Magnetic Places Grant Artist Development Series

Grant Information Workshop

Presented by:
Katie Kinder – Magnetic Places Grant Administrator
Tiffany Lee-Shoy – Local Creativity Grant Administrator

Positively PENRITH

PENRITH CITY COUNCIL



Acknowledgement of Country

We acknowledge and pay respect to the Darug and Gundungarra people who are the traditional owners in which Penrith Local Government Area is situated.

We also pay our respect to elders past, present and emerging, and to the First Nations people living in our community today.

Welcome

Overview and housekeeping

- Welcome!
- Introductions

Tiffany Lee-Shoy

Senior Cultural Strategy Officer



Katie Kinder

Cultural Development and Placemaking Officer – Neighbourhood Renewal





Webcasting notice

Please note that tonight's Online Information Session is being recorded and will be uploaded on Council's YourSay website. Council takes all care when maintaining privacy, however participants in this session should be aware that you may be recorded.

Please note

- We ask that participants keep their cameras off and microphones muted during the presentation
- Please wait until the open Q&A session at the end to turn on your camera and unmute your microphone to ask questions
- Please use the chat for any questions during the session





Online etiquette and participation

We recognise that everyone has their own methods and strategies to feel comfortable and engaged.

We support and respect your approaches to navigating and enjoying the workshop. Stand, stretch and take breaks.

To make sure we all have the best experience possible:

- Make sure you're in a quiet place
- Be present
- Connect via the chat with comments and emojis
- Use the **chat function** to ask a **question**.

In the open Q&A session after the presentation we will turn off the recording and we welcome you to turn on your camera and microphone!

What we will cover

1. Council's Creative Communities Grants
    - Community Funding Program
    - What is a grant?
    - Magnetic Places
    - Local Creativity
2. How to write a standout application
    - Responsibilities - delivery of contract, variations, budget
    - Expectations – access, inclusion, equity
    - Common gaps
    - Hot tips for a good grant application
    - Theory of Change
    - Example of a well-written project summary
    - Assessing your application
3. Auspicing 101
4. Close and thanks *(recording stopped)*
5. Open Q&A session *(this will be transcribed)*



Community Funding Program

All grants will open for Round 1 of 2026-27 from **6 July** to **31 July 2026**

Magnetic Places Grant

Up to $15,000

Local Creativity Grant

Up to $5,000

Thriving Communities Grant

Tier One – Sole Applicant: Up to $2,500

Tier Two – Partnership Application: Up to $5,000

Local Events Grant

Tier One – Micro Grants: Up to $1,000

Tier Two – Incubator Grants: Up to $5,000

Safe Communities – Domestic and Family Violence Grant

Tier One – Sole Applicant: Up to $2,500

Tier Two – Partnership Application: Up to $5,000

Grants

Penrith City Council offers a range of grants to support and amplify a diverse range of activities and events that support strong and connected communities that are thriving, vibrant, and creative. Council manages and administers community funding through its Community Funding Program. Please note that the content displayed on this webpage(s) is subject to updates and changes without notification. Please check website regularly to stay up to date.



Key Documents

- Community Funding Program Policy (pdf 195.4KB)
- Eligibility Quiz (pdf 71.6KB)
- Community Funding Program FAQs (pdf 106.6KB)

Key Dates

All grants will open in July while those with two rounds will open July and February.

Community Funding Program 2026-27 Round 1

The following grants will be open for Round 1 of Grant Applications for 2026-27

- Thriving Communities Grant
- Safe Communities – Domestic and Family Violence Grant
- Magnetic Places Grant
- Local Creativity Grant
- Local Events Grant

Applications Open: Monday 6 July 2026
Applications Close: Friday 31 July 2026

Useful Resources

Templates

- Download your Activity Scoping Template (pdf 77.7KB)
- Download your Activity Plan Template (pdf 103.1KB)
- Download your Risk Assessment Template (pdf 234.1KB)

Community Funding Process

- Download the Community Funding Process (pdf 45.4KB)

Tips and Checklist

- Download your tips and checklist here (pdf 131.5KB)

Smarty Grants Page

- https://penrith.smartygrants.com.au/

Useful Council Resources

- Penrith Council Community Plan, Penrith 2036
- Penrith Demographic Tools and Analysis Reports
- Penrith Community Profile
- Penrith Disability Snapshot
- Penrith Disability Inclusion Action Plan
- Resilient Action Plan 2021-2030

