

Item 3.

Grants and Sponsorship - Round Two 2019/20 – Social 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 two grant programs in Round Two of the annual grants and sponsorship program for 2019/20:

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

For the Festivals and Events Sponsorship Program (Village and Community) Program, which pursues social and economic outcomes, 21 eligible applications were received. This report recommends 14 grants to a total value of \$152,257 in cash and \$34,716 in revenue foregone/value-in-kind for the 2019/20 financial year, and commitments of \$95,614 in cash and \$28,050 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, 40 eligible applications were received. This report recommends 20 grants to a total value of \$136,288 in cash and \$6,092 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 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 value-in-kind recommendations for the Festivals and Events Sponsorship (Village and Community) Program as per Attachment A to the subject report;
- (B) Council note that consideration of the grant to the Anzac Day Dawn Service Trust Incorporated has been deferred, as per Attachment B to the subject report, while the City of Sydney, Department of Premier and Cabinet, Department of Veterans Affairs, NSW Police and the Returned and Services League negotiate ANZAC Day activities and arrangements, with a separate report to come to Council once negotiations have been finalised;
- (C) Council note the applicants who were not successful in obtaining a cash or value-in-kind grant for the Festivals and Events Sponsorship (Village and Community) Program as per Attachment C to the subject report;
- (D) Council approve the cash and value-in-kind recommendations for the Matching Grant Program as per Attachment D to the subject report;
- (E) Council note the applicants who were not successful in obtaining a cash or value in kind grant for the Matching Grants Program as per Attachment E to the subject report;
- (F) Council note that all grant amounts are exclusive of GST and all value-in-kind offered is subject to availability; and
- (G) 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 2019/20 Round Two Festivals and Events Sponsorship Program (Village and Community)
- Attachment B.** Deferred 2019/20 Round Two Festivals and Events Sponsorship Program (Village and Community)
- Attachment C.** Not Recommended 2019/20 Round Two Festivals and Events Sponsorship Program (Village and Community)
- Attachment D.** Recommended 2019/20 Round Two Matching Grants Program
- Attachment E.** Not Recommended 2019/20 Round Two 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 19 June 2019, the City announced Round Two of the annual grants program for 2019/20 as being open for applications on the City's website, with grant applications closing on 22 July 2019.
3. The two social programs promoted were:
 - (a) Festivals and Events Sponsorship Program (Village and Community); and
 - (b) 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. 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 Festivals and Events Sponsorship Program (Village and Community) is open to not-for-profit organisations. The Matching Grants Program is open to appropriately incorporated for-profit and not-for-profit organisations and partnerships. Fourteen applications were received this round from for-profit organisations and sole traders and five were recommended in this report:
 - (a) M87 Pty Ltd (two applications, one as auspice);
 - (b) Rase Pty. Limited;
 - (c) Shane Anthony Jones (sole trader); and
 - (d) Y Waste Why Waste Pty Ltd.
6. Park hire requests are not listed in the table of recommendations, as not-for-profit organisations are eligible for free park hire under the City's published fees and charges for outdoor venue 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 will be entered into by the applicant and the City, which will include 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 and commitment to the project and the 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).

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)

14. 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.
15. 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.

16. The assessment panel for Festivals and Events Sponsorship (Village and Community) was comprised of the Manager City Spaces, City Business Coordinator – Strategic Engagement, and Manager Social Policy and Programs, with specialist input from the Waste Strategy Manager, Social Policy Officer, Policy and Program Development Officer, Community Engagement Coordinator, Senior Community Engagement Coordinator, and Senior Social Programs Officer.
17. The applications recommended for the Festivals and Events Sponsorship Program are outlined in Attachment A. The applications that are not recommended are listed in Attachment C.
18. The management and coordination of ANZAC Day activities in the inner city including the Dawn Service at the cenotaph and the veteran's march through the city is currently under review. The City, along with the Returned and Services League, Department of Premier and Cabinet, Department of Veterans Affairs and the Police, are working together to ensure the celebrations are well coordinated and safe. Once these negotiations are finalised, Council will be updated on the direction of the event including any recommended grant funding.

