

ITEM 3. GRANTS AND SPONSORSHIP - ROUND ONE 2017/18 - CULTURAL GRANTS - CULTURAL AND CREATIVE GRANTS AND SPONSORSHIPS AND FESTIVALS AND EVENTS SPONSORSHIP (ARTFORM)

FILE NO: S117676

SUMMARY

The City of Sydney's Grants and Sponsorship Program supports initiatives and projects that build the social, cultural, environmental, and economic life of the city. To achieve the objectives of Sustainable Sydney 2030 requires genuine partnership between government, business and the community.

The provision of grants and sponsorships is a mechanism to further the aims identified in the City's social, cultural, economic and environmental policies. Applications are assessed against these policies and against broad City objectives and plans. In this way, the City and the community act collaboratively to bring to life *Sustainable Sydney 2030* and the City of Villages it envisions.

The City advertised the following two cultural grant programs in Round One of the annual Grants and Sponsorship Program for 2017/18:

- Cultural and Creative Grants and Sponsorship Program; and
- Festivals and Events Sponsorship (Artform) Program.

For the Cultural and Creative Grants and Sponsorship Program, 44 eligible applications were received. This report recommends a total of 17 grants to a total value of \$260,828 and \$41,119 revenue foregone/value-in-kind for the 2017/18 financial year and commitments of \$8,000 in cash and no revenue foregone/value-in-kind for the 2018/19 financial year.

For the Festivals and Events Sponsorship (Artform) Program, six eligible applications were received. This report recommends a total of four grants to a total value of \$418,700 and \$162,508 revenue foregone/value-in-kind for the 2017/18 financial year and commitments of \$740,000 in cash and \$320,000 revenue foregone/value-in-kind for future financial years 2018/19 and 2019/20.

On 15 September 2014, Council adopted a revised Grants and Sponsorship Policy. All grants in this report were assessed against criteria and guidelines set in this revised Policy, with reference to Sustainable Sydney 2030 and the Creative City Cultural Policy and Action Plan.

All grant recipients will be required to sign a contract, meet specific performance outcomes and acquit their grant.

All figures in this report exclude GST.

RECOMMENDATION

It is resolved that:

- (A) Council approve the cash grant and revenue foregone/value-in-kind recommendations for 2017/18 under the Cultural and Creative Grants and Sponsorship Program listed as follows:

Applicant	Project Name	Project Description	\$ Amount Recommended	Value-in-kind Recommended	Conditions
Apocalypse Theatre Company Incorporated as auspice for Randa Sayed	The Girl / The Woman	The development of a performance work by Australian-Arab Muslim artist Aanisa Vylet at the Belvoir Theatre in Surry Hills, including an education and community engagement program.	\$5,000	Nil	Applicant to work with Social Programs Team
Artspace/visual Arts Centre Ltd	52 Artists, 52 Actions	A year-long exhibition of 52 works from 52 different artists, each in a unique location in the City of Sydney.	\$15,000	Nil	Funding only to be used for artist fees. Applicant to submit a revised budget
Australian Centre For Photography Limited	Magnum Photos: Creative Sydney	A series of photography symposiums, workshops, and exhibitions across 5 community groups located in Redfern, Woolloomooloo, Oxford Street, Haymarket and The Rocks, July 2017-June 2018.	Nil	Street Banner hire fee waiver to the value of \$1,967	Nil
Carriageworks Limited	Katharina Grosse	Production of a large-scale installation artwork at Carriageworks including an integrated youth-skills-development program.	\$10,000	Nil	Applicant to confirm community engagement activities and workshop program will proceed, and funding to be spent on this only
Counterpoint Community Services Incorporated	Restoration of the Aboriginal Mural, "40,000 Years is a Long, Long Time".	Restoration of the Aboriginal Mural, "40,000 Years is a Long, Long Time" opposite Redfern station.	\$38,000	Venue Hire fee waiver to the value of \$332	Applicant to provide revised budget

