



PENRITH

MAGNETIC PLACES GUIDELINES 2019

Community placemaking grants are available for neighbourhood projects that bring residents and creatives together to transform local public spaces through creative and social activity.

APPLICATIONS CLOSE Midnight Monday 1 July 2019.

Grants between \$1,000 - 10,000 are available.

For Individuals, non-government organisations, incorporated and unincorporated groups.

- Cambridge Park
- Colyton
- Cranebrook
- Kingswood
- Kingswood Park
- Llandilo
- Londonderry
- North St Marys
- Oxley Park
- Penrith (suburb)
- St Marys
- Werrington

*Magnetic Places is an initiative of Penrith City Council's Neighbourhood Renewal Program.
Cover Image: Creating Cranebrook 2017.*

PENRITH
CITY COUNCIL

 **MAGNETIC
PLACES**

penrith.city

INTRODUCTION

MAGNETIC PLACES is a placemaking initiative of Penrith City Council's Neighbourhood Renewal Program. Since it began in 2007, it has funded 81 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, safe and vibrant place.

AIM

Through the Magnetic Places program public spaces are being transformed into creative, meaningful places that make an important contribution to the health and wellbeing of people— and the neighbourhoods they live in.

Ideally, your placemaking project will create opportunities for residents, artists and local organisations to work together in transforming local spaces into vibrant places.

Overall, your project should aim to generate:

- new or stronger community links
- greater participation
- positive experiences.

Evaluations of previous Magnetic Places projects demonstrate that people participating in placemaking

activities make new friends locally, gain more confidence, and develop valuable skills.

Your proposed project should aim to:

- transform a local public space into a creative place
- have a creative focus
- support residents to connect with each other
- enable locals to contribute to their area
- involve active collaboration between paid creatives and residents
- provide free-of-charge events and activities.

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.



ELIGIBILITY

You can apply as an:

- Individual artist with an ABN
- Non-government organisation
- Incorporated group
- Unincorporated group that is auspiced by an incorporated organisation (see Glossary).

You cannot apply if you are a political party or someone who has not successfully acquitted a previous Magnetic Places grant.

Your project can start at any time after you receive notification in July 2019, and must be completed by 24 June 2020.

Your placemaking project must take place in one (or more) of these 12 Neighbourhood Renewal priority neighbourhoods:

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



FUNDING

You can apply for \$1,000 - \$10,000 for a placemaking project that transforms one or more public spaces through creative collaborations with the community, and offers innovative responses to local issues.

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

In your application you must demonstrate how your project will:

- creatively activate one or more public spaces for the whole community
- undertake quality creative engagement activities with residents

- attract many residents from a range of backgrounds to participate
- work with a sound budget and implementation plan
- 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).

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, web links or youtube clips that demonstrate the calibre of work produced by the named artists, creatives or applicant.
- *Optional:* contact details of up to two residents involved in your planning.



CREATIVES AND PARTNERS

You can seek advice on potential artists, creative facilitators, local community service organisations and auspicing bodies until the week before the closing date, by contacting Donita (see more information below).

FREE GRANT WRITING WORKSHOP

Go through the grant application questions and receive writing tips in this free workshop for anyone wanting to apply for a Magnetic Places grant.

Friday 17 May, 10am - 12.30pm
Civic Centre, 601 High Street, Penrith
Bookings: Annette Blackwell on **4732 8608** or annette.blackwell@penrith.city

MORE INFORMATION

We encourage you to discuss your project and seek feedback from Donita Hulme, Cultural Engagement Officer, before submitting your application online. Please call Donita on **4732 7809** or email magneticplaces@penrith.city

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)

For more information about each of these program, visit penrith.city/grants

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.



HOW TO APPLY

Applications are to be submitted using the SmartyGrants online application form, available on the Magnetic Places webpage: penrith.city/magneticplaces.

The online application form includes the following sections:

1. Welcome
2. Outline of your proposed project
3. Your contact, ABN and auspicing details (if required)
4. Selection criteria
5. Budget
6. Support material
7. Your declaration

Allow yourself at least two weeks to prepare your grant application, plus extra time to finalise partnerships or auspicing arrangements.

Grant applications close Monday 1 July 2019 at midnight.

PROJECT EXAMPLES

Colyton Kite Project (\$1500) 2015

Applicant: Community Junction

Artist: Sanhita Banerjee

Art-making workshops at Colyton Youth Space gave young locals skills to make their own customised kites and prepared them to help their neighbours make kites through outdoor events in Kevin Maley Park. The project responded to an identified need for socially inclusive after-school activities and inter-generational connections.

Visual Picnic (\$1500) 2015

Applicant/artist: Emma Sputnik

Built on a base of sustainability and friendship, this one-off activity created an inclusive space in Wainwright Park, Kingswood where local residents of all ages were guided by artists from Kingswood TAFE in drawing, photography and painting. Supported by a free BBQ, this vibrant afternoon event provided participants with access to creative self-expression and a sense of achievement.

