

## The Place Project

### Financial Support for Town Team Projects



#### Background

Place Making and Activation is one of the six key focus areas identified in the City of Busselton Economic Development Strategy (2016 – 2026).

To address this focus area, the City initiated the Place Project in 2019. As part of this, community members, city centre business and property owners and City Councillors and staff worked together at a series of Place Project workshops to consider what makes a great place and how by working together this can be achieved.

Following these conversations, the Building Busselton Town Team was established. The Dunsborough and Districts Progress Association has been an active community group for more than 10 years, with many positive achievements in the community-led place making field, and during 2019 they also became a registered Town Team.

In response to recommendations stemming from the workshops, the City is partnering with these Town Teams to deliver community-led place making and activation projects to create vibrant and loved city centres.

Place making and activation projects come in different shapes and sizes. Whilst some projects are large scale, planned with significant lead in time and can be supported by larger grant schemes, other projects are planned with shorter time frames and require only a small amount of financial assistance to have a positive outcome for the community and city centre. As part of the support for Town Teams, the City is offering financial assistance toward these smaller scale projects.

#### Further Information and Application

To further discuss project ideas and how the City may be able to offer support, Town Team groups are required to contact the City's Economic and Business Development Officer on (08) 9781 1751. Groups will be asked to respond to the following questions:

**1. Please describe your proposed project, including:**

- What will happen?
- When would the group like to run the project?
- What are the expected outcomes/benefits?
- Who is the target group?
- Details of community buy in/support for the idea
- How many people are helping to organise/run the project, and what roles are they playing?
- Other relevant details

**2. What are the project costs? Please be able to provide a breakdown and quotes, such as:**

<b>PROJECT ITEM</b>	<b>COST</b>	<b>CONSIDERATIONS ON HOW THIS COULD BE COVERED</b>
<i>Example Marketing</i>	<i>Example \$200</i>	<i>Example Social media – free Newspaper editorial – free Radio – free on the community section Posters – local business has offered to design and print Paid advertising in local paper - \$200</i>
<b>TOTAL</b>		

**3. Please detail how the City’s contribution will be recognised, for example:**

- Logo on promotional material
- Mayor invited to speak
- Other relevant details

**4. The City is offering support to Town Teams for initial/start-up and/or trial projects. Please detail considerations for how the project may be funded in future, such as:**

- Potential grant schemes
- Users pay models
- Sponsorship opportunities
- Other

**5. Have you considered the approvals and insurances required for this project to proceed, for example?:**

- Bookings/approvals to use public land
- Event approvals
- Public liability insurance
- Other relevant approvals