Applicant	Project Name	Project Description	\$ Amount Recommended	Value-in-kind Recommended	Conditions
Griffin Theatre Company Ltd	Griffin Up Late	Series of late-night live presentations across a range of artforms, using in-season theatre stages after the night's show at the Griffin Theatre, Darlinghurst.	Year 1 - \$10,000 Year 2 - \$8,000	Nil	Year 2 funding is conditional on success of Year 1
Heaps Decent Ltd.	Home Base All Stars	A program of free weekly music production workshops for young people focusing on song writing, electronic music composition, recording and performance at Redfern Community Centre and Key College in Redfern.	\$16,750	Venue Hire fee waiver to the value of \$2,457	Nil
National Association For The Visual Arts Ltd as auspice for Rafaela Pandolfini	Abject, Abject, Abject	A multi-venue exhibition of visual artworks and music by emerging and established Australian and International artists.	\$20,000	Venue Hire fee waiver to the value of \$23,613	Funding is only to be used on the Paddington Town Hall project. Applicant must work with City of Sydney Cultural Projects Team
Rinse Out Inc.	Underbelly Arts Lab and Festival 2017	A two-week creative development intensive, that is open to the public, for 21 artworks commissioned by Underbelly Arts for their festival, at the National Arts School, September-October 2017.	\$10,000	Nil	Nil
Rinse Out Inc. as auspice for Constance Margaret Anthes	'Merch Stand' by Make or Break for Underbelly Arts 2017	Production and promotion of merchandise for the artists participating in the Underbelly Arts Festival at the National Art School, Darlinghurst.	\$16,578	Nil	Nil

Applicant	Project Name	Project Description	\$ Amount Recommended	Value-in-kind Recommended	Conditions
Shaun Parker & Company Limited	Mentorship Program for Emerging Dancers & Choreographers	Year-long mentorship of two dance artists across 2017 by Shaun Parker & Company Limited.	\$14,000	Nil	Nil
Sydney Educational Broadcasting Ltd as auspice for Frances Morgan	The Murder of Mervyn Flanagan and the 1917 Strike - podcast promotion and launch	Promotion and launch of a podcast depicting the local history story of the murder of Mervyn Flanagan and the 1917 strike.	\$10,000	Nil	Funding to go towards promotion. Applicant to liaise with Cultural Projects Coordinator
Synergy & Taikoz Ltd	Taikoz 20	A series of activations, workshops and performances to celebrate 20 years of Taikoz, across several different locations across the local area, October 2017.	\$15,000	Venue Hire fee waiver to the value of \$12,750	Nil
The Music And Booze Company Pty Limited	The King Street Project	Live music and performance art festival in and around King Street Newtown.	\$10,000	Nil	Funding is to be tied to the development of the smartphone app. Applicant to work with City Business and Safety to develop a risk-management plan
The trustee for Oxford Underground Unit Trust	Free Fall Program	Presentation of a range of contemporary artworks by established and emerging artists at the Oxford Art Factory in Darlinghurst.	Year 1 only - \$30,000	Nil	Funding to be spent on curatorial, management, and artist's costs of activity. Applicant to provide confirmation of matched funding to receive full amount
Three Silent Partners Pty Ltd	Down / Under Space	Project space for emerging artists across visual arts, performance, dance, music, and film, in the Freda's basement, Chippendale.	\$30,000	Nil	Funding to be used for the curatorial and artists' costs of the activity

Applicant	Project Name	Project Description	\$ Amount Recommended	Value-in-kind Recommended	Conditions
Western Sydney University	Literary Sydney	The development and publication of literary essays by seven different authors exploring the geography, culture and social life of suburbs in the City of Sydney area.	\$10,500	Nil	Nil

(B) Council approve the cash grant and revenue foregone/value-in-kind recommendations for 2017/18 under the Festivals and Events Sponsorship (Artform) Program listed as follows:

Applicant	Project Name	Project Description	\$ Amount Recommended	Value-in-kind Recommended	Conditions
Carriageworks Limited	Black Arts Market	A curated market to engage new audiences with contemporary Aboriginal and Torres Strait Islander art work across a range of mediums, held at Carriageworks, Redfern.	Year 1 only - \$40,000	Nil	Funding to go towards local emerging artists
The Metropolitan Orchestra Incorporated	Two Met Series Mainstage Orchestral Performances	The performance of two large orchestral concerts featuring world premiere Australian compositions and a renowned Australian soloist to be performed at the Sydney Congress Hall and the Eugene Goossens Hall in Ultimo.	\$8,700	Nil	Funding to go towards artist fee. Applicant to work with the City to allocate tickets for disadvantaged groups
The Performance Space Ltd	Liveworks Festival of Experimental Art 2017	An annual festival showcasing new experimental art from Australia and the Asia Pacific region to be held at Carriageworks, Redfern.	Nil	Street Banner hire fee waiver to the value of \$2,508	Nil

