



Placemaking Grants – Information Guide

About

Grants of up to \$3,000 will be available to eligible local businesses to help improve the public realm, shopfronts and to increase visitation and community-led projects that add vibrancy to help enhance the City's town centres.

The Placemaking Grants deliver on the City's Economic Development Strategy by supporting local businesses and the City's Place Activation Plans to bring vibrancy to public spaces.

Category One – Business Focused

A business focused project that will improve the shopfront of the local business to encourage visitation. Projects may include:

- Shopfront signage;
- Alfresco furniture;
- Planter boxes or landscaping solutions;
- Public artwork;
- Display enhancements (e.g. window displays, decals and lighting);
- Shopfront lighting solutions.

Category Two – Community Led

A community-led project that will enhance the City's town centres, build stronger links between the community and local businesses, and encourage a greater degree of buying local. Project may include:

- Initiatives that support creating welcoming, thriving and vibrant town centres; and
- Events or activations that drive economic development outcomes.
- Engage the local community and activate spaces

Funding

Applicants can apply for up to a maximum of \$3,000 for their project, subject to applicants matching a minimum of 50% of total cost. The applicant's contribution can be cash, in-kind or a combination of both.

Eligibility

Applicants that are eligible to apply:

- A business located within the boundaries of the City of Bayswater;
- A community group and/or a group (both unincorporated and incorporated);

- A place activation group/s;
- Or an eligible individual/s* within the town centres; and
- A project that meets one of the two types Placemaking Grant Categories.

The following are eligible projects:

- An activation in the public realm
- A greening project such as planter boxes and/or landscaping solutions
- Arts and cultural place-based initiatives
- A tourism or destination marketing initiative (place specific)
- A streetscape enhancement – such as furniture, parklets, alfresco upgrades, wayfinding
- Specific improvements to a business which have a broader community benefit: Such as: improvements to shopfront signage; window displays enhancements; and/or shopfront lighting solutions.
- A unique idea that reimagines the use and activates public spaces.

The following are **not** eligible projects:

- Fundraising projects and initiatives
- are not accessible for public attendance or restrict public attendance, including any private or invitation only events
- Retrospective applications
- Projects that cannot demonstrate support from the landowner (application to include letter of support from landowner when applicable)
- Interstate and overseas travel
- Ongoing business/organisational operating costs such as wages or salaries
- Projects and initiatives that duplicate a similar, existing project or service within the City
- Projects and initiatives that have been funded under another City funding stream
- Projects or programs that charge for participation.
- Enhancements that predominantly involve business signage or product advertising. * Note: Signage upgrades may be eligible as part of a broader place making project proposal.

When can I apply

Each financial year, the Placemaking Grant program offers two separate application rounds, with each round open for a four-week period to allow interested applicants sufficient time to prepare and submit their applications.

How can I apply

Step 1

Discuss eligibility and proposed project with the City's Place Management team.

Step 2

Complete application on Smarty Grants. Make sure supporting documents and quotes are attached.

Step 3

Submit application by the due date.

Applicants will need to address the following in their completed application form:

- Project details including outline of the scope of the project, location, budget and key stakeholders
- The property owner's consent must be obtained as part of any application. For most proposals, this will likely be the owner of the tenancy. If the proposed project involves the footpath or other public land, it must comply with the City of Bayswater's relevant local policies and strategies.
- An understanding of the approvals and/or permits required (where applicable) to complete the works.
- Brief explanation on how you will acknowledge the City's contribution to your enhancement.

Assessing Process

Assessment

Assessment of applications conducted by a panel consisting of the Activation Advisor and two additional relevant officers. A recommendation is presented to the Chief Executive Officer.

Grant Objectives

- Thriving local places
- Public realm enhancements
- Economic opportunities
- Greening initiatives
- Celebrating local arts and culture
- New perspectives on how public spaces can be utilised, activated and enjoyed!

Strategic Priorities

The Economic Development Strategy 2025-2035 is a roadmap balancing practicality and aspiration. It leverages the City's strengths to drive sustainable economic growth, shape a resilient and inclusive economy, attract quality investment and create diverse employment opportunities.

The Economic Development Strategy aligns with the City's Council Plan and elaborates on the Key Result Area for *Economic*.

Placemaking Grant Program aligns to the Strategic Priorities outlined in the Economic Development Strategy. [Here is the link](#) to read further about these priorities to align in your application.

