

Placemaking Seed Funding FAQ's

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Why has this funding been made available?

In 2017, the City hosted community workshops to identify place making priorities for its four major town centres, these priorities resulted in a Place Activation Plan for each centre, and these plans were adopted by Council. Together, the City and community/business networks and individuals are delivering these plans. The Plans can be viewed here: <https://www.bayswater.wa.gov.au/community/town-centres>.

The community priorities for each town centre are:

Bayswater

1.	Streetscape enhancement and traffic calming.
2.	An entertaining and engaging town centre.
3.	Trucks diverted away from King William Street.
4.	A 'green heart' at Bert Wright Park.
5.	Greening along the train line.

Maylands

1.	A lush, green town centre.
2.	Improved Eighth Avenue.
3.	Public spaces around Eighth Avenue.
4.	Ease of movement and connectedness.
5.	Identity through art.

Morley

1.	Streetscape enhancement.
2.	Improving walkability around the town centre.
3.	Engaging street life, bursting with activities.

Noranda

1.	Organisation and communication of events and activities.
2.	Better connections, wayfinding and landscaping.
3.	Engaging youth within the town centre.

Since then, the City have directed funding towards community-led place activation in the four town centres, which supports our collective effort to realise the community priorities in these Place Activation Plans.

What is the funding for?

We're looking for innovative community-led projects from not-for-profit (NFP) community groups that will enhance your town centre. These could be an event, a greening project, an arts initiative, street furniture,

attracting more visitors, tourism initiatives, or something else. As long as it aligns with the Place Activation Plan for your town centre, and will be undertaken in your town centre, it will be considered.

If you have an idea and are unsure if it aligns with these priorities, get in touch your Place Manager:

Emma (Maylands & Bayswater) - emma.snow@bayswater.wa.gov.au or 9270 4173

Belinda (Morley & Noranda) – belinda.grandoni@bayswater.wa.gov.au or 9272 0975

Shaun (Noranda) – shaun.mackenzie@bayswater.wa.gov.au or 9272 0616.

The City offered this funding since 2017, and selected projects included an art, a heritage tour, an art exhibition and mural, a parklet and a speaker's corner.

How much can I apply for?

The City is offering funding for \$1,000, \$2,000 or \$3,000 projects for each town centre. The City will consider all eligible applications and may offer more or less than the requested amount depending on its estimate of costs and the number of eligible projects for each centre.

How do I apply?

We are committed to reducing red tape and ensuring this is a simple and quick process for NFP groups. There is no application form. Just send us your proposal and we will be in touch.

All proposals are due by Thursday 21 October and should be submitted to place.management@bayswater.wa.gov.au.

Proposals will be considered in late October and funding will be provided for successful projects November 2021. Projects will need to be completed by 15 June 2022. A very simple acquittal form will be required upon completion.