



# HERITAGE SPONSORSHIP PROGRAM GUIDELINES FOR APPLICANTS

This program aims to deliver partnerships that will support heritage in Western Australia. Organisers of events or activities can apply for funding in return for assisting with delivery of key strategic outcomes. Sponsored activities will:

- Demonstrate sustainability and economic benefits of heritage conservation and adaptation
- Deliver or contribute to training and education in heritage conservation management
- Develop understanding of the importance of heritage and its conservation
- Contribute to brand awareness for a nominated Heritage Council or Department of Planning, Lands and Heritage brands within relevant market sectors.
- Promote community understanding of, and engagement with, the State's heritage places
- Promote and encourage heritage tourism; or
- Make other demonstrated contribution to Heritage Council and Department of Planning, Lands and Heritage strategic objectives.

The Heritage Sponsorship Program is delivered by Department of Planning, Lands and Heritage on behalf of the Heritage Council.

## Who can apply?

Any organisation, not-for-profit, local government or commercial entity operating an event or activity that supports one or more of the required heritage outcomes.

## What events or activities will be supported?

Activities will generally be open to the general public or to a broad group within a relevant profession or interest area. Content should include positive messages or information about heritage or a closely related area. Preference will be given to activities and events whose primary purpose supports education and promotion relating to heritage and its components.

## What is not supported?

Conservation works or the undertaking of conservation management plans are supported under the Heritage Council's Heritage Grants Program and are not eligible for sponsorship.

Proposals that are strongly related to a specific commercial brand or product will not be supported unless the Heritage Council and Department are confident that sponsorship would not be seen as an endorsement or recommendation of that product.

Activities that take place within a heritage site but do not otherwise provide information or interpretation of the site will not be supported.

## What can be requested?

Most sponsorship agreements will include a simple transaction that provides the Heritage Council or Department with specified benefits in return for a cash payment. Applicants are, however, able to nominate input from Departmental staff as all or part of their requested payment. This may include professional advice, administrative assistance, educational materials or other resources as agreed.

This year we are introducing a two-category system, based on the level of community reach.

## Standard Sponsorship

Standard sponsorship could include events which are limited to a one-day program with a limited or specialised target audience.

Sponsorship Grants for this category is up to \$10,000.

## Major Event Sponsorship

The major event sponsorship is categorised as multi day events which have high levels of engagement with a wide range of stakeholders.

The major event sponsorship category grant amount is up to \$20,000.

## Application process

This is an open sponsorship round and application for sponsorship can be made at any time.

## What to include

Complete the application form, including as much detail as possible. Where information is not available, identify when this will be provided, or why it does not relate to the project. Include any supporting data, studies or project plans that demonstrate work or activities undertaken to date.

Overall, the application should demonstrate why the Heritage Council or the Department of Planning, Lands and Heritage should support the proposed activity and clearly articulate the heritage outcomes.

## What happens next?

Successful applicants will be advised at the earliest opportunity and given written notice of the proposed sponsorship. The Department's sponsorship agreement will be required to be completed for all sponsorships.

Payment will be made in accordance with the sponsorship agreement on submission of an appropriate invoice and other documentation as required for inclusion on the Department's finance system.

A report is required to be submitted to the Department no later than 8 weeks after the event/activity, citing how the project outcomes as listed in the application were achieved.

The Department of Planning, Lands and Heritage acknowledges the traditional owners and custodians of this land. We pay our respect to Elders past and present, their descendants who are with us today, and those who will follow in their footsteps.

Disclaimer: This document has been produced by the Department of Planning, Lands and heritage on behalf of the Heritage Council of WA as an information guide only. The State of Western Australia and Heritage Council of WA do not represent that this publication is error-free, comprehensive or suitable for the reader's purpose and therefore disclaims all liability for any loss, damage or liability suffered by the reader directly or indirectly.

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