



MAGNETIC PLACES

Penrith City Council has reimaged the annual Magnetic Places grants to support innovative alternatives to in-person participation during these changing times.

Grants for Australian artists are now available for exciting projects that bring local residents together, in new ways, to transform how people experience where they live.

Grants of up to \$5,000 and \$10,000 are available.

Project period: August 2021 – March 2022

For professional artists, organisations, and groups.

APPLICATIONS CLOSE 5pm Monday 5 July 2021

Magnetic Places is an initiative of Penrith City Council's Neighbourhood Renewal Program.

PENRITH
CITY COUNCIL

 **MAGNETIC
PLACES**

[penrith.city](https://www.penrith.city)

INTRODUCTION

MAGNETIC PLACES is an arts initiative of Penrith City Council's Neighbourhood Renewal Program. Since it began in 2007, it has funded 99 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.

COVID-19

The health and safety of our communities is Penrith Council's top priority. Council acknowledges that one way to slow the spread of viruses (along with good hygiene) is through social distancing.

AIM

Through the Magnetic Places program thousands of local residents in priority areas have contributed 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.

Grants for Australian artists are now available for exciting projects that use successful alternatives to in-person participation to achieve strong project outcomes. Outcomes will include place activation in St Marys town centre.

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 locally, gain more confidence and develop valuable skills.

Your proposed project will:

- provide residents with different ways in which to safely connect with you and each other
- offer opportunities for creative expression
- share new skills
- support positive experiences of places where residents live
- produce outcomes that be experienced in public space activations
- 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.

MAGNETIC PLACES ACTIVATIONS

In 2020, the public outcome of funded projects were shared with the public through a two-night program of activations in Coachmans Park, St Marys (see 2020 Projects). A similar program will be hosted in 2021.

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 an alternative option for participation if your project only uses technology/social media
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 that is 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 August and must be completed by 31 March 2022.

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.

FUNDING

You can apply for up to \$5,000 or \$10,000.

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. Offer options for remote delivery i.e. participation from home
4. Generate positive experiences of place for participants and audiences
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.

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 officers listed below.

MORE INFORMATION

Donita Hulme, Cultural Engagement Officer
Email donita.hulme@penrith.city or call 4732 7809

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

HOW TO APPLY

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

Grant applications close 5pm Monday 5 July 2021

PROCESS

Applications close.

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

Projects can start

Acquittal reports are due.

5 JULY	JULY	AUGUST	MARCH 2022	APRIL 2022
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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.

Activation program

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.
- 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 April 2022.
- 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.

2020 PROJECTS

DEAR TREE

by Rose Turtle Ertler (Tas)

Participation: 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 were remixed with local ambient sound to create a unique sound composition.

Public outcome: Online and Magnetic Activations*. A sound space was created where folks could sit beneath a stand of trees and be surrounded by the voices of locals in the Dear Tree composition.

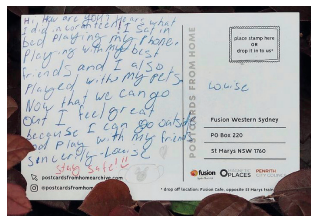


POSTCARDS FROM HOME

by Fusion Western Sydney (NSW)

Participation: Old school access captured hearts in this project. Freely available printed project postcards invited people to connect safely and share their reflections on social isolation during lockdown. Community groups happily included this project into their program of activities.

Public outcome: Instagram <@postcardsfromhomearchive> and Magnetic Activations*. An outdoor gallery of large-scale prints showcased the variety of experiences captured by this project.



A CUP ACROSS THE FENCE

by Varuni Kanagasundaram (Vic)

Participation: With references to Indian culture (chai carts) and another time (yarning over the fence) this project brought delight to participants when they received two chai cups in the mail. It gave them a reason to engage safely with neighbours and get creative afterwards as they recorded the sounds of smashing their cups for adding to an online soundscape.

Public outcome: online



OUR SYMPHONY

by Luke Hespanhol & Abhiruchi Chikara (NSW)

Participation: Everyday people were able to create their own soundscapes, and build on sounds created by others, with this project's easy-to-use website.



Public outcome: Magnetic Activations*.

Once uploaded, each soundscape created an exciting, interactive audio-visual artwork. The power of algorithms generated projections that changed colour and movement with each upload. Unexpected outcome? The kids chasing the lights!



RECONNECTION

By XYZ Productions (NSW)

Participation: Visitors could hashtag images from their time in lockdown and see them appear in the windows of this work.

Public outcome: Magnetic Activations*

A spaceship landed in St Marys! Mapped projections and funky design brought this spaceship to life and delighted young and old.

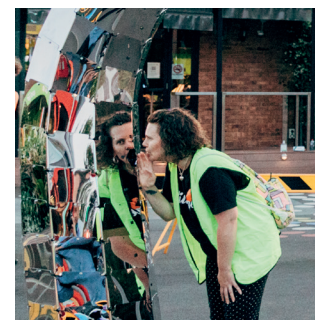


WHISPER

by Office Feuerman (NSW)

Participation: By speaking quietly into the crook of this stunning installation you could be heard by someone else at the other end of its sweeping curve—as if you were side by side. This work allowed visitors and strangers to talk closely while at a safe distance.

Public outcome: Magnetic Activations*



*The Magnetic Activations program was held in Coachmans Park and West Lane car park, St Marys on 22-23 October, 2020