

Grants and Sponsorship - Round One 2019/20 - Social Grants - Community Services Grants, Festival and Events Sponsorship (Village and Community) and Matching Grants

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, 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 three grant programs in Round One of the annual grants and sponsorship program for 2019/20:

- Community Services Grant Program;
- Festivals and Events Sponsorship Program (Village and Community); and
- Matching Grant Program.

For the Community Services Grant Program, which pursues social outcomes, 46 eligible applications were received. This report recommends a total of 14 grants to a total value of \$302,429 and \$3,388 revenue foregone/value-in-kind for the 2019/2020 financial year, and commitments of \$81,913 in cash and \$1,128 revenue foregone/value-in-kind for future financial years 2020/21 and 2021/22.

For the Festivals and Events Sponsorship Program (Village and Community) Program, which pursues social and economic outcomes, 17 eligible applications were received. This report recommends a total of 11 grants to a total value of \$173,500 and \$10,415 in revenue foregone/value-in-kind for the 2019/20 financial year, and commitments of \$84,000 in cash and \$14,000 revenue foregone/value-in-kind for future financial years 2020/21 and 2021/22.

For the Matching Grant Program, which pursues social, economic, cultural and environmental outcomes, 38 eligible applications were received. This report recommends a total of 17 grants to a total value of \$106,895 and \$8,208 revenue foregone/value-in-kind for the 2019/20 financial year.

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, the Grants and Sponsorship Policy, the Creative City Cultural Policy and Action Plan, the Economic Development Strategy, the Environmental Action 2016-2021 Strategy and Action Plan, the Inclusion (Disability) Action Plan, OPEN Sydney Strategy and Action Plan, and the A City for All Social Sustainability 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 and revenue foregone/value-in-kind recommendations for the Community Services Grant Program as per Attachment A to the subject report.
- (B) Council approve the cash and revenue foregone/value-in-kind recommendations for the Festivals and Events Sponsorship Program (Village and Community) Program as per Attachment C.
- (C) Council approve the cash and revenue foregone/value-in-kind recommendations for the Matching Grant Program as per Attachment E.
- (D) Council note that all grant amounts are exclusive of GST and all value-in-kind offered is subject to availability; and
- (E) 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 One 2019/20 - Recommended for Funding - Community Services Grant Program
- Attachment B.** Round One 2019/20 - Not Recommended for Funding - Community Services Grant Program
- Attachment C.** Round One 2019/20 - Recommended for Funding - Festivals and Events Sponsorship Program (Village and Community)
- Attachment D.** Round One 2019/20 - Not Recommended for Funding - Festivals and Events Sponsorship Program (Village and Community)
- Attachment E.** Round One 2019/20 - Recommended for Funding - Matching Grants Program
- Attachment F.** Round One 2019/20 - Not Recommended for Funding - Matching Grants Program

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 2019/20 as being open for applications on the City's website, with grant applications closing on 11 March 2019.
3. The three social programs promoted were:
 - (a) Community Services Grant Program;
 - (b) Festivals and Events Sponsorship Program (Village and Community); and
 - (c) Matching Grant 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, 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. The Community Services Grant Program and Festivals and Events Sponsorship Program (Village and Community) are open to not-for-profit organisations. The Matching Grants Program is open to appropriately incorporated for-profit and not-for-profit organisations and partnerships. Twelve applications were received this round from for-profit organisations and sole traders and six were recommended in this report:
 - (a) Anna Kellerman (sole trader), trading as Mama Creatives;
 - (b) Culture Scouts Pty Ltd;
 - (c) Dancekool Pty Ltd;
 - (d) Jamie William Gray (sole trader);
 - (e) Q4biz Pty Ltd, trading as Strata Alert; and
 - (f) Nigel Cameron (sole trader), trading as Totem Skateboarding.
6. Park hire requests are not listed in the table of 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.
7. 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.

8. All grants and sponsorships are recommended on the condition that any required approvals, permits and development consents are obtained by the applicant.
9. 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.
10. 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.
11. 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) Environmental Action 2016-2021 Strategy and Action Plan;
 - (f) Inclusion (Disability) Action Plan;
 - (g) OPEN Sydney Strategy and Action Plan; and
 - (h) A City For All Social Sustainability Policy.
12. 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 collaboration, commitment and viability of the project.
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).