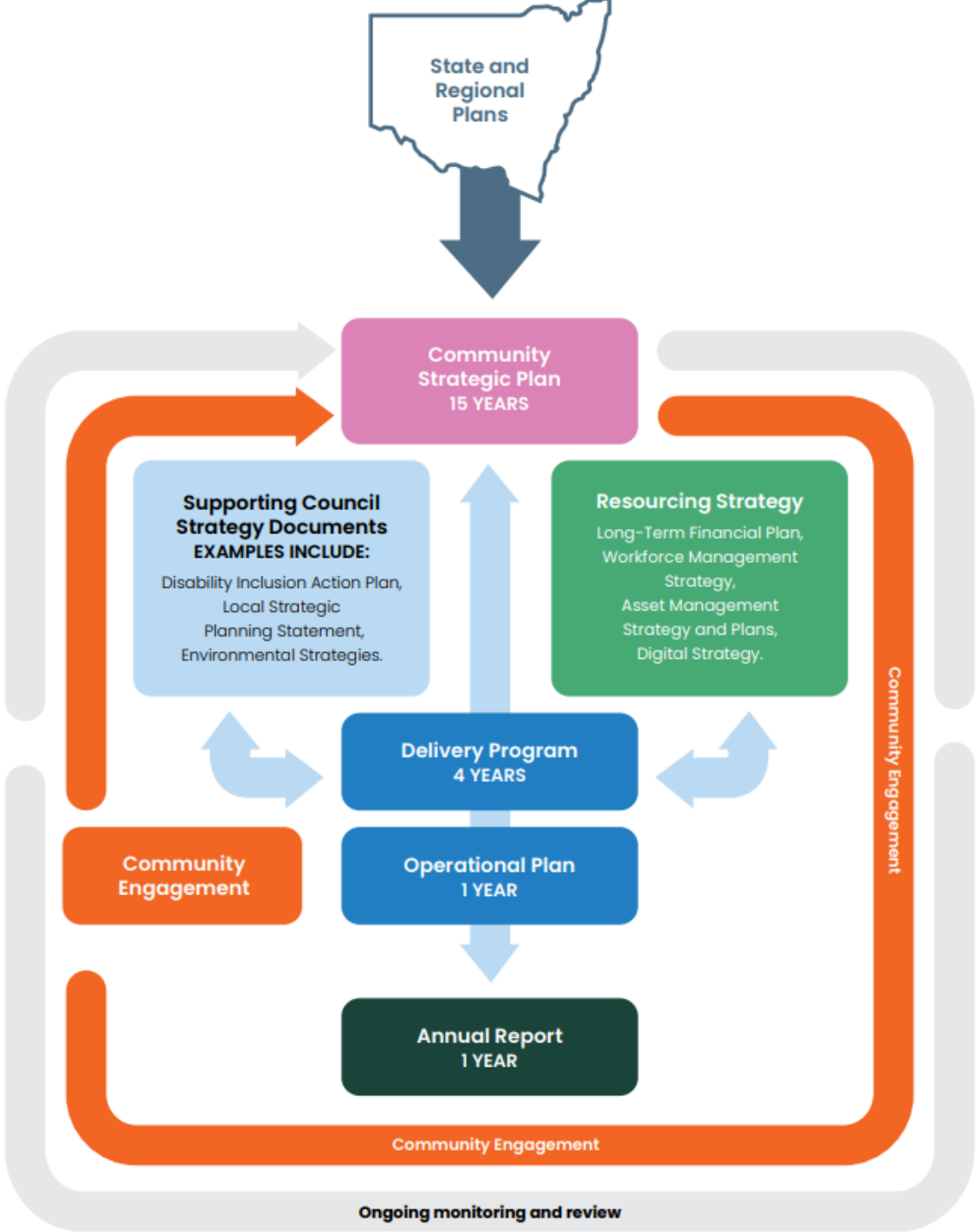
Grant Information Links

- Help guide for SmartyGrants Applications
- How to write a grant application
- Grant Application Writing Examples
- Social Impact Toolbox
- NSW Government Community Builders website - includes tips for completing applications and lists of grants and community sector awards
- Our Community Grants webpage - find information on a variety of grants, crowdfunding and donations
- Australian Government Grant Connect – for current and forecast Australian Government Grants
- Not-for-profit Law website – includes detailed information on auspicing and information about seeking grant information
- Fair Trading NSW website – includes information on incorporation and associations

Community Funding Program Website

The Council Grants webpage has some excellent resources to support all grant applicants, including:

- Eligibility Quiz
- Activity Scoping Template
- Activity Planning Template
- Risk Assessment Template
- Budget Template
- Community Profile



What is a grant?

It is a sum of public money Council provides to you to help us achieve our objectives.

For Council our priorities are reflected in our Community Strategic Plan and informed by legislation.

Each of the Grants align to the priorities of the project area and is reflected in the grant guidelines.

Applications must meet eligibility criteria and grant objectives in a competitive process.

