



Department of
**Culture and
the Arts**



**Australia
Business Arts
Foundation**



What is the WA PREMIER'S ARTS PARTNERSHIP FUND?

The WA Premier's Arts Partnership Fund is a **3-way partnership** between the Australia Business Arts Foundation, Mirvac WA and the Government of Western Australia through the Department for Culture and the Arts.

Mirvac WA is committed to enhancing the experiences of communities in Western Australia through integrated and sustainable property development. We see the arts as the glue which binds new communities together and we are very pleased to be the corporate partner for The Premier's Arts Partnership Fund. This initiative will assist the driving force of ideas and creativity in this state, the small to medium enterprise sector in business and the arts. Mirvac WA congratulates the Premier on his leadership and vision in establishing such a fund.

Evan Campbell, Chief Executive Officer, Mirvac WA

The Fund makes it easy for small-to-medium businesses (SMEs) to partner the arts by matching the financial commitment of an SME to an arts organisation – effectively doubling the value of the partnership.

What are the benefits?

For the business, the Fund makes it more attractive to partner the arts, with all the benefits that brings in terms of community reputation, media coverage, marketing and networking, and doubles the value of their contribution.

Involvement in the scheme provides business partners with opportunities to expand their network at events with arts organisations, other businesses, the Premier, Ministers and key corporate partners.

For the arts organisation or artist, the major benefit is a doubling of the cash value of the partnership when the Fund matches the business partner's contribution.