

# MAGNETIC PLACES

Funding creative placemaking projects  
with priority communities in Penrith

Creative placemaking grants are now available to Australian artists and community organisations for exciting projects that bring residents together, in new ways, to transform how they see and feel about the places where they live.

Accessible activities that offer alternatives to in-person participation are especially welcome.

Please read these guidelines and speak with a Council officer before applying.

- Opens: 9am Monday 17 October 2022
- Closes: 5pm Thursday 3 November 2022
- Grants of up to \$15,000 are available
- Open to professional artists, organisations and groups
- Funded project period: January – May 2023
- Apply using the SmartyGrants link on [penrith.city/grants](https://penrith.city/grants)



MAGNETIC PLACES is an arts initiative of Penrith City Council's Neighbourhood Renewal Program. Since it began in 2007, it has funded 104 successful projects that celebrate collaboration, creativity and culture. Neighbourhood Renewal supports positive change by working with people where they live to enhance the wellbeing of their neighbourhood as a healthy and vibrant place.

### **AIM**

To enable local residents, living in priority areas, to contribute their energy and imagination to transformative projects lead by professional artists and community service organisations.

The creative challenge for Magnetic Places projects is to enable meaningful access and participation for residents and uncover positive narratives of the places where they live and congregate.

Project outcomes will include place activation in St Marys town centre in 2023.

### **PROJECT FOCUS AREAS**

Projects must include participants living in at least one or more of these Neighbourhood Renewal priority areas:

- Cambridge Park
- Colyton
- Cranebrook
- Kingswood
- Kingswood Park
- Llandilo
- Londonderry
- North St Marys
- Oxley Park
- Penrith  
(bounded by Union Rd, Jamison Rd, Mulgoa Rd and Woodriff St)
- St Marys
- Werrington.

These neighbourhoods experience greater levels of disadvantage than the NSW

average according to the SEIFA index (Socio-Economic Indexes for Areas).

### **PROJECTS**

Your project will generate:

- broad participation
- positive experiences
- new and/or stronger community links
- public outcomes than can be experienced or exhibited in St Marys town centre.

Evaluations of previous Magnetic Places projects demonstrate that people participating make new friends, gain more confidence and develop valuable skills.

Your proposed project will:

- offer opportunities for creative expression
- share new skills
- support positive experiences of places where residents live
- provide residents with different ways in which to safely connect
- produce an outcome that can be experienced publicly
- provide free-of-charge activities.

Broader access to projects has been championed by the disability sector for many years. Through Magnetic Places we aim to showcase successful approaches that can be used at any time to engage and include many different people.

## ACTIVATIONS

The public outcome of projects funded in 2021 were shared with the public on 7 May 2022 as part of the broader *St Marys Lights Up* activation program in Coachmans Park, St Marys (see *Previous Projects*).

A similar program will be hosted in 2023.

## ELIGIBILITY

Your project must:

1. Engage a professional artist on the project
2. Have a connection to place i.e. where residents/participants live
3. Offer alternative options for participation if your project is based online
4. Be covered by a current certificate or have a quote for public liability insurance (a current quote for insurance cover can be included in the budget and support material).

You can apply as a:

- professional artist with an ABN
- non-government organisation
- incorporated group
- unincorporated group if auspiced by an incorporated organisation.

You cannot apply if you:

- are a political party
- have not successfully acquitted a previous Magnetic Places grant.

Successful projects can start any time after notification in January 2023 and must be completed by 1 July.

## FUNDING

You can apply for any amount up to \$15,000.

The total amount of funds available for allocation under Magnetic Places is \$50,000.

Grants will not be provided for:

- shortfalls in an organisation's funding
- fundraising purposes
- improvements to buildings
- annual or regular events.

## CRITERIA

Your project will be assessed on its ability to:

1. Attract a variety of local residents
2. Provide quality experiences for participants
3. Generate positive experiences of place for participants and audiences
4. Offer options for remote delivery i.e. participation from home
5. Deliver a public outcome
6. Work with a sound budget and implementation plan.

## SUPPORT MATERIAL

Your application must include the following:

- letters of support and contact details from any listed project partners
- CV or brief bio for each artist or facilitator listed (max 2 pages each)
- images or links that demonstrate the calibre of work produced by the named artists and creatives
- optional: contact details of up to two residents involved in your planning.

What is 'Placemaking'?

It's a way of making public spaces more sociable, accessible and attractive by working with the community to make these changes.

### TALK TO US

Discussing your project idea with Council staff is an important part of the application process. We can:

- provide advice on eligibility and project ideas
- link you to local services or communities
- advise on community profiles and previous activities.

### CREATIVES AND PARTNERS

You can seek advice on professional artists, creative facilitators, local community service organisations and auspicing bodies up until one week before the closing date, by contacting the officer listed below.

