

Item 3.

Ad Hoc Cultural and Creative Grant - 107 Projects Incorporated

File No: X003604

Summary

107 Projects Incorporated (107 Projects) is a cultural organisation that operates at the intersection of artistic practice, sustainable community development and social enterprise. Operating since 2000, 107 Projects promotes, presents and produces a broad range of arts and community cultural development activities. 107 Projects is a leader in transforming urban spaces into inspiring places that engage with the community and provide creative participation opportunities for all sectors of the community.

In June 2017, Council resolved to lease the Joynton Avenue Creative Centre, 3 Joynton Avenue, Zetland, to 107 Projects for three years at 100 percent subsidy, with an additional two-year option under the Accommodation Grants Program. The lease was signed in May 2018. The Accommodation Grant is to manage the Creative Centre, providing creative workers, artists and the community with access to affordable space, programming, activities and learning opportunities.

107 Projects has submitted an out-of-round proposal for a two-year cash grant from the City for the period 2018 to 2020 under the Cultural and Creative Grants and Sponsorship program to support the start-up phase of activating the Creative Centre. This will include developing inclusive community engagement activities, delivering outreach initiatives, developing partnerships to create pathways for sustainable return in future years and undertaking a business and development planning process. 107 Projects has requested \$50,000 in year one and \$50,000 in year two.

The application for funding has been assessed as being consistent with the objectives of the City's Cultural and Creative Grants and Sponsorship program. A cash grant of \$50,000 in year one and \$50,000 in year two is recommended.

107 Projects 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 two years of funding from when the agreement is signed at a total of \$100,000 (excluding GST) to be paid as a cash grant of \$50,000 (excluding GST) in 2018/19 and \$50,000 (excluding GST) in 2019/20 to 107 Projects Incorporated towards business model establishment costs at the Joynton Avenue Creative Centre; and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer an agreement under terms consistent with this resolution and the Grants and Sponsorship Policy.

Attachments

Nil.

Background

1. 107 Projects Incorporated (107 Projects) is a registered charity and a cultural organisation that uses the arts and creative industries to engage with the wider community to create positive social change and support emerging communities to be more connected, healthy and sustainable.
2. 107 Projects has been part of the Accommodation Grants Program since 2011, transforming a former car garage at 107 Redfern Street, Redfern, into a successful multi-arts creative centre. From this space, the organisation manages exhibitions, performance spaces, artist studios, creative offices and creative hot desk hires. Their diverse operation in Redfern includes producing an in-house program of events, community organised exhibitions, talks, meetings, presentations, and providing educational programs, seminars and opportunities for learning.
3. Over the course of seven years in the Accommodation Grants Program, 107 Projects has established themselves as a leading force in transforming urban spaces into inspiring places that engage with the community and provide creative participation opportunities for artists and the community to express themselves. They have demonstrated their capacity to work with diverse local communities and the cultural sector to generate meaningful and high quality outcomes that have strong artistic merit, are socially responsible and community-focused.
4. In March 2017, Council resolved to lease the Joynton Avenue Creative Centre, 3 Joynton Avenue, Zetland, to 107 Projects for three years at 100 percent subsidy under the Accommodation Grants Program, with a two-year option made available to the tenant, based on assessment against agreed performance criteria. The lease was signed in May 2018. The Accommodation Grant is to manage the Creative Centre, providing creative workers, artists and the community with access to affordable space, programming, activities and learning opportunities.
5. 107 Projects has submitted a proposal for a two-year grant from the City for 2018 to 2020. This application has been assessed against the City's Cultural and Creative Grant Program. It was found to strongly align with the following key outcomes of the program:
 - (a) opportunities for creative practitioners to gain economic benefit or professional development; and
 - (b) opportunities for audiences, including the City's residents, workers and visitors, to engage with creativity, self-expression, learning and cultural participation.
6. The grant will support the start-up phase of 107 Projects activating the Creative Centre. This will include:
 - (a) creating structured pathways for community engagement and outreach activities through establishing committees and working groups;
 - (b) producing public awareness events that will promote the centre and the precinct;
 - (c) trialling and piloting event ideas, workshop classes and community initiatives;
 - (d) creating and delivering partnership strategies to secure partners for the facility that will support its annual programs and ongoing initiatives;

- (e) developing and delivering a marketing strategy and an annual marketing plan with communication collateral; and
 - (f) following a review of pilot activities, developing an annual rolling program of key events and programs.
7. 107 Projects will measure all project and program outcomes for the duration of the grant, including quantitative and qualitative data that captures its community and cultural sector impact.
 8. It is recommended Council approve a total cash grant of \$100,000 over two years, 2018-2020. This grant will enhance 107 Projects' ability to meet the newly established community's demands, while they develop and foster a business model which will sustain the facility in to the future. 107 Projects plans to be less dependent on the City for further financial support from year 2021 onwards and begin to produce surplus income to self-support its activities at the Creative Centre.
 9. City staff will work closely with 107 Projects over the next two years to ensure the delivery of the program, good governance, quality assurance and continuous improvement.

Key Implications

Strategic Alignment - Sustainable Sydney 2030 Vision

10. Sustainable Sydney 2030 is a vision for the sustainable development of the City to 2030 and beyond. It includes 10 strategic directions to guide the future of the City, as well as 10 targets against which to measure progress. This grant is aligned with the following strategic directions and objectives:
 - (a) Direction 6 - Vibrant Local Communities and Economies - the provision of support to cultural organisations contributes to the diverse range of services and support that the City provides for our community. The diversity of these groups contributes to the vibrancy of the city's villages and the communities within them.
 - (b) Direction 7 - A Cultural and Creative City - supporting cultural development through the support of creative workers, and the delivery of culturally stimulating activities that engage our communities.

Organisational Impact

11. City staff will monitor Key Performance Indicators within this contract with the operator in order to support delivery of programming and activation goals, and provide guidance and support as required.

Social / Cultural / Community

12. The contribution of the community and cultural organisations that are part of the Program to support the development, coordination and management of the many services and activities available to our community is invaluable. In this way, the City and the community act collaboratively to bring to life the City of Villages.

Budget Implications

13. Funding of \$50,000 is available for this grant in the Grants and Sponsorship 2018/19 operating budget for the current financial year.
14. Provision will be made for \$50,000 in the 2019/2020 Grants and Sponsorship budgets.

Relevant Legislation

15. Section 356 of the Local Government Act 1993. Section 356 of the Local Government Act 1993 provides that a council may, in accordance with a resolution of the council, contribute money or otherwise grant financial assistance to persons for the purpose of exercising its functions.

Critical Dates / Time Frames

16. A contract will be developed for this application after Council approval to ensure their funding is released in time for the project to commence in October 2018.

ANN HOBAN

Director City Life

Lauren Simpson, Project Manager Cultural Venues