Do You See What I See (\$6800) 2016

Applicant/artist: Lisa Cross

Partners: St Marys Area Community Development Project Inc (SMACD)

This participatory photography project brought St Marys locals together to learn photography and storytelling skills using disposable cameras. Together they explored their suburb and what it means to them. Their resulting works were exhibited around St Marys town centre as paste-ups in unexpected public places. An accompanying Art Map gave the viewing public a sense of discovery and adventure.

Billy Carts (\$8000) 2016

Applicant: Community Junction

Artists: Diamando Koutsellis, Graham Chalcroft

Partners: Chifley College, Dunheved Campus

Folk young and old came together around the old-world love of billy carts in this project. Through design-based workshops in North St Marys and Werrington young people learnt how to build their own billy carts before customising their carts through colour and modifications. A Derby Day in Parklawn Place was an opportunity to show off the carts to the community (who could vote for their favourite) and race them safely at the local neighbourhood centre.

Creating Cranebrook (\$8000) 2016

Applicant: Nepean Community and Neighbourhood Services (NCNS)

Artist: Henryk Topolnicki

Partners: Art is an Option, Community Greening

Local residents worked together to design, develop and install a vibrant and functional artwork and signage in Sherringham Reserve. A series of workshops identified challenges and determined solutions to produce a robust design. Combining functional seating space, durable planting and innovative signage, the project outcomes continue to welcome people to Cranebrook and offers a broader range of residents the opportunity to use a public space popular with younger people.

Generation Z (\$8,000) 2014

Applicant/applicant: Mandy Schöne-Salter

Partners: Community Junction, Werrington Youth Centre

Using photography to capture the faces of Werrington gave young people the opportunity to make the local train station their own, temporary paste-up art gallery and share positive visual stories with local commuters. The creative process facilitated awareness about sense of self, place, identity and belonging.

South Creek Turning... (\$9995) 2017

Applicant/artist: Oonagh Sherrard

Partners: Greening Australia, St Marys Public School, St Marys Historical Society

St Marys residents and local primary school students celebrated South Creek and discovered what lies beneath the weeds and debris. A program of outdoor activities included a Clean Up Australia event, guided walks with environmental advisors and Aboriginal elders, and making sound sculptures from upcycled items (found through the clean up). The recorded stories and events were documented into an online documentary for public access.

Community Colour UP (\$10,000) 2018

Applicant: Community Junction

Artists: James Lesjak-Atton, Michael Shield (assisting)

Partners: Colyton Colts Rugby League Club, Team Colyton

A series of 10 aerosol art workshops gave Oxley Park/Colyton residents and local footy club members the opportunity to transform frequently vandalised walls and reduce the ongoing incidence of graffiti in that space. The project was able to build community cohesion and a sense of community ownership of what has become a welcoming space that the community is proud of. The project also had a mentoring outcome with a young local working alongside the experienced artist throughout the process.

PROCESS

1 JULY 2019

Applications close.

JULY

Applications assessed against grants criteria by a Council-convened panel.

**LATE
AUGUST**

A report is presented to Council recommending applications for funding. All decisions are final.

SEPTEMBER

Funding is endorsed by Council and applicants are advised by email.

**LATE
SEPTEMBER**

Funded projects can start.

**30 JUNE
2020**

All funded projects submit their acquittals.

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.
- attend the scheduled Magnetic Places better practice workshop.
- 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 30 June 2019.
- 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 will not be eligible for future grants from Penrith City Council.

GLOSSARY OF TERMS

In these guidelines, this is what Council means by...

Activate

To make a public space or gathering place active or functional.

Auspicing

Where an incorporated organisation agrees to enter into a funding agreement on behalf of an unincorporated group, usually for a small fee.

Collaboration

When three or more people work together with a common purpose to create something.

Community

Residents in an area or a group of residents who, for example, share a particular cultural heritage, interest or experience.

Community cohesion

When a community has a shared vision and a sense of belonging that embraces the diversity of backgrounds, experiences and circumstances of its residents.

Creative engagement

A planned process that uses artistic activities to work with identified groups of people to address topics of interest or concern that affect their wellbeing.

Cultural

Processes or activities that look at, explore and express the identity, skills, creativity, characteristics, stories, beliefs and customs of local communities including particular groups within that community who might share cultural heritage or experiences.

CV

A brief account of an artist's or facilitator's education, qualifications and related or relevant work.

Environmental

Projects that relate to the natural world and the impact

of human activity on its condition.

Established Neighbourhoods

The 12 neighbourhoods identified in the Eligibility section.

Local issues

Important topics, concerns or problems for discussion in the community.

Magnetic Places

The name of this grants program reflects a key issue, identified in the Council's Strategic Plan 2031, that prominent and community meeting places are increasingly valued and recognised by communities as a focus of their neighbourhoods.

Online application

Grant applications will be submitted using the specific website listed in the How to Apply section. Applications might also include images, website links and letters of support.

Placemaking

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

Public space

A place used for outdoor recreation that is normally open to the public, can include footpaths and streets.

Wellbeing

The state of being comfortable, healthy or content.