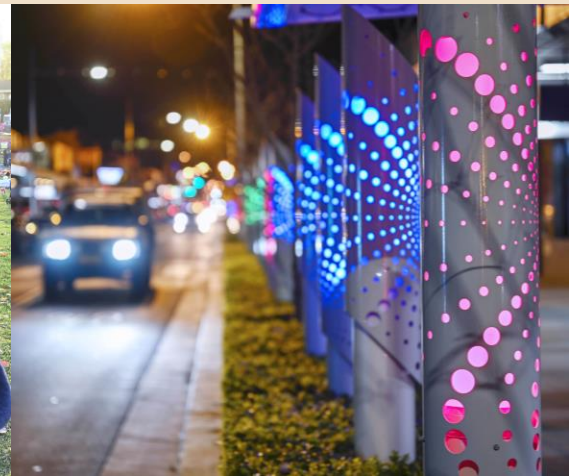
What do grants enable you to do?

- Provide funding to address specific needs
- Initiate new programs
- Effect change
- Build community capacity
- Purchase things for your community

What they don’t do?

- Last forever
- Fund existing programs or repeat activities
- Pay for operating costs
- Reimburse activities already undertaken



MAGNETIC PLACES



Magnetic Places Grant

Aim

To fund creative arts activities that magnify resident stories, provide opportunity for creative expression and activate locations across 12 key neighbourhoods.

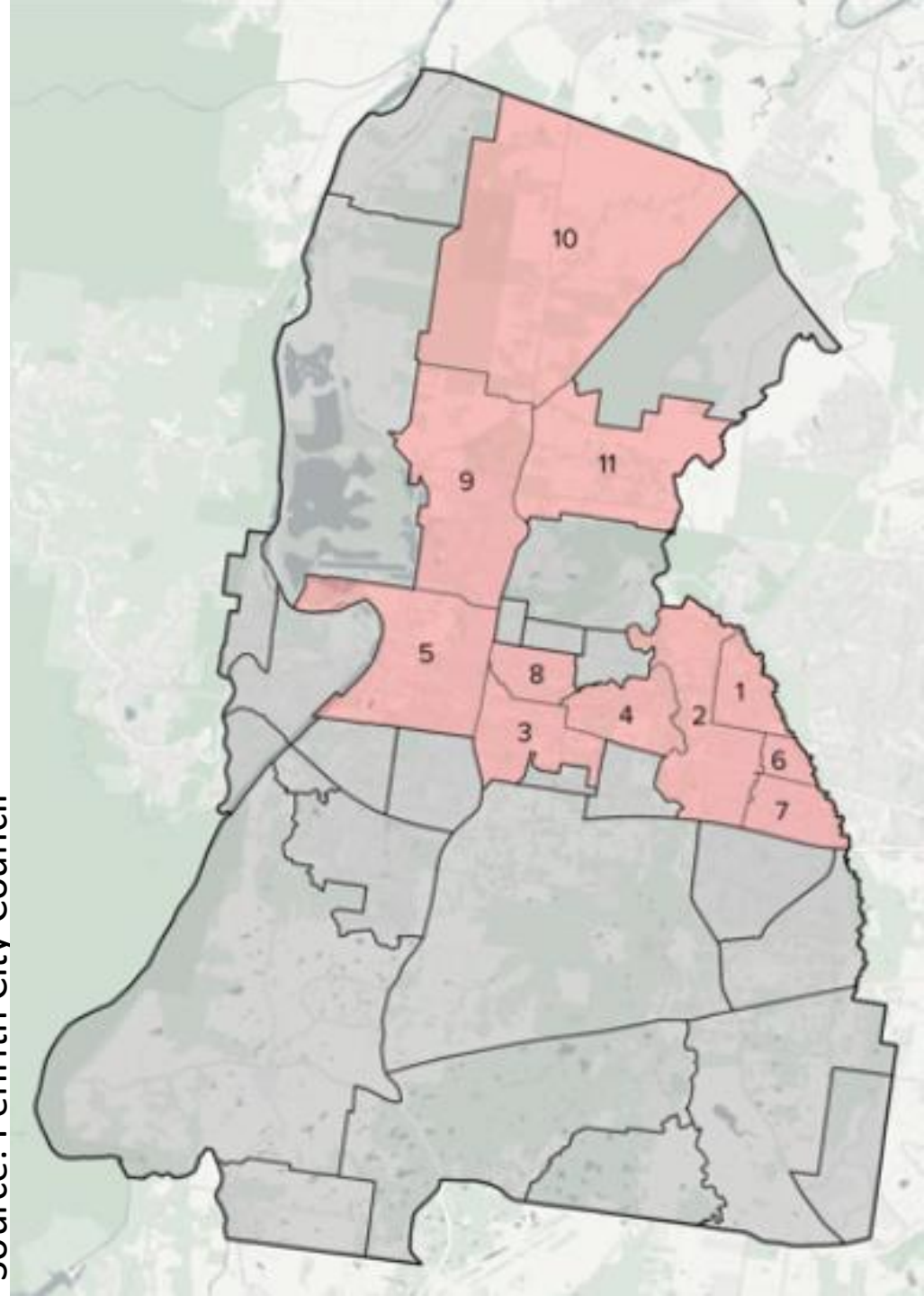
PENRITH CITY COUNCIL

Magnetic Places Grant

Key neighbourhoods

- Cambridge Park
- Colyton
- Cranebrook
- Kingswood
- Kingswood Park*
- Llandilo
- Londonderry
- North St Marys
- Oxley Park
- Penrith
- St Marys
- Werrington

