

REGIONAL EVENTS & FILM SPONSORSHIP

GUIDELINES 2026 / 2027

ROUND 1





OFFICIAL

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You can request access to or correction of your personal information at any time.

Contact

City of Albany Privacy Officer

Phone: 08 6820 3000

Email: prisproject@albany.wa.gov.au

INTRODUCTION

The City of Albany recognises the important role events and film play in celebrating the community's diversity and talents, increasing cultural understanding, driving visitation, generating economic and social benefits and activating our beautiful parks, beaches and public spaces.

REGIONAL EVENTS & FILM SPONSORSHIP PROGRAM

The City of Albany's Regional Events & Film Sponsorship program supports the staging of major regional events and film productions that contribute to the delivery of economic and social benefits for the region.

The program offers cash sponsorship and in-kind City of Albany venue hire only.

To be considered a regional major event, organisers must demonstrate in their application that the event has the capability to draw a significant number of visitors from outside of the region and have a significant social impact.

Film projects must demonstrate the project's capacity to promote Albany and the Great Southern and make a positive impact on both the local economy and the community's exposure to diverse artistic and cultural experiences.

Event/film projects must be delivered between 1 July 2026 and 31 December 2026, and align with the Albany 2026 vision and an Albany 2026 Strategic Theme.

Please note: "film production" and "film sponsorship" refers to both film and television projects.



EVENT ELIGIBILITY CRITERIA

- Your event takes place within the City of Albany municipality.
- Your event increases visitor expenditure within the Albany region (economic impact).
- Your event involves and inspires the local community (social benefits).
- Your event attracts media coverage that will help to raise the profile of Albany as a visitor destination (media impact).
- Your event shows signs of continuity and is likely to engage the community in the future (sustainability).
- Your event is financially sustainable without support from the City of Albany.
- Funding requests are between \$5,000 and \$20,000.
- Your event is a legal entity with an ABN OR you must provide a Statement by Supplier form and incorporation certificate from its auspicing body.

FILM/TELEVISION ELIGIBILITY CRITERIA

- Your project engages local creative businesses and artists; and / or encourages the growth of the film support industries in Albany and the Great Southern.
- Your project has a predominant focus on Albany and / or promotes Albany and the region, and/or celebrates Albany's unique creative and cultural values.
- Your project injects a positive economic impact as a result of residing production crews in Albany over an extended period of time.
- Your project raises the profile of Albany and the Great Southern through positive media exposure.
- Your project is likely to be viewed by people outside of Western Australia or internationally
- Your film is financially sustainable without support from the City of Albany.
- Funding requests are between \$5,000 and \$20,000.
- Your event is a legal entity with an ABN OR you must provide a Statement by Supplier form and incorporation certificate from its auspicing body.

2026 ELIGIBILITY CRITERIA

This current funding round applies to events/films that will be held between 1 July 2026 and 31 December 2026.

The following additional criteria applies to events/films that will be held between 1 July 2026 and 31 December 2026.

2026 is a Bicentenary year for the Albany community. Regional events scheduled to be held during 2026 and seeking City of Albany funding support through the Regional Events & Film Sponsorship program will also be assessed on alignment with the 2026 vision, mission and strategic themes of the Bicentenary. Applicants must demonstrate how their event/film aligns to one of the following strategic themes:

- **Reflect authentically on the past**

Albany 2026 should reflect authentically on the past, including knowledge sharing of Menang culture, sharing key historical events and highlighting prominent Albany figures.

- **Toast the present**

Albany 2026 should demonstrate pride in Albany's present. Albany residents are proud of the town they live in and see this as a reason to celebrate their diverse and connected people, culture, environment, and produce.

- **A future where anything is possible**

Albany 2026 is an opportunity to create a legacy for future generations by acknowledging what could be improved, understanding the desires of Albany residents and creating a city where residents can continue to live together in harmony.

