

Grants and Sponsorship – Round Two 2018/19 – Economic Grants – Business Support Grants – Live Music and Performance and Night Time Diversification

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 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 categories of the Business Support Grant Program as part of Round Two of the annual Grants and Sponsorship Program for 2018/19:

- Business Support Grant - Live Music and Performance; and
- Business Support Grant - Night Time Diversification.

For the Business Support Grants - Live Music and Performance program, 17 eligible applications were received. This report recommends nine grants to a total value of \$152,892 in cash for the 2018/19 financial year.

For the Business Support Grants - Night Time Diversification program, 25 eligible applications were received. This report recommends eight grants to a total value of \$113,465 in cash for the 2018/19 financial year.

All figures in this report exclude GST.

On 11 December 2017, Council adopted a revised Grants and Sponsorship Policy. All grants in this report were assessed against criteria and guidelines set out in this policy with reference to Sustainable Sydney 2030, the Creative City Cultural Policy and Action Plan 2014 - 2024, the OPEN Sydney Strategy and Action Plan, the Economic Development Strategy and the Live Music and Performance Action Plan 2014.

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

Recommendation

It is resolved that:

- (A) Council approve the cash grant recommendations for 2018/19 under the Business Support Grants - Live Music and Performance Program listed as follows:

Applicant	Project Name	Project Description	\$ Amount Recommended	Conditions
Amalgamated Hotels Pty Limited	Sound control upgrade: Marlborough Hotel Newtown	Installation of new sound control and monitoring equipment, upgraded speakers and noise reduction systems to improve audience experience and reduce impacts outside the venue.	\$25,000	Nil
Big Beat (Australia) Pty Limited	Backline Live Music Equipment: Home The Venue Cockle Bay Wharf	Purchase of backline sound equipment suitable for a wide range of bands and promoters, to increase live events and build a more diverse audience.	\$20,000	Applicant to work with Live Music Strategy Advisor
Claire's Kitchen Trading Pty Ltd	Sound and lighting upgrades: Claire's Kitchen, Oxford Street	Installation of new sound and lighting equipment and sound-proofing to extend and improve live music and other events and to attract new artists and audiences.	\$8,084	Nil

Greensol Nominees Pty Ltd & Barbru Pty Ltd	Sound system upgrade: Green Park Hotel Darlinghurst	Installation of a new sound system to provide a better experience for audiences and artists, and reduce impacts outside the venue.	\$20,000	Applicant to work with Live Music Strategy Advisor
Pocket Group Pty Ltd	Reinvent Darlinghurst: Pocket Bar Burton St Darlinghurst	Installation of acoustic treatments, sound and staging equipment to create a new venue for live performances, including music and comedy, supporting local emerging artists.	\$15,000	Applicant to work with Live Music Strategy Advisor
Rebel And Rogue Music Pty Ltd	Sound and lighting equipment upgrade: Leadbelly, Newtown	Installation of new sound and lighting equipment to improve artist and audience experience.	\$23,750	Nil
The Cliff Dive Pty Ltd	Staging and sound system upgrade: The Cliff Dive Oxford Street	Installation of new stage and sound system to increase venue flexibility, and diversity of live artist programming.	\$9,469	Applicant to submit additional quotes Applicant to work with Live Music Strategy Advisor
The Trustee for Potts Point Hotel Unit Trust	Upgrade PA, backline systems, staging and lighting equipment: Potts Point Hotel	Purchase and installation of new PA and back-line systems, staging and lighting solutions, to attract a wider range of live music and performance artists, improve audience experience and minimise impacts outside the venue.	\$20,000	Applicant to provide plan of management

The Trustee for Yulli's Brews Unit Trust	New live music venue; Yulli's Brewery, Alexandria	Installation of sound, lighting and stage equipment, to develop the vegan brewery, bar and restaurant into a new live music venue.	\$11,589	Applicant to submit a revised budget Applicant to work with Live Music Strategy Advisor
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(B) Council approve the cash grant recommendations for 2018/19 under the Business Support Grants - Night Time Diversification Program listed as follows:

Applicant	Project Name	Project Description	\$ Amount Recommended	Conditions
Afters Group Pty Ltd	Afters Brand DJ shows at the Oxford Hotel and Club 77	A program of monthly events on Saturday nights featuring International DJs new to Australia at the Oxford Hotel and Club 77, plus weekly events starting on Sundays at 5am at Club 77 with local and international DJs.	\$15,000	Nil
Bernadette Mary Foley trading as Broadcast Books	Writers Talks by Broadcast Books Darlinghurst	A program of quarterly events at The Cross Arts Projects Gallery, Potts Point, featuring leading authors and industry experts connecting with emerging authors, audiences and the community.	\$1,500	Nil
Claire's Kitchen Trading Pty Ltd	Sunday Pop Ups at Claire's Kitchen, Darlinghurst	A program of Sunday night events including jazz, classical, burlesque and magic, aimed at an older demographic including LGBTQI and international customers, at Claire's Kitchen Darlinghurst.	\$18,500	Nil

Footage Lifestyle Pty Ltd	Footage After Hours at Footage Boutique, Darlinghurst	A program of monthly night-time "Meet the Maker" events, introducing artisans such as perfumers, candle makers, and chocolatiers at Footage Boutique, Darlinghurst.	\$10,000	Subject to DA approval
Marcus Papapopoulo trading as Whole Beast Butchery	The Butcher and the Chef culinary events at Whole Beast Butchery Potts Point	A fortnightly program of ticketed event dinners, with butchery and cooking demonstrations, in a traditional butcher shop with a modern twist, the Whole Beast Butchery, Potts Point.	\$25,000	Nil
Music NSW Incorporated	MusicNSW All-Ages Gig Series at 107 Projects Redfern	A program of monthly all-ages gigs at 107 Projects in Redfern, programmed and delivered by a Young People's Advisory Committee.	\$15,000	Nil
T.R Hespe & T.E Kennedy	Grand Nights at the Grand Days store, Kings Cross	A program of night time events, focusing on film screenings, vintage fashion and live music at Grand Days recycled and reused goods store, Kings Cross.	\$8,465	Nil
The Commune Collective Pty Ltd	Quarterly and weekly events: COMMUNE Our Hood, Waterloo	A program of major quarterly and smaller weekly night-time events celebrating culture, community, artistic expression and emerging Sydney talent, at the Commune, Waterloo.	\$20,000	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. Round Two 2018/19 – Recommended for Funding – Live Music and Performance

Attachment B. Round Two 2018/19 – Not Recommended for Funding – Live Music and Performance

Attachment C. Round Two 2018/19 – Recommended for Funding – Business Support Grants – Night Time Diversification

Attachment D. Round Two 2018/19 – Not Recommended for Funding – Business Support Grants – Night Time Diversification

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 18 June 2018, the City announced round two of the annual grants program for 2018/19 as being open for application on the City's website, with grant applications closing on 23 July 2018.
3. The two categories of the Business Support Grant promoted were:
 - (a) Live Music and Performance; and
 - (b) Night Time Diversification.
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 Facebook, Twitter, What's On and Google AdWords. 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 11 December 2017, the Business Support Grant categories are now open to appropriately incorporated for-profit organisations and partnerships.
6. Fifteen applications were received this round from for-profit organisations and trusts through the Business Support Grant - Live Music and Performance category and the following nine for-profit organisations are recommended in this report:
 - (a) Amalgamated Hotels Pty Limited;
 - (b) Big Beat (Australia) Pty Limited;
 - (c) Claire's Kitchen Trading Pty Ltd;
 - (d) Greensol Nominees Pty Ltd & Barbru Pty Ltd;
 - (e) Pocket Group Pty Ltd;
 - (f) Rebel And Rogue Music Pty Ltd;
 - (g) The Cliff Dive Pty Ltd;
 - (h) The Trustee for Potts Point Hotel Unit Trust; and
 - (i) The Trustee for Yulli's Brews Unit Trust.
7. Twenty-four applications were received this round from for-profit organisations, partnerships, trusts and sole traders through the Business Support Grant – Night Time Diversification category and the following seven for-profit organisations are recommended in this report:
 - (a) Afters Group Pty Ltd;