Applicant	Project Name	Project Description	\$ Amount Recommended	Value-in-kind Recommended	Conditions
The Sydney Writers' Festival Limited	Sydney Writers' Festival	An annual festival celebrating literature and storytelling across every genre involving over 400 events featuring Australian and International writers, principally held across Sydney.	Year 1 - \$370,000 Year 2 - \$370,000 Year 3 - \$370,000	Value in Kind up to the value of \$160,000 for three years	Nil

- (C) Council note that all grant amounts are exclusive of GST and all value-in-kind offered is subject to availability; and
- (D) authority be delegated to the Chief Executive Officer to negotiate, execute, and administer agreements with any organisation approved for a grant or sponsorship under terms consistent with this resolution and the Grants and Sponsorship Policy.

ATTACHMENTS

- Attachment A:** Recommended 2017/18 Cultural and Creative Grants and Sponsorship Program
- Attachment B:** Not Recommended 2017/18 Cultural and Creative Grants and Sponsorship Program
- Attachment C:** Recommended 2017/18 Festivals and Events Sponsorship Program (Artform)
- Attachment D:** Not Recommended 2017/18 Festivals and Events Sponsorship Program (Artform)

BACKGROUND

1. The City of Sydney's Grants and Sponsorship Program supports residents, businesses and not-for-profit organisations to undertake initiatives and projects that build the social, cultural, environmental and economic life of the city.
2. On 8 February 2017, the City announced Round One of the annual grants program for 2017/18 as being open for applications on the City's website, with grant applications closing on 13 March 2017.
3. The two cultural programs promoted were:
 - (a) Cultural and Creative Grants and Sponsorship Program; and
 - (b) Festivals and Events Sponsorship (Artform) Program.
4. Information about these grant programs (such as application dates, guidelines, eligibility criteria and sample applications) was made available on the City's website. The City actively promoted the programs through Avant Card distribution, radio live reads, Facebook, Twitter, Instagram, What's On and Multicultural NSW's mailing list, as well as the City's Green Villages and Creative City websites. Email campaigns were also utilised to target interested parties who have applied previously for grants at the City or who have expressed an interest in the City's programs.
5. Following adoption of the revised Grants and Sponsorship Policy on 15 September 2014, the Cultural and Creative Grants and Sponsorship Program is open to appropriately incorporated for-profit organisations. Ten applications were received this round from for-profit organisations and the following three for-profit organisations are recommended in this report:
 - (a) The Music and Booze Company Pty Ltd;
 - (b) The Trustee for Oxford Underground Unit Trust (Oxford Art Factory); and
 - (c) Three Silent Partners Pty Ltd.
6. These applications met the Cultural and Creative Grants and Sponsorship Program for-profit eligibility criteria, clearly demonstrating that the applicants' requests for funding provide opportunities for creative participation, enhance creativity in the public domain and strengthen the sustainability and capacity of the City's cultural and creative industries.
7. Park hire requests are not listed in the table for recommendations, as not-for-profit organisations are eligible for free park hire. However, these organisations must pay the \$100 application fee and other related fees and charges, such as electricity and water. Individuals or unincorporated community groups are required to be auspiced by a not-for-profit organisation to be eligible for free park hire. All park hire is subject to availability.
8. It is expected that all successful applicants will work co-operatively with relevant City staff throughout the project for which they have received funding. Contact details for the relevant City staff are provided to all successful grant recipients.

9. All grants and sponsorships are recommended on the condition that any required approvals, permits and development consents are obtained by the applicant.
10. The City's Grants and Sponsorship Program is highly competitive. Applications that are not recommended have either not scored as highly against the assessment criteria as the recommended applications, or have incomplete or insufficient information. The City's Grants and Sponsorship team provides feedback and support to unsuccessful applicants.
11. The assessment process includes advice and recommendations from the key stakeholders on the assessment panel, depending upon the nature of each submission. The integrity of the proposed budget, project plan, contributions and partnerships are assessed, scored and ranked against defined criteria. Once recommended applications are approved by Council, a contract is developed, which includes conditions that must be adhered to, and acquitted against.
12. In assessing the grant applications, the assessment panels included in their considerations and recommendations:
 - (a) Sustainable Sydney 2030;
 - (b) Grants and Sponsorship Policy; and
 - (c) Creative City Cultural Policy and Action Plan.
13. City staff consider the contribution from the applicant and other sources in reviewing applications. Applicants are asked to demonstrate a capacity to source other types of funding or contribute their own resources (cash or in-kind).
14. Applicants are requested to list their project's community partners, confirmed funding sources and the contribution the organisation is making to the project (cash or in-kind) to demonstrate their contribution.

