



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

2026-27 Sponsorship Guidelines



Document control

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Owner	Executive Director Office of the Director General
Custodian	Director Corporate Communications

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.
9	July 2026	Communications Manager	Reviewed to strengthen priority cohorts in the evaluation criteria.
10	October 2026	Manager Business Improvement and Planning	Reviewed to reflect current drafting approach.

1 About the sponsorship program

The Department of Communities (Communities) Sponsorship Program provides funding support to eligible organisations to deliver activities, events, projects and initiatives that align with one or more strategic priorities identified in Communities' [Strategic Plan 2026-2030](#).

Sponsorship is a business arrangement where Communities provides funding or in-kind support in exchange for agreed benefits that support Communities' objectives, priorities, visibility or engagement with Western Australian communities.

The Sponsorship Program is administered in accordance with the [Western Australian Government's Sponsorship in Government Guidelines](#), which provide guidance on sponsorship arrangements and support transparent, equitable and value-for-money decision-making.

Communities recognises that strategic sponsorships can enhance community participation, strengthen partnerships and contribute to improved outcomes for individuals, families and communities across Western Australia.

The Sponsorship Program supports opportunities that:

- align with Communities' strategic outcomes
- deliver measurable community benefit
- strengthen the capability and effectiveness of community organisations
- provide value for money through the effective use of public funds.

Communities is committed to ensuring sponsorship funding is allocated through a fair, transparent and competitive assessment process.

2 Priority cohorts

Communities particularly encourages applications that benefit one or more of the following priority cohorts:

- carers
- children in care
- LGBTIQA+ people
- people experiencing homelessness
- people with disability
- seniors
- women experiencing family and domestic violence

- young people.

Applications demonstrating strong and measurable outcomes for priority cohorts may be given additional consideration during assessment.

3 Funding available

Sponsorship funding of up to \$10,000 (excluding GST) is available for individual sponsorship proposals, subject to the discretion of the Director General.

Communities operates within a finite annual sponsorship budget and reserves the right to:

- approve a sponsorship application in full or in part
- allocate less than the amount requested
- approve none of the available funding
- decline any application.

The award of sponsorship funding is competitive, and submission of an application does not guarantee funding.

4 Who can apply

Eligible applicants must be operating within Western Australia and be:

- an incorporated not-for-profit organisation
- an Aboriginal Community Controlled Organisation (ACCO)
- a local government authority
- an organisation or community group applying through the auspice of an eligible incorporated not-for-profit organisation, ACCO or local government authority.

5 Who can not apply

The following are not eligible to apply:

- Commonwealth or State Government agencies
- individuals, including sole traders
- commercial for-profit organisations
- organisations located in the Indian Ocean Territories
- organisations with outstanding reporting, acquittal or contractual requirements relating to previous Communities funding.

Preference may be given to organisations that do not currently receive Communities funding for the same activity through an existing service agreement.

6 Eligible sponsorship activities

Communities may consider sponsorship proposals including, but not limited to:

- conferences, seminars, forums and community discussions
- festivals, events and community engagement activities
- award programs and recognition events
- activities that support the participation, inclusion or wellbeing of priority cohorts.

Proposals must:

- occur within Western Australia unless otherwise approved
- be completed within the financial year of the approved application
- align with the objectives of the Sponsorship Program
- demonstrate clear community benefit.

7 Ineligible sponsorship activities and expenses

The following will not normally be considered for sponsorship:

- donations, philanthropic contributions and scholarships
- paid advertising, advertorials or editorial content
- staff training and professional development activities
- fundraising activities unless funds raised directly support the sponsored activity
- retrospective costs
- research projects, prizes, gifts or cash awards
- activities already funded through a Communities grant or service agreement
- general sporting, school or cultural activities that do not demonstrate significant community benefit
- sponsorship arrangements that may affect Communities' impartiality or independence.

8 Assessment criteria

Sponsorships are available to support community-wide events and activities that provide exposure opportunities aligned with the outcomes in the Communities Strategic Plan 2026-2030 and are delivered through collaborative community partnerships.

All sponsorship applications must:

1. Demonstrate how the proposal aligns with one or more of the Department's outcomes outlined in the Communities Strategic Plan 2026-2030:
 - Children and young people are safe and supported.
 - People with disability live empowered lives within inclusive communities.
 - Working to end family, domestic and sexual violence.
 - Communities are resilient.
 - People experience self-determination and inclusion.
2. Demonstrate how the proposed activity will add value to the effectiveness of not-for-profit community service organisations or the broader community sector.
3. Provide opportunities for the Department of Communities to enhance its public profile and promote its services, priorities and initiatives.
4. Provide evidence of sound planning and feasibility, and demonstrate the organisation's capacity, capability and experience to successfully manage and deliver the proposed activity.
5. Demonstrate value for money by showing that the funding requested is reasonable in relation to the scale, reach and expected outcomes of the proposal. Value for money will also consider the extent to which the activity benefits priority cohorts, including:
 - carers
 - children in care
 - LGBTIQ+ people
 - people experiencing homelessness
 - people with disability
 - seniors
 - women experiencing family and domestic violence
 - young people.
6. Demonstrate that the event or activity will be completed within the financial year in which the application is submitted.

9 Assessment and decision-making

All eligible applications will be assessed against the assessment criteria contained within these Guidelines.

The assessment criteria have equal weighting, and applications will be assessed on their individual merit having regard to all information provided in the application and supporting documentation.

All information provided in the Application Form, together with any supporting attachments, will be reviewed against the assessment criteria outlined in these Guidelines.

Following assessment against the assessment criteria, Communities may also consider:

- the extent to which the proposal supports one or more priority cohorts
- geographic distribution of sponsorship funding across Western Australia
- the availability of sponsorship funding within the annual program budget
- the extent to which the proposal complements, rather than duplicates, other initiatives or funding provided by Communities
- the diversity of activities, events and initiatives supported through the Sponsorship Program
- opportunities to support organisations that have not recently received sponsorship funding from Communities.

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

10 How to apply

- Read these Guidelines.
- Complete the online application form in SmartyGrants.
- Upload all required supporting documentation.
- Review and submit your application.
- Applications must be submitted through SmartyGrants.

Late applications will not be accepted.

11 Notification of outcome

Applicants will be advised in writing of the outcome of their application.

Please allow at least seven weeks from submission for assessment and decision-making.

12 Successful applicants

Prior to funding being released, successful applicants will be required to enter into a Sponsorship Agreement with Communities.

Successful applicants will also be required to:

- deliver the approved activity

- acknowledge Communities in agreed promotional materials
- comply with sponsorship agreement requirements
- submit reporting and acquittal information.

Any unspent sponsorship funding, or funding not spent in accordance with the Sponsorship Agreement, must be returned to Communities.

13 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 October 2026]