

Grants and Sponsorship - Round One 2019/20 - Cultural Grants - Cultural and Creative Grants and Sponsorships and Festivals and Events Sponsorships (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 2019/20:

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

For the Cultural and Creative Grants and Sponsorship Program, 45 eligible applications were received. This report recommends a total of 27 grants to a total value of \$434,822 in cash and \$31,624 revenue foregone/value-in-kind for the 2019/20 financial year, commitments of \$24,727 revenue foregone/value-in-kind in both the 2020/21 and 2021/22 financial years.

For the Festivals and Events Sponsorship (Artform) Program, 14 eligible applications were received. This report recommends a total of nine grants to a total value of \$141,000 in cash and \$205,833 revenue foregone/value-in-kind for the 2019/20 financial year, commitments of \$117,149 revenue foregone/value-in-kind in both the 2020/21 and 2021/22 financial years.

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 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 recommendation for the Cultural and Creative Grants and Sponsorship Program as per Attachment A to the subject report;
- (B) Council approve the cash recommendations for the Festivals and Events Sponsorship (Artform) Program as per Attachment C to the subject report;
- (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 for Funding - Cultural and Creative Grants and Sponsorships
- Attachment B.** Not Recommended for Funding - Cultural and Creative Grants and Sponsorships
- Attachment C.** Recommended for Funding - Festivals and Events Sponsorships (Artform)
- Attachment D.** Not Recommended for Funding - Festivals and Events Sponsorships (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 6 February 2019, the City announced Round One of the annual grants program for 2019/2020 as being open for applications on the City's website, with grant applications closing on 11 March 2019.
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 Facebook, Twitter, What's On, postcard distribution and an ArtsHub publication and affiliated website and Facebook promotion. 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 Festivals and Events Sponsorship (Artform) program is open to for-profit organisations. Three applications were received this round from for-profit organisations and two for-profit organisation are recommended in this report:
 - (a) AGB Events Pty Ltd (ABN 52 105 122 512); and
 - (b) Bad Sydney Ltd (ABN 62 619 009 892).
6. Seven applications were received in the Cultural and Creative Grants and Sponsorship Program round from for-profit organisations and the following two for-profit organisations are recommended in this report:
 - (a) Art Fairs Australia Pty Ltd (ABN 17 152 863 495); and
 - (b) Audrey Media Pty Ltd (ABN 52 621 376 994).
7. These applications meet the Festivals and Events Sponsorship (Artform) and 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. For-profit applicants in these programs are required to match their request from the City with cash.
8. 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. For-profit organisations are required to pay park hire fees.

9. 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.
10. All grants and sponsorships are recommended on the condition that any required approvals, permits and development consents are obtained by the applicant.
11. 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.
12. 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.
13. 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.
14. 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).
15. 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.
16. 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.
17. The assessment panel for Cultural and Creative Grants and Sponsorship was comprised of the Cultural Projects Coordinator – Culture and Creativity, Strategy Advisor – Live Music, Cultural Projects Manager with the specialist input from the City Historian, Community Engagement Coordinator, Social Strategy Planning Coordinator, Public Art Program Manager, City Spaces Area Manager – South, Senior Community Engagement Coordinator, Cultural Venues Project Manager, Senior Social Programs Officer – Community Development, Senior Social Programs Officer – Social Policy and Programs, Social Programs Officer – LGBTQI, Program Manager – Special Projects
18. 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.

19. Overview of 2019/2020 Cultural and Creative Grants and Sponsorship Program:

Total draft budget for 2019/2020	\$1,065,000
Total already committed to previously approved applications	\$485,000
Total amount available for 2019/2020 Round 1	\$580,000
Total number of eligible applications this round	45
Total cash requested from applications	\$1,140,807
Total value-in-kind support requested from applications	\$73,941
Total number of applications recommended for cash and/or value-in-kind support	27
Total amount of cash funding recommended 2019/2020	\$434,822
Total amount of value-in-kind support recommended 2019/2020 (Multi-year funding recommended 2020/21 - \$24,727) (Multi-year funding recommended 2021/22 - \$24,727)	\$31,624
Amount remaining for subsequent allocation of the program 2019/2020	\$145,178

20. 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'.
21. Artform festivals and events provide a contemporary overview of developments in each artform, including innovative contexts for the work of artists; they connect artists to audiences, and meet the City's broader cultural priorities.
22. The assessment panel for Festivals and Events Sponsorship (Artform) was comprised of the Cultural Projects Coordinator – Creative City, Manager Cultural Strategy and Events Program Manager with specialist input from the Strategy Advisor – Live Music, Manager Social Policy, Senior Community Engagement Coordinator and the City Historian.

23. Overview of 2019/2020 Festivals and Events Sponsorship Program – Artform:

Total draft budget for 2019/20	\$3,308,852
Total already committed to previously approved applications	\$2,497,785
Total amount available for 2019/20	\$811,067
Total number of eligible applications this round	14
Total cash requested from applications	\$426,450
Total value-in-kind support requested from applications	\$229,673
Total number of applications recommended for cash and/or value-in-kind support	9
Total amount of cash funding recommended 2019/2020	\$141,000
Total amount of value-in-kind support recommended 2019/2020 (Multi-year funding recommended 2020/21 - \$117,149) (Multi-year funding recommended 2021/22 - \$117,149)	\$205,833
Amount remaining for subsequent allocation of the program 2019/2020	\$670,067

Key Implications

Strategic Alignment - Sustainable Sydney 2030 Vision

24. 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 is aligned with the following strategic directions and objectives:

- (a) Direction 7 - A Cultural and Creative City - the grant projects recommended in this report will 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.

Organisational Impact

25. 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

26. 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

27. A total of \$575,822 in cash and \$237,457 in revenue foregone/value-in-kind is recommended for allocation from the proposed draft 2019/20 budget, as follows:
- (a) Cultural and Creative Grants and Sponsorship Program - \$434,822 in draft budget of \$1,065,000;
 - (b) Festivals and Events Sponsorship (Artform) - \$141,000 in the draft budget of \$3,308,852; and
 - (c) revenue foregone/value-in-kind - \$237,457 in the venue hire and street banner hire budgets which total \$1,490,000.
28. Additionally, this report includes forward commitments of \$283,752 in revenue forgone (these amounts will be incorporated in future budgets proposed).

Relevant Legislation

29. 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.
30. 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) Cultural and Creative Grants and Sponsorship; and
 - (ii) Festivals and Events Sponsorship (Artform);
 - (b) the details of these programs have been included in Council's draft operation plan for financial year 2019/20;
 - (c) the program's proposed budgets do not exceed 5% of Council's proposed income from ordinary rates for financial year 2019/20; and
 - (d) these programs apply to a significant group of persons within the local government area.

Critical Dates / Time Frames

31. The funding period for Round One of the Grants and Sponsorship Program for 2019/20 is for activity taking place from 1 August 2019 to 31 July 2020. 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

32. For all programs open to application in Round One of the annual grants and sponsorship program for 2019/20, two question and answer sessions were held in Town Hall House to assist potential applicants with their applications on the following dates:
 - (a) Wednesday 20 February 2019 from 4pm to 7pm; and
 - (b) Monday 25 February 2019 from 4pm to 7pm.
33. Seventy-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.
34. Eighty-seven per cent of these attendees advised they had not applied for a City of Sydney grant previously.

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