**Kingswood Park is a neighbourhood in the Penrith suburb*



Source: Penrith City Council

Magnetic Places Grant

Available Funding
$50,000

Funding Cap
Up to $15,000

Key Dates
- **Applications Open:**
  6 July 2026
- **Applications Close:**
  31 July 2026

Eligible Applicants
✅ Artists & creatives with an ABN
✅ Incorporated groups
✅ Unincorporated groups with an auspice

Not eligible
❌ Schools or government agencies
❌ Applicants with overdue reports/debts
❌ More than one grant application per round, unless auspicing
❌ Applications that do not meet **all objectives**



Source: Penrith City Council

Magnetic Places Grant

Grant Objectives

- share and celebrate local stories through art activities co-authored with the community.
- increase and broaden participation of community in arts and cultural activities.
- generate positive experiences and support new or stronger community connections.
- activate, transform and/or animate public spaces through creative activities.

Proposed activities must meet all objectives of the grant. Must align with principles of access, inclusion, and equity.

Local Creativity Grant

Aim

To fund **local creative** and cultural organisations, groups, and individuals to deliver opportunities for the Penrith community to **participate in** local creative and **cultural life**.

The Local Creativity Grant program started in 2025.



Source: Michael Black

Local Creativity Grant

Available Funding
$23,500

Funding Cap
Up to $5,000

Key Dates
- **Applications Open: 6 July 2026**
- **Applications Close: 31 July 2026**

Eligible Applicants
✅ Artists & creatives with an ABN who reside in Penrith LGA*
✅ Incorporated creative groups
✅ Unincorporated groups with an auspice

Not eligible
❌ Schools or government agencies
❌ For-profit organisations*
❌ Applicants with overdue reports/debts
❌ more than two applications per grant per round, unless auspicing

Local Creativity Grant

Grant objectives

- Support the vibrancy of Penrith as a city of creative places and **spaces** to meet, share, reflect, grow and be curious.
- Promote creativity and culture that expresses the diversity of Penrith's **people**.
- Provide opportunities for local creative groups, organisations and individuals to grow their experience, skills and **practice**.
- Build **collaboration** opportunities between local creatives, groups and organisations.

*Proposed activities must meet **one** or more objective/s**

Key contacts

Magnetic Places – Katie Kinder
Cultural Development and Placemaking Officer – Neighbourhood Renewal
Email: Katie.Kinder@penrith.city
Phone: 4732 7896
Book time: Magnetic Places Grant Application project support



Local Creativity – Tiffany Lee-Shoy
Senior Cultural Strategy Officer
Email: Tiffany.LeeShoy@penrith.city
Phone: 4732 8588
Book time: Local Creativity Grant application project support



Grant applications

Responsibilities of applicants

- **Be prepared to deliver what is described in the application** – if you are funded, you will have a contract to deliver what is outlined in your application.
- **If your project is funded but it needs to be varied, reach out early** – we understand that sometimes things change but any changes must be pre-approved in writing to ensure eligibility.
- **Stick to the budget items and allocations** - we can only fund what has been approved in an application. If money needs to be expended differently, seek approval first.

Magnetic Places Only:

- **Deliver in the designated key neighbourhood** – projects should be delivered and activated in one or more of the 12 **Neighbourhood Renewal (NR) suburbs**. Workshops or activations that occur outside of a key neighbourhood are ineligible.

Grant applications

Expectations of applicants

- **Be respectful and inclusive** – listen deeply, value all voices, and include diverse people. Make sure you consider access and equity.
- **Get informed consent** – especially when using people's stories, images, or creative input.
- **Respect cultural protocols** – especially for First Nations communities and cultural content.
- **Be present and build trust** – take time to connect, follow through, and honour community knowledge
- **Keep participants safe** – especially kids and vulnerable people (child safety rules apply)

Magnetic Places Only:

- **Collaborate, don't just consult** – your project should be co-created with residents.