- (b) Bernadette Mary Foley trading as Broadcast Books;
 - (c) Claire's Kitchen Trading Pty Ltd;
 - (d) Footage Lifestyle Pty Ltd;
 - (e) Marcus Papapopoulo trading as Whole Beast Butchery;
 - (f) T.r Hespe & T.e Kennedy; and
 - (g) The Commune Collective Pty Ltd.
8. The Night Time Diversification grant was promoted through one-on-one engagement with businesses along Oxford Street, Potts Point and Newtown. A total of 81 businesses were visited to discuss the benefits that trading later can offer, including increased customer interaction, promotional opportunities and leveraging event audiences. A further 33 meetings were held with interested businesses to discuss potential activities and ideas proposed. The City also presented on the Night Time Diversification Grant opportunities at the Liquor Accord meetings.
9. This was supplemented by a digital campaign through the City's social media channels and dissemination through Business Chambers, Liquor Accords and Nightlife and Creative Sector Advisory Panel member channels.
10. There were a total of 42 grant applications received under the Business Support Grants. Seventeen are recommended for funding as detailed in this report.
11. It is expected that all successful applicants will work co-operatively with relevant City staff throughout the project for which they have received funding. Some applicants will be required to meet with City staff and further define the strategic outcomes of their project prior to receiving the grant and commencing their project.
12. All grants and sponsorships are recommended on the condition that any required approvals, permits and development consents are obtained by the applicant.
13. 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 to unsuccessful applicants.
14. The assessment process includes advice and recommendations from a suitably qualified assessment panel. The applications are scored against defined criteria for each grant program as well as the integrity of the proposed budget, project plan, partnerships, contributions and connection to the local community and industry sectors. Once recommended applications are approved by Council, a contract is developed, which includes conditions that must be adhered to, and acquitted against.
15. In assessing the grant applications, the assessment panels included in their considerations and recommendations:
- (a) Sustainable Sydney 2030;
 - (b) Grants and Sponsorship Policy;
 - (c) Creative City Cultural Policy and Action Plan;

- (d) Economic Development Strategy;
 - (e) OPEN Sydney Strategy and Action Plan; and
 - (f) Live Music and Performance Action Plan.
16. Assessors consider the cash and in-kind contribution from the applicant and other sources in reviewing applications. Applicants are asked to demonstrate a capacity to match the grant investment with other sources of funding or contribute their own cash resources to the project.
17. 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.

Business Support Grants - Live Music and Performance (grants of up to \$30,000 for capital works and expenditure on project management, infrastructure and equipment)

18. The Live Music and Performance category aims to support local businesses, venues and licensed premises to undertake capital works or equipment upgrades to either introduce live entertainment to a business's offerings or to improve existing live music and performance facilities. These projects might include:
- (a) acoustic improvements to help manage sound transfer from venues to surrounding properties;
 - (b) investment in equipment or in-venue acoustics which improve audience experience;
 - (c) works that facilitate the introduction of live music or performance programming, or significantly improve/expand existing programming; or
 - (d) works that improve the health and safety of audiences, performers and venue staff.
19. The assessment panel for the Live Music and Performance Program was comprised of Manager Grants for the City of Sydney and representatives from Music NSW (the state's peak industry body for the contemporary music sector), Generate (an arts and creative business planning and accounting firm), and two freelance peers from the live music sector (programmers and event producers).
20. The applications recommended for the Live Music and Performance Program are outlined in Attachment A to this report. The applications that are not recommended are listed in Attachment B to this report.

21. The 2018/19 Business Support Grants – Live Music and Performance budget is summarised as follows:

Total cash budget	\$267,427
Total cash committed to previously approved applications	\$114,535
Total cash amount available for allocation	\$152,892
Total number of eligible applications	17
Total cash requested	\$357,351
Total number of applications recommended for cash support	9
Total amount of funding cash recommended	\$152,892
Amount remaining for subsequent allocation of the program	\$0

Business Support Grants - Night Time Diversification (grants of up to \$30,000 a year for up to two years' funding)

22. The Night Time Diversification category aims to support projects that increase the variety of business offerings and activities in commercial precincts after 6pm. The grants assist businesses to trade later through creative programming and initiatives, and in doing so, attract new customers and create lively, safe and engaging city precincts after dark, contributing to the night time economy and the cultural and economic character of the city. The grant also supports live entertainment venues to extend or expand their programming of live music and performance (such as comedy, cabaret, theatre and poetry programs).
23. The assessment panel for the Night Time Diversification program was comprised of Night Time City Manager, Project Manager – Night Time City, Economic Strategy Advisor - Retail and Tourism Sectors, Cultural Strategy Advisor – Live Music and Performance.
24. The applications recommended for the Night Time Diversification Program are outlined in Attachment C to this report. The applications that are not recommended are listed in Attachment D to this report.