Cultural and Creative Grants and Sponsorship Program (\$5,000 to \$50,000 for up to three years funding)

15. The Cultural and Creative Grants and Sponsorship Program supports projects and initiatives that provide opportunities for creative participation, enhance creativity in the public domain and strengthen the sustainability and capacity of the city's cultural and creative industries.
16. The assessment panel for Cultural and Creative Grants and Sponsorship was comprised of the Cultural Projects Coordinator – Funding Programs, the Cultural Projects Coordinator – Sector Initiatives, and the Strategy Advisor – Culture, with the specialist input of the Strategy Advisor – Live Music & Performance. The assessment meeting was chaired by the Manager Cultural Strategy.
17. The applications recommended for the Cultural and Creative Grants and Sponsorship Program are outlined in Attachment A to this report. The applications that are not recommended are listed in Attachment B to this report.

Overview of 2017/18 Cultural and Creative Grants and Sponsorship Program

Total draft budget for 2017/18	\$1,210,000
Total already committed (multi-year funding approved in previous years)	\$530,000
Total amount available for 2017/18	\$680,000
Total number of eligible applications this round	44
Total value requested from applications	\$1,425,385
Total value-in-kind support requested from applications	\$68,939
Total number of applications recommended for cash and/or value-in-kind support	17
Total amount of cash funding recommended 2017/18 (Multi-year funding recommended 2018/19 – \$8,000)	\$260,828
Total amount of value-in-kind support recommended 2017/18	\$41,119
Amount remaining for subsequent allocation of the program 2017/18	\$419,172

Festivals and Events Sponsorship Program (\$5,000 to \$30,000 for new applicants or localised festivals, or by negotiation for established festivals and events)

18. The Festivals and Events Sponsorship Program aims to support festivals and events that celebrate, develop and engage the city's communities. The City provides support for festivals and events under two categories: Artform or Village and Community.
19. Artform festivals and events provide a contemporary overview of developments in each artform, including innovative contexts for the work of artists, connect artists to audiences, and meet the City's broader cultural priorities.
20. The assessment panel for Festivals and Events Sponsorship (Artform) was comprised of the Manager, Culture and Creativity, the Acting Cultural Projects Manager, the Cultural Development Coordinator and the Program Manager – Events. The assessment meeting was chaired by the Manager Cultural Strategy.

Sydney Writers' Festival

21. The Sydney Writers' Festival has applied for triennial funding for the Festival from 2018 - 2020. The Festival is Australia's largest annual celebration of literature, playing host to world-class writing and storytelling across every genre in diverse programs that speak to audiences of all ages. The program stretches from the Sydney CBD into the suburbs and the Blue Mountains, and is also live-streamed regionally to venues and libraries, attracting audiences of over 100,000.
22. The assessment panel determined the Sydney Writers' Festival is a well-established organisation that engages with our library network and provides an opportunity for writers to present their work and ideas directly to the reading public through a stimulating and inspiring program. The City has been a long-time supporter of the Festival since 1998 and last awarded triennial support of \$360,000 cash (plus CPI) and \$110,000 value-in-kind (plus CPI) for the 2015 – 2017 festivals. The current application requests \$485,000 cash and \$160,000 value-in-kind for years one and two, and \$410,000 cash and \$160,000 value-in-kind for year three. This includes \$75,000 per year for 2018 and 2019 attributed to 'disruption costs' associated with the State Government's renovations of Walsh Bay and the Festival's temporary move to Carriageworks.
23. After careful consideration, the assessment panel has recommended a grant of \$370,000 cash and up to \$160,000 value-in-kind per year for three years. This will support their growing audiences and rising philanthropic and revenue streams and a recognition of key children's programming occurring outside of the City's local area. This support maintains the City's cash commitment from the 2017 festival and represents a \$50,000 increase to the value-in-kind provided. The application aligns with the Cultural Policy and Action Plan and the Grants and Sponsorship Policy.