Common gaps

- Unclear project purpose
- Poorly defined project activity
- A good idea but without a demonstrated community need
- Budget that doesn’t balance
- Lack of confirmed logistics including partnerships and/or preapprovals





Tip 1: Read the Guidelines

- Read through the guidelines carefully
- Not following directions is likely to mean you cannot be funded

Questions to ask yourself:

- Am I eligible?
- Is my project appropriate for the grant?
- What language is being used? Key terms?
- How much can I apply for?
- Do I need to collaborate with other organisations? If yes, who?

Please reference the Tips and Checklist download for more details.

Tip 2: Contact the Grant Officer

Each grant program is assigned an officer to **support** participants with their applications.

They can:

- Link you with local services and partners
- Provide advice on the eligibility of your application
- Advise if a similar project has been undertaken before
- Advise on the application process

Your Grant Officer is bound by **confidentiality** and does not assess the applications.





Tip 3: Give yourself plenty of time

Give yourself time to collect the following:

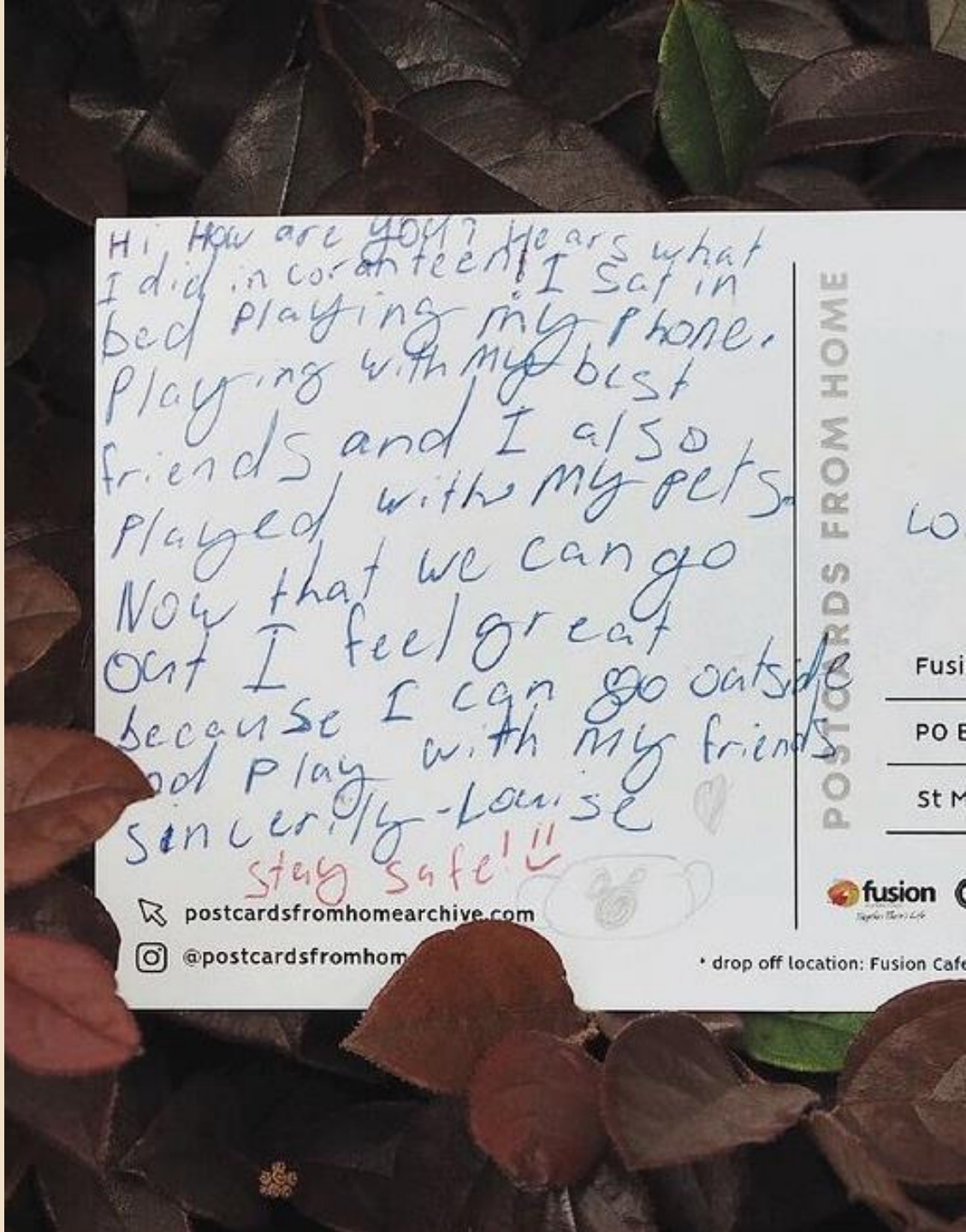
- **Supporting documents** – insurance, licences, approvals
- **Approvals** or letters of support from members or other partners
- **Draft** in a word document - grant officers read many applications, be clear and concise
- To **edit** ruthlessly (need to know versus nice to know information).
- Make changes and additions
- React to **unexpected** events – you get sick, or someone else is sick, on holidays or resigns