Community Services Grant Program (\$5,000 to \$50,000 for up to three years funding)

14. Community organisations that work in or for the City of Sydney local government area provide significant benefits to the city community through the development and delivery of activities, projects or resources. The work they undertake helps meet the needs of the diverse city community, in particular the needs of disadvantaged residents.
15. The Community Services Grant Program recognises the value of this work and contributes to it through grants to non-profit organisations based in, or providing events or services of benefit to the community in the local area.

16. The panel assessing Community Services Grant Program applications was comprised of a City Spaces Centre Manager, the Manager Social Policy and the Community Transport Service Coordinator with specialist input from a Senior Social Programs Officer, three Social Policy Officers, Senior Community Engagement Coordinator, City Spaces Area Manager – West, City Access and Transport Project Officer, Manager Child and Family Services, Learning and Development Officer, City Spaces Area Manager – South, Social Strategy Advisor, Safe City Program Manager, Parks and Recreation Planner, Middle Childhood Services Coordinator, Social Programs Officer – LGBTQI, Community Engagement Coordinator and a Senior Social Programs Officer.
17. The assessment meeting was chaired by the Acting Manager, Social Programs and Services.
18. The applications recommended for the Community Services Grant Program are outlined in Attachment A. The applications that are not recommended are listed in Attachment B.

Overview of 2019/20 Community Services Grant Program

Total draft budget for 2019/20	\$1,172,000
Total already committed (multi-year funding approved in previous years)	\$868,674
Total amount available for 2019/20	\$303,326
Total number of eligible applications this round	46
Total cash value requested from applications	\$1,470,923
Total value-in-kind support requested from applications	\$23,227
Total number of applications recommended for cash and/or value-in-kind support	14
Total amount of cash funding recommended 2019/2020 (Multi-year funding recommended 2020/21 - \$56,163) (Multi-year funding recommended for 2021/22 - \$25,750)	\$302,429
Total amount of value-in-kind support recommended 2019/2020 (Multi-year value-in-kind recommended 2020/21 - \$1,128) (Multi-year value-in-kind recommended for 2020/21 - \$0)	\$3,388
Amount remaining in 2019/20	\$897

Centipede at Glebe School Incorporated

19. Centipede at Glebe School Inc is a not-for-profit organisation that operates an Outside School Hours Care service catering for school-aged children aged 4-12 on the school grounds of Glebe Public School. The City has been providing support to the service since 2006. Without this support the service would not be financially viable. However, City staff continue to work closely with Centipede to help them improve their financial planning and ability to work within their budget. As a result of this work, the City is continuing to incrementally reduce the value of the grant to Centipede from \$40,000 provided in 2017/18 to \$35,000 recommended in 2018/19 to \$25,000 in 2019/20. It is noted that support for the organisation's core business is outside the Grants and Sponsorship Policy.

Redfern Legal Centre - Waterloo Tenants' Advice Service

20. Redfern Legal Centre is a public benevolent institution that provides free legal assistance to disadvantaged and vulnerable people. Specialist practice areas are each supported by a pro-bono partner firm and a team of volunteer solicitors and paralegals. The City provided Redfern Legal Centre with an out-of-round grant of \$100,000 across 2017/18 and 2018/19 to help support the public housing tenants affected by the redevelopment of the Waterloo Public Housing Estate. This grant was provided in response to a Resolution of Council on 11 April 2016. The service provides fact sheets in multiple languages, education sessions, and a drop-in outreach service where tenants can access free and independent legal advice.
21. The recommendation to support Redfern Legal Centre with a one-year \$50,000 Community Services Grant in 2019/20 is to continue this service, providing tenants with information and education to assist them in preparing for the upcoming relocation process. Further funding is not recommended at this time given the uncertainty of timing of the tenant relocations. . It is possible that Redfern Legal Centre will seek further support from the City in the future when the nature and timing of the relocation process is clearer.

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

22. 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.
23. Village and Community festivals and events celebrate the spirit of a community and build opportunities to share its cultural characteristics with a wider public. Events may nurture and amplify the unique characteristics of the city and village precincts, meet the City's broader place-making objectives and/or showcase a local community, including local business.
24. The assessment panel for Festivals and Events Sponsorship (Village and Community) was comprised of the Manager Social Programs, City Business Coordinator – Strategic Engagement, and a Grants Program Coordinator, with specialist input from the Strategy Advisor – Live Music, City Spaces Area Manager – South, Sustainability Engagement Manager, Campaign Manager – Market Creative Services and Community Engagement Officer.
25. The applications recommended for the Festivals and Events Sponsorship Program are outlined in Attachment C. The applications that are not recommended are listed in Attachment D.

