



IMAGE CREDIT: EAST PERTH POWER STATION, AERIAL VIEW. IMAGE BY AGUIA STUDIO

GUIDELINES FOR HERITAGE SPONSORSHIP

2026



GUIDELINES FOR APPLICANTS 2026-27

1. OVERVIEW

The Heritage Council of Western Australia Sponsorship Program aims to form partnerships that will support historic heritage in Western Australia. The program supports events and activities that have a strong connection to a historic heritage place or places.

This document assists event organisers or administrators considering applying for sponsorship.

Sponsorships are awarded at the sole discretion of the Heritage Council on the completion of a sponsorship agreement.

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

2. CORE REQUIREMENTS

Sponsorship is awarded for events, activities, short-form education programs or other agreed outcomes that are typically short term or ephemeral in nature. Projects and activities that aim to provide longer term benefits such as resource development, heritage trails or installation of interpretation, should seek funding through the Heritage Council's [Community Heritage Grants](#) stream.

To gain Heritage Council support, the events or activities should demonstrate contribution to one or more of the following strategic objectives as identified in the Council's strategic plan:

- Promote understanding and appreciation of Western Australia's cultural heritage.
- Recognise the importance of places of cultural heritage significance and their stories in understanding the course of Western Australia's history.
- Encourage and facilitate the conservation, continuing use, development and adaptive re-use of places of cultural heritage significance in ways that represent high standards of heritage

conservation and are in harmony with cultural heritage values.

Preference will be given to activities that address the Council's strategic priorities and/or support the State Government's 2029 Bicentenary objectives, in the context of historic heritage:

- Sharing the epic stories of Western Australia.
- Enabling the activation of heritage places.
- Building social cohesion through:
 - truth-telling and reconciliation;
 - celebration of diversity and inclusion; or
 - recognition of culture and different cultural backgrounds.
- Offering accessible education and awareness opportunities.

3. ELIGIBLE ACTIVITIES

Activities must meet all the following eligibility criteria:

- Primarily delivered to support education, promotion and awareness relating to cultural heritage and heritage listed places.
- Relate strongly to one or more places included in the State Register, or a group or precinct of local heritage places.
- Be either:
 - open to the public; or
 - provided for a specialist group within a profession or interest area relevant to historic heritage.
- Generate positive messages or information about heritage.

All sponsorships proposals must demonstrate:

- a clear, measurable community benefit;
- value for money; and
- the required standard of accountability for the expenditure of public funds.

4. INELIGIBLE ACTIVITIES

To deliver a consistent approach to sponsorship across State agencies and departments, the Heritage Council will determine an event or activity is ineligible if it demonstrates any of the following:

- Promote tobacco, alcohol, drug use or junk food, or involve unsustainable practices.
- Discriminate against any person, organisation, project or group.
- Could be deemed by a reasonable person to be offensive.
- Involve sponsorship or promotion of a political party.
- Involve activities that could contravene the law, be detrimental to public health or safety, damage the reputation of the Heritage Council or Department of Planning Lands and Heritage, or expose the Department or Heritage Council to legal liability.
- Involve not for profit organisations that have not demonstrated evidence of their involvement in supporting the community.
- May use the funds to sponsor or make a grant to a third party.
- Explicitly endorse a sponsor or the sponsor's goods or services.
- Have the potential to cause a widespread public controversy.

In addition to the general provisions, the Heritage Council has determined that the following activities and events are not eligible for its sponsorship program:

- Activities and events where a charge or entry fee is made, other than under a cost recovery model to cover only the costs of delivering the activity or event.
- Any project that is eligible for funding through a Heritage Council State Heritage Grant or Community Heritage Grant.
- Activities that take place within a heritage place but do not otherwise provide information or interpretation of the place or enhance

engagement and awareness of the place.

- Applicant administrative costs and costs of an event or activity that do not contribute to the education or promotion of cultural heritage, e.g. traffic management or bottled water.
- Funding ongoing salaries for positions of employment of the applicant's organisation.
- Funding of an existing event, activity, service or product that is readily available to the same target audience from the applicant.
- Proposals that are strongly related to a specific commercial brand or product or its development.
- Purchase or long-term lease (beyond the terms of the sponsored event or activity) of assets including equipment, land or buildings.
- Activities that replicate an existing event, activity, service or program receiving assistance through any other funding from the Heritage Council or the Department.

Consistent with exclusions listed under s.9 of the *Heritage Act 2018*, events or activities that are solely focused on Aboriginal culture or tradition, or on the natural environment, cannot be supported under a Heritage Council sponsorship.