Telling the story

Demonstrate the need for your project

- Describe the target population
- Clearly identify the local needs
- Evidence - statistics / studies / reports - use the resources on the Grants webpage to inform this

HOW, WHAT, WHEN, WHY



Tips

- Read Grant Guidelines thoroughly before working on your application.
- Contact Council Officers with any questions.
- Plan your activity prior to completing the application form – see templates.
- Use plain English and be straight to the point
- Avoid acronyms
- Do not make assumptions
- Demonstrate your capacity to deliver the project
- Use data and evidence to back up your project

Also for organisations,

- Make a clear connection to your strategic plan and mission

Check the Grants webpage regularly at penrith.city/grants

Good grant applications:

Step 1: Define the project (What is going to happen?)

Step 2: Identify the need (Why does it need to happen?)

Step 3: Identify the people (Who will benefit?)

Step 4: Define the process (How and When is it going to happen?)

Step 5: Add meaning to ‘place’ (Where is it going to happen?)

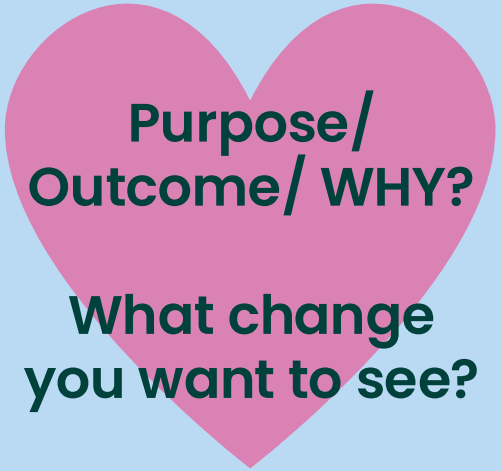
(Source: Fundamentals of Grant Writing, 2019)

Theory of Change*

Local Creativity only

Theory of change is a process of thinking through, and documenting, a logical 3-step argument. It starts with your goal and works backwards to help you decide what activities to undertake, to achieve the goal.

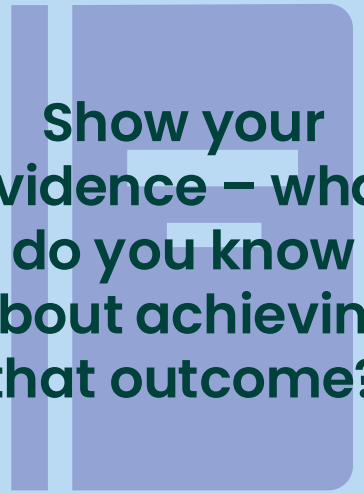
Aiming for...



Purpose/ Outcome/ WHY?

What change you want to see?

And knowing...



Show your evidence – what do you know about achieving that outcome?

We will do...



Your activity – shaped by your purpose and what you know is effective

Theory of Change

Select **two outcomes** from the outcomes schema and develop your theory of change

CULTURAL

- Creativity stimulated
- Aesthetic enrichment experienced
- Knowledge, ideas and insights gained
- Diversity of cultural expression appreciated
- Sense of belonging to a shared cultural heritage deepened

SOCIAL ECONOMIC ENVIRONMENTAL GOVERNANCE

Activity:
Your project idea in 50 words or less

Now is the time to pull out your pre-prepared project idea and reflect on it as we go through the next two slides.

Example of a project summary that needs more work

This will be a storytelling competition in the town park to gather residents to tell their stories of living in this beautiful suburb and sharing about their lives within the neighbourhood. The sharing of contestants' stories of their lives here will be of interest to other residents with similar background and enhance community connection for joy and peace in the neighbourhood.

Example of a well written project summary

Driven by [target group/residents], this project is about bringing the community together to design, develop and install a vibrant and functional artwork to activate [name of park] . Working with [artist name] and [a non-government organisation], a series of workshops will identify the challenges involved and determine solutions to produce a robust design.

Combining functional seating space and durable planting with artwork welcoming people to [suburb], the installation will offer the community new opportunities for using this essential public space.