### OTHER FUNDING PROGRAMS

Penrith City Council supports community activities each year through specific grant programs including:

- Community Assistance Program
- Heritage Grants
- Magnetic Places
- ClubGRANTS (sponsored by local registered clubs and administered by Council)

For more information about these grants visit [penrith.city/grants](http://penrith.city/grants)

### HOW TO APPLY

Applications are to be submitted using the SmartyGrants online application form, available from 17 October from our Grants webpage: [penrith.city/grants](http://penrith.city/grants)



Grant applications close:  
**5pm Thursday 3 November 2022**

### MORE INFORMATION

Donita Hulme  
Cultural Engagement Officer  
Email: [donita.hulme@penrith.city](mailto:donita.hulme@penrith.city)  
Call: 02 4732 7809

What is 'public space'?

It's any open place provided for the public, accessible to the public, and used by the public, including parks, footpaths and streets.

## PROCESS

Applications close		Projects can start		Acquittal reports are due
3 NOVEMBER	NOVEMBER	JANUARY 2023	JUNE	JULY
Applications assessed against grants criteria by a Council-convened panel.	A report is presented to Council recommending applications for funding. All decisions are final. Funding is endorsed by Council and applicants are advised by email.		Projects must end	

## GRANT REQUIREMENTS

If your application is successful then the following will apply to you and your project.

### General

As a successful applicant you will:

- accept the conditions of the grant that Council will detail
- seek written approval from Council immediately if the project purpose or the timeframe is to be varied
- use project management processes including producing artist agreements, conducting risk assessments of planned activities, using evaluation forms with your participants, observing Work Health and Safety (WHS) requirements etc.

### Promotion

Council will:

- provide a copy of the logo for use in advertising and promotion.
- promote your activities where appropriate and possible.

As a successful applicant you will:

- provide good quality digital photographs of activities and events for use by Council (in reports and other promotional material).
- acknowledge the Magnetic Places grants program on promotional material or in press releases.

- supply electronic copies of draft promotional material to Council staff for review prior to finalising
- extend invitations to elected Councillors for events and activities where appropriate and work closely with Council staff to ensure protocols are supported.

### **Reporting**

Once your project is completed you will:

- complete the provided acquittal form by 31 July 2023
- provide receipts for all capital purchases identified in your original application (if your organisation ceases to exist those purchased items must be returned to Council)
- participate in a discussion with a Council representative about your experience of Magnetic Places (as part of Council's process of evaluating its own programs).

If you fail to comply with these requirements you may not be eligible for future grants from Penrith City Council.

## PREVIOUS PROJECTS

### **DEAR TREE**

*by Rose Turtle Ertler (Tas)*

People were invited to get comfy in their gardens or local park and use their phones to record audio letters, starting with 'Dear Tree...'. These 'letters' to nature and local ambient sound created a unique sound.

*See image next page*

*Public outcome:* Online

[roseturtleertler.com/dear-tree.php](http://roseturtleertler.com/dear-tree.php)

*St Marys activation:* Sound space beneath the trees in Coachmans Park

### **FIVE ELEMENTS ORRERY**

*by Laura Bestman + Hugh Burrell (NSW)*

Visitors could move through and around this captivating, 6m tall kinetic wind-light sculpture with slowly spinning arms and chassis covered in addressable LEDs.

*Public outcome/St Marys activation:*  
Temporary public art installation

### **MAGNETIC CREATIVE FACES**

*by Lorraine Farrell (NSW)*

Online videos and expert feedback guided 14 local artists in how to capture themselves at work using their phones. Interviews completed this look at Penrith artists of diverse backgrounds, practices and ages.

*Public outcome:*

Online [vimeo.com/705676883](https://vimeo.com/705676883)

*St Marys activation:* On the big screen in Coachmans Park

### **NORTHS ST MARYS NEW VISIONS**

*by Abbas Makrab (NSW)*

After a (very) long wait, locals were able to return to a group setting for design and

mosaic workshops that provided skills development, connection and laughter.

*Public outcome:* Five works of public work installed around Robin Wiles Park

### **POSTCARDS FROM HOME**

*by Fusion Western Sydney (NSW)*

Freely available printed project postcards invited people to connect and share their reflections on social isolation during lockdown.

*Public outcome:* Instagram

<@ postcardsfromhomearchive>

*St Marys activation:* Outdoor gallery of large-scale prints on Coachmans Park stage

### **ST MARYS SINGS**

*by Fusion Western Sydney (NSW)*

Local residents, with and without any experience, enjoyed learning new songs and revisiting timeless classics both in and out of doors. Some have gone on to join the community-based Inspire Choir.

*St Marys activation:* Live performance on the Coachmans Park stage

### **UNTITLED: UNTOLD TALES BY THE UNHEARD**

*by Gabriel Faatau'uu-Satiu (NSW)*

Shop facades on Queen St, St Marys came alive with mapped projections of 6 storytellers of Pacific heritage

*St Marys activation:* Projections onto 32 Queen St



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