

RELEVANT INFORMATION FOR COUNCIL

FILE: S117676 **DATE:** 18 November 2016
TO: Lord Mayor and Councillors
FROM: Christine McBride, Acting Director City Life
THROUGH: Monica Barone, Chief Executive Officer
SUBJECT: Information Relevant To Item 8.5 – Grants and Sponsorship – Round Three Allocation of Annual Programs 2016/17 and Awarding of Two Business Improvement Grants – At Council - 21 November 2016

That the Lord Mayor and Councillors note the information contained in this memo.

Background

At the Cultural and Community Committee meeting on 14 November 2016, further information was sought on:

- the level of grants and sponsorship funding (cash and value-in-kind) the City has awarded to other festivals/events that are comparable to the Head On Photo Festival; and
- is Blue Lucine - Forced Out a political film and, if so, is it eligible for City funding?

Head On Photo Festival and comparable festivals

Head On Photo Festival occurs over 32 days across May/June with approximately 100 self-produced and associated events, including gallery and public exhibitions, public displays, workshops and talks.

Head On Photo Festival estimates 5.8 million visitors engage with the festival, either actively (eg, by attending an exhibition), or passively (eg, by walking past a display). By comparison, Biennale of Sydney reports an audience of 643,353 across 89 days and employs StollzNow Research to collect verifiable audience engagement data in order to plan, deliver and develop their festival. Verifiable data plays an important role for audience research.

In May 2016, Council approved \$20,000 cash and \$114,000 value-in-kind (VIK) for the 2017 Head On Photo Festival. City staff are recommending an additional \$10,000 cash and \$34,320 VIK to Head On for an extra project in Paddington, which will form part of the broader 2017 festival.

This additional funding would increase the City's overall support of the 2017 Head On Festival to \$30,000 cash and \$148,000 VIK. This represents 38% of the total operating expenditure of their 2016 festival.

Comparable festival data can be reviewed in confidential Attachment A.

Attachment A is confidential, as it contains commercial information of a confidential nature that would, if disclosed, prejudice the commercial position of the person who supplied it. Discussion of the contents of Attachment A in an open meeting would, on balance, be contrary to the public interest because it would prejudice the commercial position of the person who supplied the information.

Blue Lucine - Forced Out

Forced Out is a feature documentary film that aims to explore the stories, history and culture of the Millers Point precinct and the impact of the public housing sale in the area and Sydney more broadly.

The application aligns with Strategic Priority 1: *Precinct distinctiveness and creativity in the public domain* and Strategic Priority 5: *Sharing knowledge* in the City's Cultural Policy and Action Plan.

The applicant has been conducting interviews and recording stories since the announcement of the housing sale in 2014 and, after a successful preview screening of the material to date and panel discussion in March 2015, is proposing to finalise the work as a feature documentary film. Funding was requested to go towards the final editing and production of the film, and a public screening event followed by a Q & A forum.

Given the significant historical change in one of Sydney's oldest precincts, the applicant has made contact with the City's historians and has expressed an openness to being guided through the best way to record and share the historic material. In addition, the applicant is open to the possibility of the material being accessible through the City's archives.

The City's Grants and Sponsorship Policy outlines a list of general exclusions and ineligibility, including:

- Activities that could be perceived as benefiting a political party or party political campaign.

The application from Blue Lucine is eligible under the Grants and Sponsorship Program, as the outcomes are based on recording and sharing stories and capturing valuable historic material. Initially applying for \$49,875, the assessment panel recommended \$25,000 cash and up to \$6,380 in VIK for venue hire waiver, with the condition that funds go towards the creative personnel.

Christine McBride, Acting Director City Life

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Attachments

Attachment A Comparable festivals data (Confidential)

approved

P. M. Barone
Monica Barone, Chief Executive Officer