



PENRITH

# MAGNETIC PLACES ARTS & CONNECTION AFTER ISOLATION

Penrith City Council has reimaged the annual Magnetic Places grants in 2020 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 see and feel about the places where they live.

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

Project period: July – October 2020

For professional artists, organisations, and groups.

**APPLICATIONS CLOSE 5pm Wednesday 27 May 2020**

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

## INTRODUCTION

MAGNETIC PLACES is an arts initiative of Penrith City Council's Neighbourhood Renewal Program. Since it began in 2007, it has funded 93 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. We are closely following the advice of Government and health authorities on the COVID-19 outbreak.

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.

In 2020, the challenge is to enable meaningful access and participation for residents during these changing times and still uncover positive narratives of the places where they live.

Grants for Australian artists are now available for exciting projects that use successful alternatives to in-person participation to achieve strong project outcomes.

## 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.

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 connect with you and each other (keeping social distancing in mind)
- offer opportunities for creative expression
- support new, positive narratives of the places where residents live
- teach residents new skills
- respond to local issues
- provide free-of-charge activities.

Approaches might make use of online spaces and technology or actual letterboxes and windows, for example (see project examples overleaf).

Broader access to projects has been championed by the disability sector for many years. We hope that this special round of Magnetic Places will showcase successful approaches that can be used at any time to engage and include many different people.

## CURRENT EXAMPLES

### 19 Words (Australia)

Big Fig Arts have a challenge: can you write something in only 19 words? Entries can be posted or DM-ed, with a name or anonymously.

*"It could be a story. A review. An observation. A rant. An idea. A poem. A thought. A love letter. A shopping list. A feeling. Song lyrics." #19wordsbig*

### Pandemic Postcard Pals (USA)

Artist Andrew Gramm has created a postcard exchange project. Every week participants are matched with a random person and asked to send them a handmade postcard bearing something like a quote, collage, joke etc. A short video shows you how to make postcards using household materials.

*"The idea is that the community will continue to connect and share their art while spiritually and energetically supporting each other."*

### Window walks (Canada)

Neighbours are making window decorations and walking the block (at a safe distance) in Canadian neighbourhoods. People's decorations contribute to visual 'scavenger hunts' where folks count motifs on their regular walks. Messages of hope are also being shared, *"Went for a walk tonight and saw these handmade signs in the window of a house in my neighbourhood. Made me very warm and fuzzy."*

### Balcony bingo (Ireland)

From a safe spot on top of the pram sheds, community activist Michael Larkin hosted an impromptu bingo session for his housing estate neighbours on their balconies and started an Irish isolation trend. *"This is all about helping to connect people and keep them safe... a bit of craic at the end of the day"*.

## ELIGIBILITY

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 or someone who has not successfully acquitted a previous Magnetic Places grant.

Successful projects can start any time after notification in July and must be completed by 31 October 2020.

## 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

In your application you must demonstrate how your project will:

1. attract a variety of local residents
2. engage safely and innovatively with residents
3. generate positive narratives about the places where participants live
4. work with a sound budget and implementation plan
5. 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 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](mailto:donita.hulme@penrith.city) or call 4732 7809

John Le, Creative Projects Officer (Graduate)  
Email [john.le@penrith.city](mailto:john.le@penrith.city) or call 4732 8664

## 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 on the Magnetic Places webpage: [penrith.city/magneticplaces](http://penrith.city/magneticplaces).

**Grant applications close Wednesday  
27 May 2020 at 5pm.**



## PROCESS

### Applications close.

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

Projects can start

Acquittal reports are due.



**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.
- 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 9 November 2020.
- 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.