Reference Document:

[Bicentenary Strategic Plan](#)



INELIGIBLE APPLICATIONS

- Events or film productions that require the total cost to be covered by City of Albany
- Applications that are received after the submission deadline
- Events that occur outside of the specified date range
- Events or film productions already in receipt of any other City of Albany funding for the same event or production in the same year
- The funding request is for expenditure associated with a past event or film production
- Events or film productions that are unable to produce evidence of relevant insurance
- Events or film productions that are unable to provide a Risk Management Plan upon request
- Events or film productions that do not align with one of the 2026 Strategic Themes.
- Applications for the same component of an event/film that have been successfully funded by other City of Albany funding including the Albany 2026 Community Sponsorship Program, Community Event Grants, or Community Development Funding rounds.

THE FOLLOWING WILL NOT BE FUNDED

- Meetings
- Promotional/business exhibitions
- Expos, conventions and/or trade shows
- Prize money, insurance or legal costs
- In-kind contributions – with the exception of potential consideration for City of Albany venue hire fees.
- Structural or capital works to facilities, including restoration or conservation works
- Recurrent salaries and/or recurrent operational costs including professional auditing, accounting or administrative contractors

KEY DATES

Project or Activity Delivered:	1 July 2026 – 31 December 2026
Applications Open:	2 February 2026
Applications Close:	2 March 2026
Funding Decisions Announced:	April 2026
Grant Acquittals	Within six weeks of project completion

KEY INFORMATION

Events funded must be delivered between 1 July 2026 and 31 December 2026.

Film productions funded must commence and complete filming between 1 July 2026 and 31 December 2026.

Event Applicants are also encouraged to apply for Tourism WA Regional Events Scheme Funding. For a copy of the Tourism WA Regional Event Scheme Guidelines, please visit: tourism.wa.gov.au

KEY CONTACT

To discuss your project, or for other enquiries about Regional Events & Film Sponsorship, please contact the City of Albany's Manager Community Relations on (08) 6820 3020 or by email on elise.vangorp@albany.wa.gov.au.

GENERAL INFORMATION

- The funding decisions are final and cannot be contested/appealed
- Applications are evaluated against the application criteria by an assessment panel focused on economic development initiatives
- Successful applicants will be required to sign a funding agreement with the City of Albany, and to keep the City informed of any changes to the proposed funded activity, and submit an acquittal within six (6) weeks of completion of the project
- Projects that involve direct contact with children will need to comply with the National Principles for Child Safe Organisations
- Canvassing of Elected Members will automatically disqualify the application from consideration
- Successful applicants will be invited to present their event or film productions concept to the assessment panel
- Funding is competitive and on some occasions, events or film productions that sufficiently meet the criteria may only be awarded part or no funding
- The Regional Events & Film Sponsorship Program provides cash sponsorship. Requests for in-kind support for event/film projects will be considered for City of Albany venue hire fees only. Applications requesting cash and in-kind fees remain limited to a maximum total sponsorship value of \$20,000.



EVENT APPROVAL APPLICATIONS

All event organisers who receive event funding through this program must submit an Event Approval Application to the City of Albany. This process aims to facilitate public safety and provide safe, successful and sustainable events.

Through this process, the event organiser will need to provide evidence of meeting relevant insurance requirements and may be requested to provide a Risk Management Plan, a Traffic Management Plan, Site Plans, Run Sheets and other associated documentation.

For more information contact Events Approvals and Project Officer on 6820 3035 or email eventsapprovals@albany.wa.gov.au

FILMING APPROVAL APPLICATIONS

All film productions that receive event funding through this program must submit a Filming Application form to undertake filming activities in the outdoor areas such as footpaths, roads, parks and other open spaces within the City of Albany. Additional approvals may be required from other governing agencies (e.g. Department of Biodiversity, Conservation and Attractions, Civil Aviation Safety Authority, Parks and Wildlife etc.)

