerships, displays and exhibitions in which Communities may not realise value for money.
- Research projects, prizes and gifts, including cash.

- Fundraising activities, unless the funds raised are expended on the project.
- Retrospective costs (any money spent before a sponsorship agreement is established).
- Events and activities that are being delivered through an existing service agreement or grant agreement the organisation has with Communities.
- Projects that are traditionally funded through other sources (e.g., school activities or sporting and cultural events).
- Any sponsorship arrangement that may impede Communities' ability to function impartially.
- Sponsorship that directly or indirectly endorses an organisation or its products will not be approved.

* Exceptions may apply if the application aligns with Outcomes as listed in the [Communities' Strategic Direction Statement 2022–2025](#). However, greater preference will be placed on events/activities held in Western Australia that provides benefits to Western Australians.

6 Who can apply

- Not-for-profit community organisations.
- Aboriginal Community Controlled Organisations (ACCOs).
- Local government authorities.
- Organisations or community groups, applying through the auspice of a registered not-for-profit entity, a local government authority or ACCO.

7 Who cannot apply

- Federal or state agencies.
- Individuals, including sole traders.
- Commercial for-profit organisations.
- Organisations located in the Indian Ocean Territories.
- Organisations with outstanding reporting requirements from a previous contract/agreement with Communities*.

Preference will be given to organisations who do not have a current service agreement with Communities that includes funding for events.

* Please contact Communities for any queries about an acquittal or report status.

8 How to apply

1. Carefully read the Department's Sponsorship Policy and Guidelines.
2. Complete the online application form and complete all sections.
3. Attach any supporting documents.
4. Submit your application online.

5. All applications will be acknowledged through the SmartyGrants platform.

9 Assessment and notification

All applications will be reviewed against the assessment criteria outlined above.

All applicants will be notified in writing about the sponsorship request outcome. Please allow a minimum of six (6) weeks from the submission of your application for the assessment outcome.

All decisions are at the discretion of the Director General and are final.

Applicants may ask for feedback on their application if they are unsuccessful.

10 Successful applicants

Successful applicants will be issued with a sponsorship agreement, which requires the signatures of duly authorised persons for both parties.

The successful applicants are also required to report on the project activities, participants and partners, lessons learned and outcomes achieved and provide a certified statement of income and expenditure.

An acquittal report must be submitted upon project completion, and reporting requirements will be specified once the sponsorship agreement is approved.

Any portion of the sponsorship funding that is unspent, or not expended in accordance with the sponsorship agreement, must be returned to Communities.

11 Contact information

For information regarding the Sponsorship Program and to discuss your proposal, please email: sponsorships@communities.wa.gov.au

If you require a Translating and Interpreting Service (TIS), phone 13 14 50.

[Last updated May 2025]