Carriageworks – Black Arts Market

24. Carriageworks will present and produce the Black Arts Market, curated by Hetti Perkins and Jonathan Jones. Black Arts Market celebrates Aboriginal and Torres Strait Islander culture and provides opportunities for artists to promote and sell their work. The free event also provides an opportunity to encourage and engage new audiences with contemporary Aboriginal work in Sydney.
25. Previously a part of the Corroboree Festival, Carriageworks provided a new home for the Black Arts Market in 2016, with a goal to establish it as an annual event. The City supported the 2016 event with \$50,000 cash sponsorship. The market provides a platform for artists to present work across a range of mediums, including weaving, textiles, ceramics, works on paper, carving, and painting, plus homewares, fashion, jewellery, body products and floristry.
26. The grant request was \$100,000 cash per year for three years. After careful consideration, the assessment panel has recommend one year funding of \$40,000 cash. The panel recognises the value in supporting the event, and its synergies with the City's Reconciliation and Action Plan, the Eora Journey and the Cultural Policy and Action Plan. This recommendation is to specifically support emerging and local artists to participate in the Black Art Market, increasing opportunities for the local sector.

Overview of 2017/18 Festivals and Events Sponsorship Program – Artform

Total draft budget for 2017/18	\$3,269,700
Total already committed (multi-year funding approved in previous years)	\$2,781,855
Total amount available for 2017/18	\$487,845
Total number of eligible applications this round	6
Total value requested from applications for 2016/17	\$689,400
Total value-in-kind support requested from applications	\$185,008
Total number of applications recommended for cash and/or value-in-kind support	4
Total amount of funding cash recommended 2017/18 (Multi-year funding recommended 2018/19 - \$370,000) (Multi-year funding recommended for 2019/20 - \$370,000)	\$418,700
Total amount of value-in-kind recommended 2017/18 (Multi-year value-in-kind recommended 2018/19 - \$160,000) (Multi-year value-in-kind recommended for 2019/20 - \$160,000)	\$162,508
Amount remaining for subsequent allocation of the program 2017/18	\$69,145

KEY IMPLICATIONS**Strategic Alignment - Sustainable Sydney 2030**

27. This report complies with the Grants and Sponsorship Policy adopted by Council on 15 September 2014. The provision of grants and sponsorships is a mechanism for the City to further the aims identified in its social, economic, environmental and cultural policies. The City of Sydney's Grants and Sponsorship Program is a key element in the delivery of Sustainable Sydney 2030. All applications are considered against the 10 strategic directions and how they can directly deliver, or encourage the further development of the aims and objectives identified in Sustainable Sydney 2030.

Organisational Impact

28. The grants and sponsorships contract management process will involve key staff across the City of Sydney. Identified staff set contract conditions and performance measures for each approved project and review project acquittals, which include both narrative and financial reports.

Cultural

29. The City's Grants and Sponsorship Program provides the City with a platform to support cultural initiatives from the communities, and community organisations, within the local area.

BUDGET IMPLICATIONS

30. A total of \$679,528 in cash and \$203,627 in revenue foregone/value-in-kind from the proposed draft 2017/18 budget is provided as follows:
- (a) Cultural and Creative Grants and Sponsorship Program – \$260,828 in the draft budget of \$1,210,000;
 - (b) Festivals and Events Sponsorship (Artform) – \$418,700 in the draft budget of \$3,269,700; and
 - (c) revenue foregone/value-in-kind – \$203,627 in the draft venue hire, and street banner hire budgets which total \$1,280,000.
31. Additionally, this report includes forwards commitments of \$748,000 in cash and \$320,000 revenue foregone/value-in-kind (these amounts will be incorporated in future budgets proposed).

RELEVANT LEGISLATION

32. Section 356 of the Local Government Act 1993. Section 356(3)(a) to (d) is satisfied for the purpose of providing grant funding to for-profit organisations.

CRITICAL DATES / TIME FRAMES

33. The funding period for Round One of the grants and sponsorship annual program for 2017/18 is for activity taking place from 1 August 2017 to 31 July 2018. Contracts will be developed for all successful applications after Council approval to ensure their funding is released in time for projects starting in August.

PUBLIC CONSULTATION

34. For all programs open to application in Round One of the annual grants and sponsorship program for 2017/18, two Q&A sessions were held in Town Hall House to assist potential applicants with their applications on the following dates:
- (a) Wednesday 15 February 2017 at 4pm – 6.30pm; and
 - (b) Tuesday 28 February 2017 at 4pm – 7pm.
35. Sixty five meetings were held across the two Q&A sessions where prospective applicants sought advice from City staff about their project proposals and the application process.

36. Seventy five per cent of these attendees advised they had not applied for a City of Sydney grant previously.

ANN HOBAN
Director City Life

Jeremy Kelshaw, Acting Manager Grants