For more information contact Events Approvals and Project Officer on 6820 3035 or email eventsapprovals@albany.wa.gov.au

EVENT AND PERSONNEL DISCLOSURES

The City of Albany requires event organisers to disclose any information regarding their event or key personnel in regards to:

- Criminal proceedings
- Regulatory violations
- Significant litigation

These disclosures must be provided at the same time as your application. If no disclosures are made, and the City of Albany later discovers that there was need for disclosure, it may affect the outcome of your application.



EVENT SPONSORSHIP REQUIREMENTS

Events that receive sponsorship from the City of Albany through the Regional Events & Film Sponsorship program will be expected to provide the following to the City of Albany:

- Recognition as a major partner in your event. Where appropriate, naming rights to the event/a team/an obstacle in the event
- At least one month prior to the event, the Mayor (or representative) to be invited to open the event and make a speech and/or Mayor to be invited to present awards at the award ceremony
- A display stand space for City of Albany to capture visitor information/distribute marketing collateral
- City of Albany logo to be used in every instance of major logo placement across all marketing
- City of Albany logo and branding to be displayed on selected locations throughout the event
- City of Albany brand to be integrated into the event's marketing and public relations campaign (including logo placement, brochure advertising space, media mentions, media releases, website announcements, social media postings)
- Albany 2026 brand may also be required to be integrated into the event's marketing and public relations campaign (including logo placement, brochure advertising space, media mentions, media releases, website announcements, social media postings)
- A minimum of three sponsor acknowledgement posts, exclusive to the City of Albany, are to be made on the event's social media channels (including one on the event date), tagging the City's social media channels and acknowledging the City of Albany as a major partner

FILM/TELEVISION SPONSORSHIP REQUIREMENTS

Sponsorship requirements for film productions that receive sponsorship from the City of Albany through the Regional Events & Film Sponsorship program will be discussed on a case by case basis with the successful applicant.



HOW TO APPLY

It is advised that applicants discuss their event or film production with the City of Albany's Manager Community Relations on (08) 6820 3020 or by email on elise.vangorp@albany.wa.gov.au.

All applications must be received by City of Albany before 4.00pm on the closing date via post, email or hand delivery. If lodging by post, applications must be postmarked on or before the closing date.

EMAIL: To: records@albany.wa.gov.au; CC: events@albany.wa.gov.au Subject line: City of Albany Regional Events & Film Sponsorship Application – (insert event name). Emailed applications must be received in full prior to the closing date and time. Post: City of Albany, PO Box 484, ALBANY WA 6331.

MAIL: Mailed applications must include the application on a thumb drive in Microsoft Word format, printed copy optional.

HAND DELIVER: City of Albany North Road Office, 102 North Road, ALBANY WA 6330 Hand delivered applications must include the application on a thumb drive in Microsoft Word format, printed copy optional.

SPONSORSHIP CHECKLIST

- ☐ I have read all information contained in the Regional Events & Film Sponsorship Guidelines
- ☐ I have filled out an application form and have completed each section
- ☐ The electronic copy of my application is:
 - Microsoft or pdf compatible
 - Equal to or less than 10 megabytes
 - Free from viruses

It is the responsibility of the applicant to inform City of Albany of any change in the status or circumstances of the application between lodgment, assessment and announcement. Incomplete applications will not be processed. Late submissions will not be accepted.

TAX INFORMATION FOR APPLICANTS

The City of Albany is registered for GST, ABN 94 717 875 167. The City of Albany regards sponsorship funding under Regional Events & Film Sponsorship program as payment for supply and normal GST provisions are applicable.

For GST-registered applicants, the GST component will be included in payments made by City of Albany. For applicants not registered for GST, City of Albany will not reimburse any GST components.

Where the applicants do not hold an ABN, City of Albany will be required to withhold 48.5 percent of the amount payable. Funding will be provided according to the contract conditions negotiated between the City of Albany and the event organiser.