Assessing your application

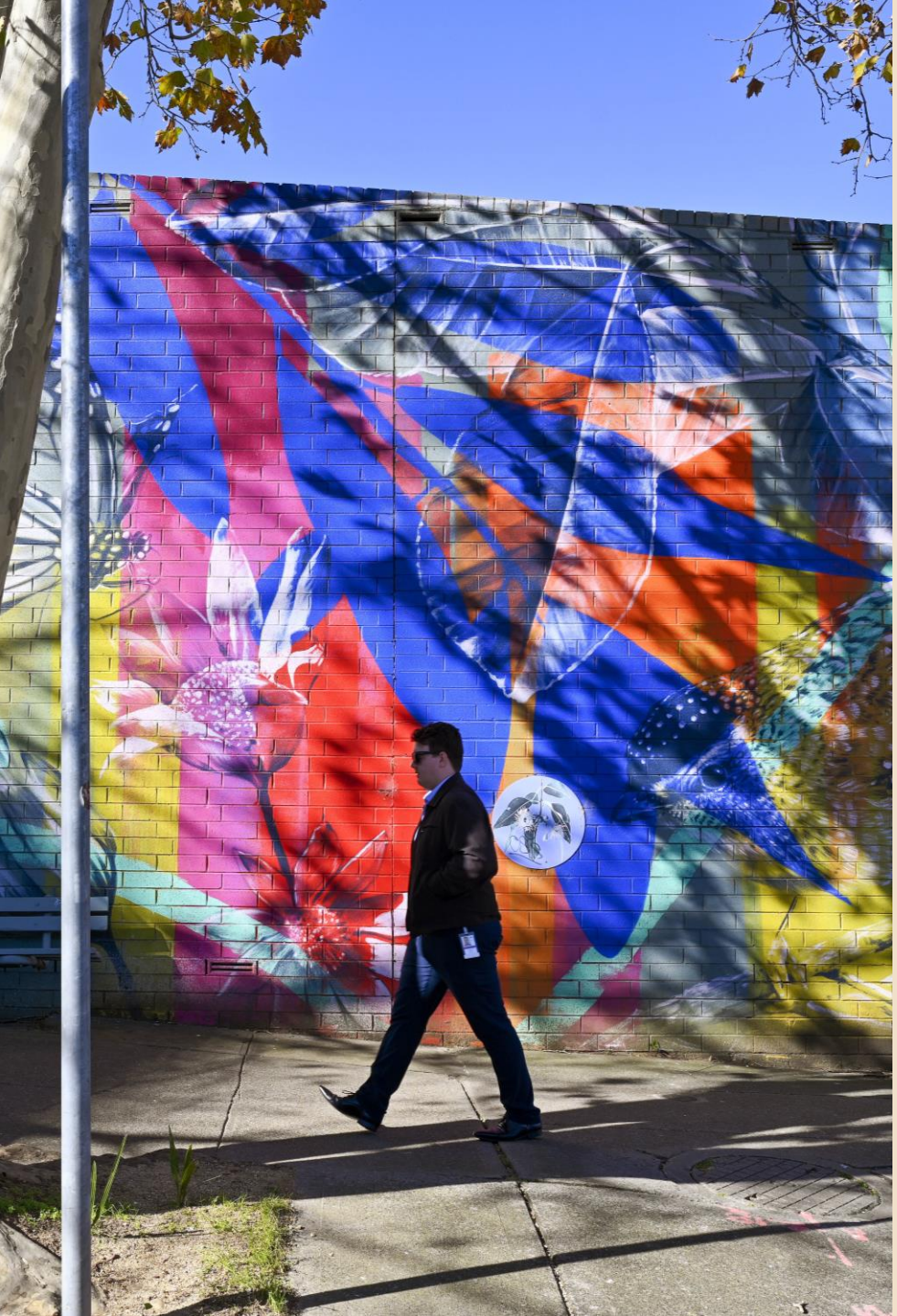
What matters?

- Answer every question – each question is assessed against criteria
- Know your primary audience – a project isn't *really* for everyone
- Know your budget
- Speak to how you meet the grant objectives

What is irrelevant?

- Good intentions
- Emotions and feelings
- Belief that you deserve the money so you will get it
- Future plans to build out the grant project





Put yourself in the shoes of the assessors

- They want to fund your project. Give them good reason to.
- This is public money. How can they trust that your project will achieve the outcomes you say it will?
- They are reading a lot of applications. Use plain English, get to the point, clearly connect to Council's priorities, demonstrate capacity to deliver and clear evidence.

What is ‘auspicing’?

When an incorporated association applies for AND receives funding on behalf of an unincorporated individual/group/organisation. This organisation is responsible for ensuring that the project or activity for which the funds have been granted is completed, acquitted and the funds accounted for.

(Arts Law, 2020).

Relationships

- Protect everyone involved
- Funding bodies prefer to deal with incorporated legal entities
- They need to know your money will be spent according to broader principles

How does auspicing work?

1. An unincorporated individual/group (**auspicee**) approaches an incorporated organisation (**auspicor**)
2. Negotiate a mutually beneficial arrangement of support
3. An ‘Auspice Agreement’ is signed between to the two organisations. This agreement clearly states the roles, responsibilities and expectations, etc.