25. The 2018/19 Business Support Grants - Night Time Diversification Program budget is summarised as follows:

Total cash budget	\$226,165
Total cash committed to previously approved applications	\$112,700
Total cash amount available for allocation	\$113,465
Total number of eligible applications	25
Total cash requested	\$577,720
Total number of applications recommended for cash support	8
Total amount of funding cash recommended	\$113,465
Amount remaining for subsequent allocation of the program	\$0

Key Implications

Strategic Alignment - Sustainable Sydney 2030 Vision

26. 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 program of recommended grants is aligned with the following strategic directions and objectives:
- Direction 6 - Vibrant Local Communities and Economies - the recommended grant projects in this report contribute to fostering strong and sustainable local economies.
 - Direction 7 - A Cultural and Creative City - the recommended grant projects in this report contribute to a city where opportunities for individual creative expression and participation in all its forms are visible, valued, and accessible and where business and creative opportunities for local artists, creative workers and cultural organisations are supported.

Organisational Impact

27. 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. Staff from the Night Time City, Cultural Strategy and City Business teams will be the contract managers for the recommended grant recipients.

Social / Cultural / Community

28. The anticipated outcomes of this grant program include:
- greater diversity of business offerings at night;
 - safer, more vibrant and engaging commercial precincts after dark;
 - a greater range of cultural activity offered in unexpected ways in new venues and spaces; and
 - an increased quantity and quality of live music and performance venues and programming.
29. These outcomes will have positive impacts upon local creative industries and artists, the live music scene of Sydney, the global reputation of Sydney, and the cultural, social and creative experience of living, working or visiting in Sydney.

Economic

30. The anticipated outcomes of this grant program include:
- an increase in later trading businesses capturing after-office-hours foot-traffic and increasing customer base;
 - local businesses extending their product and service offerings and diversifying revenue streams;
 - mutually beneficial partnerships between the creative, cultural and retail sectors;
 - increased collaboration between businesses in local precincts;
 - the sustainability of existing live performance venues and the establishment of new live performance venues;
 - increased awareness of unique local precinct offerings and experiences;
 - increased footfall and measurable patronage and spend in local retail precincts;
 - improved access to industry/sector specific information, upskilling and networking opportunities for local businesses; and
 - strengthened advocacy by local chambers of commerce and precinct associations on behalf of their members.
31. These outcomes will have a positive impact on local businesses, business and entertainment precincts and the city's economy.

Budget Implications

32. A total of \$266,357 in cash from the 2018/19 budget, as follows:
 - (a) Business Support Grant – Live Music and Performance \$152,892 is provided in the budget of \$267,427; and
 - (b) Business Support Grant - Night Time Diversification– \$113,465 is provided in the budget of \$226,165.
33. Savings were identified in the Festivals and Events (Village and Community) budget and reallocated into the Business Support Grant budgets for Live Music and Performance and Night Time Diversification.

Relevant Legislation

34. 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.
35. Section 356(3)(a) - (d) is satisfied for the purpose of providing grant funding to for-profit organisations because:
 - (a) the funding is part of the following programs:
 - (i) Business Support Grant
 - a. Live Music and Performance; and
 - b. Night Time Diversification;
 - (b) the details of these programs have been included in Council's operation plan for financial year 2018/19;
 - (c) the program's proposed budgets do not exceed five per cent of Council's proposed income from ordinary rates for financial year 2018/19; and
 - (d) these programs apply to a significant group of persons within the local government area.

Critical Dates / Time Frames

36. Projects funded through this round of Business Support Grant will commence after 1 January 2019 and are expected to be completed within 12 months of the receipt of grant funds. Contracts will be developed for all successful applications after Council approval to ensure their funding is released in time for projects starting in January.

Public Consultation

37. For all programs open to application in round two of the annual grants and sponsorship program for 2018/19, two question and answer sessions were held in Town Hall House to assist potential applicants with their applications on the following dates:
 - (a) Wednesday 4 July 2018 from 4pm – 7pm; and
 - (b) Tuesday 10 July 2018 from 4pm – 7pm.
38. Sixty-seven meetings were held across the two question and answer sessions where prospective applicants sought advice from City staff about their project proposals and the application process.
39. Eighty-one per cent of these attendees advised they had not applied for a City of Sydney grant previously.

ANN HOBAN

Director City Life

Tonna Johanson, Grants Coordinator