Overview of 2019/2020 Festivals and Events Sponsorship Program – Village and Community

Total draft budget for 2019/2020	\$1,169,000
Total already committed (multi-year funding approved in previous years)	\$823,500
Total amount available for 2019/2020	\$345,500
Total number of eligible applications this round	17
Total cash value requested from applications	\$392,813
Total value-in-kind support requested from applications	\$14,415
Total number of applications recommended for cash and/or value-in-kind support	11
Total amount of cash funding recommended 2019/20 (Multi-year funding recommended 2020/21 - \$47,000) (Multi-year funding recommended for 2021/22 - \$37,000)	\$173,500
Total amount of value-in-kind support recommended 2019/20 (Multi-year value-in-kind recommended 2020/21/20 - \$7,000) (Multi-year value-in-kind recommended for 2021/22 - \$7,000)	\$10,415
Amount remaining for subsequent allocation of the program 2019/20	\$172,000

Matching Grant Program (up to \$10,000 for up to 12 months funding)

26. The Matching Grant Program provides matched funding of up to \$10,000 for any projects that improve, enhance, or celebrate the City’s Villages. Council approved the development of this program to support identified grassroots community projects by matching with City resources what is contributed in cash or in-kind by the community.
27. To be eligible for funding, applications to the Matching Grant Program must demonstrate a matched cash contribution or value-in-kind contribution to the project at least equal to the amount requested from the City.

28. The assessment panel for this Matching Grant allocation was comprised of a Grants Officer, Social Policy Officer and Project Officer – Cultural Venues with the specialist input of the Strategy Advisor – Live Music, Cultural Projects Coordinator, City Spaces Area Manager – South, Social Programs Officer – LGBTQI, Safe City Project Manager, two Senior Social Programs Officers, Economic Development Coordinator, Night Time City Project Manager, City Historian, Manager Child and Family Services, City Business Coordinator – Industry and Place and the Social Programs Area Manager - South.
29. The applications recommended for the Matching Grant Program are outlined in Attachment E to this report. The applications that are not recommended are listed in Attachment F to this report.

Overview of 2019/2020 Matching Grant Program

Total draft budget for 2019/20	\$358,000
Total number of eligible applications this allocation	38
Total amount available for 2019/2020	\$358,000
Total cash value requested from applications	\$317,347
Total value-in-kind support requested from applications	\$8,458
Total number of applications recommended for cash and/or value-in-kind support	17
Total amount of funding recommended	\$106,895
Total amount of value-in-kind support recommended	\$8,208
Amount remaining for subsequent allocation of the program 2019/20	\$251,105

Key Implications

Strategic Alignment - Sustainable Sydney 2030 Vision

30. This report complies with the Grants and Sponsorship Policy adopted by Council on 12 December 2017. 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

31. 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.

Social / Cultural / Community

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

Budget Implications

33. A total of \$582,824 in cash and \$22,011 in revenue foregone/value-in-kind is recommended for allocation from the proposed draft 2019/20 budget is provided as follows:
 - (a) Community Services Grants – \$302,429 cash in the draft budget of \$1,169,206;
 - (b) Festivals and Events Sponsorship (Village and Community) – \$173,500 cash in the draft budget of \$1,015,000; and
 - (c) Matching Grant Program – \$106,895 cash in the draft budget of \$360,000.
34. Additionally, this report includes forward commitments of \$165,913 in cash and \$15,128 revenue foregone/value-in-kind (these amounts will be incorporated in future budgets proposed).

Relevant Legislation

35. 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.
36. 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) Community Services Grant Program;
 - (ii) Festivals and Events Sponsorship Program (Village and Community); and
 - (iii) Matching Grant Program;
 - (b) the details of this program have been included in Council's draft operational plan for financial year 2019/2020;

- (c) the program's proposed budget does not exceed 5 per cent of Council's proposed income from ordinary rates for financial year 2019/2020; and
- (d) this program applies to a significant group of persons within the local government area.

Critical Dates / Time Frames

37. The funding period for Round One of the grants and sponsorship annual program for 2019/2020 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

38. For all programs open to application in Round One of the annual grants and sponsorship program for 2019/2020, 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.
39. 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.
40. Eighty-seven per cent of these attendees advised they had not applied for a City of Sydney grant previously.

EMMA RIGNEY

A/Director City Life

Claire Ridgewell, Grants Program Coordinator