KRA Outcomes		
4.1 Divers Economic Opportunities	4.2 Distinctive Centres	4.3 Sustainable Thriving Businesses and Employment
Objectives		
4.1.1 Encourage new businesses and investment opportunities through advocacy and partnerships	4.2.1 Facilitate the activation of City and town centres.	4.3.1 Actively build relationships to support local businesses and increase local job opportunities
4.1.2 Support mixed-use precincts and developments	4.2.2 Facilitate the promotion of City and town centres and other attractions	

Strategic Priorities		
<ul style="list-style-type: none"> • Stakeholder engagement and relationship building • Advocacy and promotion • Planning and regulatory support • Infrastructure and public realm enhancement • Innovation, collaboration and incentives 	<ul style="list-style-type: none"> • Placemaking enhancements • Events, culture and engagement • Promote distinctive town centres and business clusters • Leverage strategic location and transport connectivity • Showcase unique local attractions 	<ul style="list-style-type: none"> • Business support and engagement • Workforce development and inclusion • Promote a sustainable and circular economy

Essential criteria:

Alignment of the project with the City's Town Centre Place Activation plans, Economic Development Strategy, and grant objectives (40%)

Placemaking Grants Objectives:

- Thriving local places
- Public realm enhancements
- Economic opportunities
- Greening initiatives
- Celebrating local art and culture and/or
- New perspectives on how public spaces can be utilised, activated and enjoyed!

Impact on the broader town centre or business location (40%)

- Improve or enhance the public realm.
- Potential for project to improve the street appeal and attractiveness of the broader town centre
- Potential for project to assist in activating and increasing dwell times in the town centre

Viability of the project (20%)

- Application form is complete
- Project planning adequately demonstrates the applicants understanding of any approvals or permits required to complete the project.
- Project planning adequately demonstrates that the project is financially viable.
- Project planning timeline

Outcome

Applicants are advised of the outcome of their application within 30 days of closing date.

Funding agreement

Applicants sign a funding agreement with the City of Bayswater outlining conditions.

Payment

Funds processed to successful applicants within 21 days.

Project delivery

Project delivered within specified timeframe, as per funding agreement.

Acquittal

Applicants to complete acquittal within 30 days of the conclusion of the project

FAQs

Are we eligible?

Businesses located within the City, community groups and groups (both unincorporated and incorporated), place activation groups and City of Bayswater residents are eligible to apply.

To be eligible for funding, the applicant:

- Cannot receive funding from more than one City of Bayswater funding stream for the same initiative
- Cannot received both categories of the Placemaking Grant for the same initiative
- Must have satisfactorily acquitted any City of Bayswater previous grants
- Can demonstrate the capacity and capability to successfully plan, deliver and acquit an initiative.

Do we need public liability insurance?

Yes, it is required to deliver a project.

Who can we contact for assistance with our application?

You can contact the Place management team on 9272 0622 or email place.management@bayswater.wa.gov.au

Do we need to supply quotes with our application?

Applicants must provide one written quote for goods or services valued over \$1,000.

What is an 'in-kind' contribution?

Organisations often contribute to a project with their own resources. In-kind support refers to goods or voluntary work donated for the project. For example, a graphic designer might volunteer their time to design the marketing materials. These can be accepted as an alternative to a financial contribution and will need to specify in the application form.

Costing in-kind contributions

Voluntary labour can be calculated at the following rates:

Unskilled: \$20/hour	General work is being undertaken where no recognised qualification is required.
Skilled: \$35/hour	A person with a recognised qualification specific to the work being undertaken e.g. Tradesperson, Chef, Arborist etc.
Professional: \$50/hour	A person with a formal tertiary qualification specific to the work to be undertaken i.e. architectural, legal, engineering, surveying work or similar.

Please note that if you use voluntary labour as an in-kind contribution, you will be required to include a volunteer roster in your acquittal, and each volunteer must sign to confirm their hours.

How do we acknowledge the City's contribution?

If successful and applicable, applicants are encouraged to tag the City of Bayswater Facebook and Instagram (@cityofbayswater) with project updates and recognition of funding support. The City may choose to promote successful projects via various social media channels.

Contact the grants administrator to request the City's logos and guidelines on how to use. Approval must be sought for promotional materials using the logo.

What do we do with unspent funds?

When completing the acquittal report, the remaining funds should be recorded in the actual expenditure section. Any unspent funds not accounted for should be returned to the City and an invoice will be issued to the applicant.