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

Total cash budget for 2019/2020	\$1,114,257
Total cash committed to previously approved applications	\$1,002,000
Total unspent cash returned to 2019/20 budget	\$40,000
Total cash available for 2019/2020 Round 2	\$152,257
Total number of eligible applications this round	21
Total cash requested from applications for 2019/20	\$362,407
Total value-in-kind support requested from applications for 2019/20	\$34,716
Total number of applications recommended for cash and/or value-in-kind support	14
Total amount of cash funding recommended 2019/20 (Multi-year funding recommended 2020/21 - \$66,307) (Multi-year funding recommended for 2021/22 - \$29,307)	\$152,257
Total value-in-kind support recommended 2019/20 (Multi-year value-in-kind recommended 2020/21/20 - \$14,025) (Multi-year value-in-kind recommended for 2021/22 - \$14,025)	\$34,716
Cash amount remaining for subsequent allocation of the program 2019/20	\$0

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

19. 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.
20. 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.

21. The assessment panel for this Matching Grant allocation was comprised of a Grants Officer, Manager Child and Family Services, and Cultural Projects Manager, with the specialist input of the Social Programs Officer – LGBTIQ, Strategy Advisor – Culture, City Historian, two Social Policy Officers, Senior Social Programs Officer, Waste Strategy Manager, Social Programs Officer, Cultural Projects Coordinator, Policy and Program Development Officer, Senior Community Engagement Coordinator, Manager Carbon Strategy, Area Manager – North, and Manager City Spaces.
22. The applications recommended for the Matching Grant Program are outlined in Attachment D to this report. The applications that are not recommended are listed in Attachment E to this report.

Overview of 2019/2020 Matching Grant Program

Total cash budget for 2019/20	\$345,967
Total cash committed to previously approved applications	\$106,895
Total cash available for 2019/2020 Round 2	\$239,072
Total number of eligible applications this allocation	40
Total cash requested from applications for 2019/20	\$338,559
Total value-in-kind support requested from applications for 2019/20	\$7,722
Total number of applications recommended for cash and/or value-in-kind support	20
Total amount of cash funding recommended 2019/20	\$136,288
Total amount of value-in-kind support recommended	\$6,092
Cash amount remaining for subsequent allocation of the program 2019/20	\$102,784

Key Implications

Strategic Alignment - Sustainable Sydney 2030 Vision

23. 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

24. 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

25. 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

26. A total of \$288,545 in cash and \$40,808 in revenue foregone/value-in-kind is recommended for allocation from the 2019/20 budget, as follows:
 - (a) Festivals and Events Sponsorship (Village and Community) - \$152,257 cash in the remaining budget of \$152,257; and
 - (b) Matching Grant Program - \$136,288 cash in the remaining budget of \$239,072.
27. Additionally, this report includes forward commitments of \$95,614 in cash and \$28,050 revenue foregone/value-in-kind (these amounts will be incorporated in future budgets proposed).

Relevant Legislation

28. 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.

29. 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) Festivals and Events Sponsorship Program (Village and Community); and
 - (ii) Matching Grant Program;
 - (b) the details of this program have been included in the City's 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

30. The funding period for Round Two of the grants and sponsorship annual program for 2019/2020 is for activity taking place from 1 January 2020 to 31 December 2020. Contracts will be entered into with all successful applications after Council approval to ensure their funding is released in time for projects starting in January.

Public Consultation

31. For all programs open to application in Round Two 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) Tuesday 2 July 2019 from 4pm to 7pm; and
 - (b) Tuesday 9 July from 4pm to 7pm.
32. Seventy-eight 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.
33. Seventy per cent of these attendees advised they had not applied for a City of Sydney grant previously.

ANN HOBAN

Director City Life

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