5. ELIGIBLE APPLICANTS

Any community or not-for-profit organisation, local government authority or commercial entity is eligible to apply for funding through the Council's sponsorship program.

Where multiple organisations form a partnership or otherwise cooperate to hold an event, it is preferred that one organisation should apply on behalf of all partners. An individual application may be declined on the basis that a general application has been received, whether that application is successful or not.

6. INELIGIBLE APPLICANTS

Heritage Council sponsorship is not available to State agencies or departments.

7. SPONSORSHIP CATEGORIES

7.1 OPEN CATEGORY

Any eligible project can request funding up to \$5,000.

7.2 MEDIUM EVENT SPONSORSHIP

Applicants requesting more than \$5,000 and up to \$10,000 should be able to demonstrate that their event meets all the following requirements:

- Is delivered across at least one full day.
- Operates across several heritage place or generates significant activity at one.
- Delivers a wide community reach across a region.
- Expects moderate to high attendance, proportionate to the location.

7.3 MAJOR EVENT SPONSORSHIP

Applicants requesting more than \$10,000 and up to \$15,000 should be able to demonstrate that their event meets all the following requirements:

- Is delivered across more than one day or is a significant one-day event.
- Demonstrates a wide community reach across the region or State.
- Will attract a high level of participation and media activity.

All funding is discretionary and the final decision to award funding lies with the Heritage Council.

8. APPLICANT CONTRIBUTION

It is expected that applicants applying for medium and major event sponsorship will make a proportional contribution consisting of cash funding and/or in-kind contributions. They may be provided by the applicant organisation or through other partnerships, demonstrating support from other parties.

In-kind contributions can include tasks undertaken free of charge by the applicant or other parties, or materials or services that were received at no financial cost to the applicant. It can also include relevant proportion of salaries of staff who will deliver the event. All in-kind contributions must be outlined in the application form and must relate to eligible tasks.

Proportional contributions will generally be a minimum of 50 per cent of the overall project cost, therefore matching the value of any sponsorship request.

Proportional contributions will not be required for applications for sponsorships below \$5,000, although this may increase the application's potential to be successful.

9. NEXT STEPS

9.1 COMPLETING AN APPLICATION

This is an open sponsorship round and applying for sponsorship can be made at any time, however, applications should be submitted a minimum of three months prior to the date of the event/activity.

Applications for the sponsorship program must be made through the [SmartyGrants portal](#).

Complete the application form, providing as much detail as possible. Where information is not available at the time of application, note 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.

9.2 ASSESSMENT

The Heritage Council will consider your application, with a particular focus on the relevance, quality and value of the proposed event or activity. You will be notified of the outcome via email.

9.3 DELIVERING THE PROJECT

The sponsorship agreement will detail the amount of the sponsorship, what the Heritage Council expects you to do, based on your application, and what benefits it expects to receive (if any). Note that the amount offered may be different from the sponsorship requested.

Once the agreement is signed and the finance processes completed, you will be invited to invoice the Heritage Council for the sponsorship amount.

Promotion and delivery of the event must include any branding or promotional opportunities requested in the sponsorship agreement. A report is required to be submitted to the Department no later than eight weeks after the activity, citing how the project outcomes, as listed in the application, were achieved.

If you have any questions or need assistance, please contact the Department's grants and incentives team at HCWAIncentives@dph.wa.gov.au.

The Department of Planning, Lands and Heritage recognises the diversity of the Aboriginal peoples of Western Australia and acknowledges the Traditional Owners and custodians and their connection to this land and its waterways. We pay our respect to Elders past and present 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 Western Australia. Any representation, statement, opinion or advice expressed or implied in this publication is made in good faith and on the basis that the Government, its employees and agents are not liable for any damage or loss whatsoever which may occur as a result of action taken or not taken, as the case may be, in respect of any representation, statement, opinion or advice referred to herein. Professional advice should be obtained before applying the information contained in this document to particular circumstances.

© State of Western Australia

Published by the
Department of Planning, Lands and Heritage
Gordon Stephenson House
140 William Street
Perth WA 6000

Locked Bag 2506
Perth WA 6001

Published date: 15 September 2026

website: www.wa.gov.au
email: info@dph.wa.gov.au

tel: 08 6551 8002
fax: 08 6551 9001
National Relay Service: 13 36 77

This document is available in alternative formats on application to the Department of Planning, Lands and Heritage Communications Branch.