

ECU City's Façade Guidelines for Community Activations

ECU invites applications from charities and not-for-profit organisations to illuminate the ECU City façade in support of significant events, campaigns or appeals.

Applications should demonstrate that the proposed event or cause:

- is recognised in Western Australia and aligns with a WA-based activation on the nominated date; and/or
- has national or international significance, as determined by ECU; and
- is commonly associated with a specific representative colour or colour palette.

Eligibility and Allocation

A maximum of four (4) external applications will be approved per quarter. This is in addition to Tier 1 observances identified within ECU's Dates of Significance Framework that have an associated colour, including:

- International Women's Day - 8 March
- NAIDOC Week - first week of July
- Perth Pride (PrideFEST Parade) - late November

Applications must be submitted at least three months before the requested activation date.

Successful applicants will be allocated one (1) evening of façade lighting per calendar year. Approval does not guarantee ongoing or future access to the façade lighting program.

ECU reserves the right to approve or reject any application at its absolute discretion, including applications relating to political, religious or other sensitive matters.

ECU also reserves the right to amend, postpone or cancel any approved activation without notice.

Activation Requirements

- RGB colour values must be provided as part of the application.
- Façade lighting activations will be displayed as static colours only. Dynamic effects, animations and custom content are not available through this program.
- The ECU City façade operates daily from sunset until midnight.

Application Process

All requests must be submitted via the online application form: [ECU City Façade Lighting Request](#).

Applications close at 11.59 pm (WST) on the first Sunday of February, May, August and November.

Application Deadline	Assessment Round	Activation / Access Period
First Sunday in November	November	February - April
First Sunday in February	February	May - July
First Sunday in May	May	August - October
First Sunday in August	August	November - January

Each application round assesses requests for activations occurring approximately three months in advance.

Enquiries

For further information, please contact the Creative Futures team at creative.futures@ecu.edu.au.