How to find an auspicor?

1. READ the funding guidelines - what is required?

2. Look for organisations with similar:
   - Mission statements and values – do they align with your group/project?
   - Target groups – does your group align with the organisations?
   - Local area – is your project in an area the organisation works in?

3. Approach the services/organisations – they can refer you to other services

If you need help you can contact Council for ideas of organisations that may be suitable.

Close and Questions

Thank you for your time

Visit **penrith.city/grants** for information resources and help.

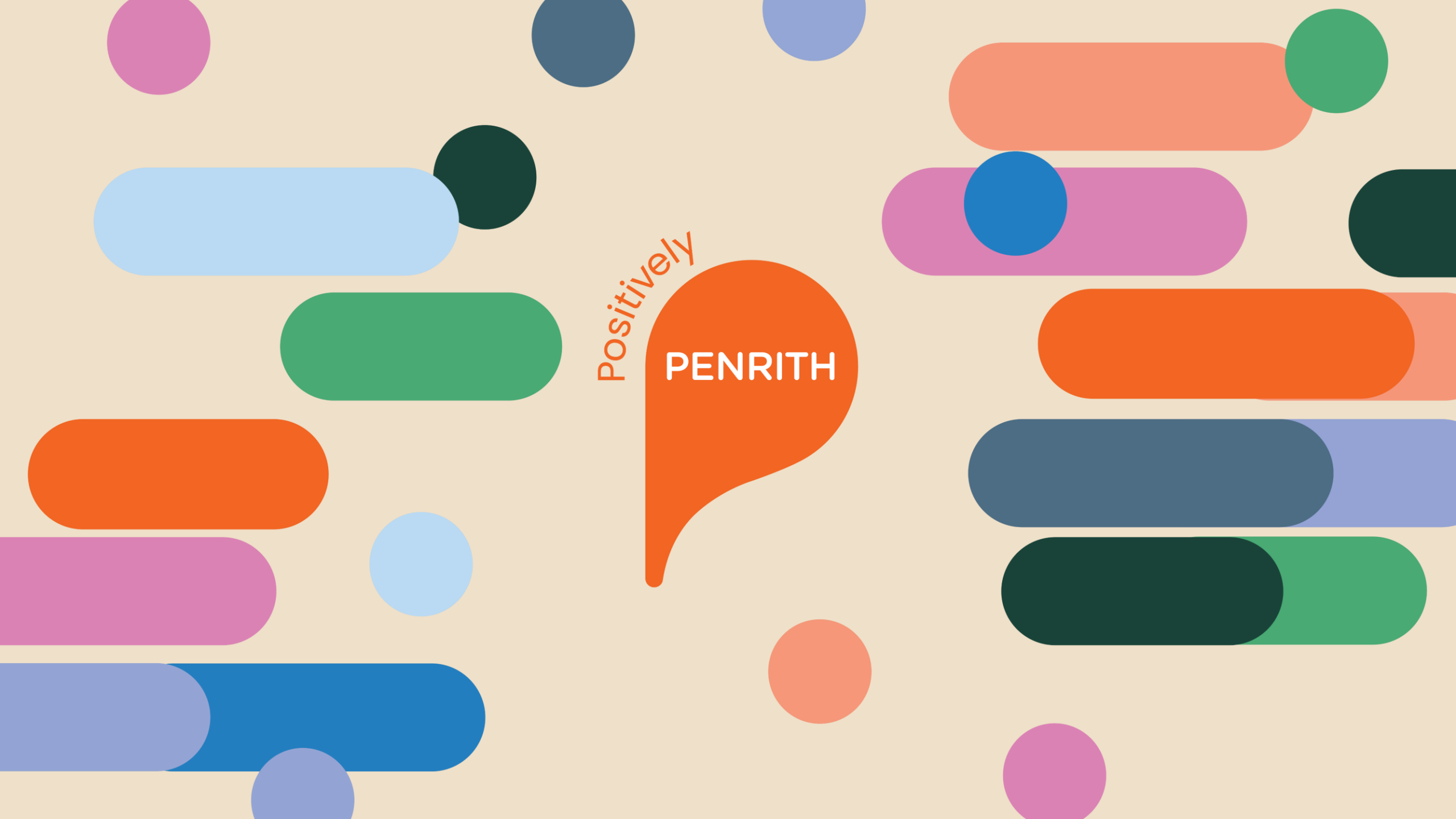
A copy of the slides will be emailed to participants. The recording and supporting content will be uploaded to the website in the coming month.

Key dates:
6 July - applications open
31 July – applications close

Final Magnetic Places Artist Development Series

Thursday 17 September The Art of Law: Understanding grant legalities, IP and ICIP




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