

Item 5.

Grants and Sponsorship - Round Three 2019/20 - 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 Three of the annual Grants and Sponsorship Program for 2019/20:

- Matching Grant Program; and
- Environmental Performances Grants Program

For the Matching Grant Program, which pursues social, economic, cultural and environmental outcomes, 90 eligible applications were received, which is a record for the program. This report recommends 40 grants to a total value of \$225,258 in cash and \$16,489 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.

This report also contains the reallocation of two grants awarded to the University of Sydney for the Glebe Community Development Project as the project is discontinuing under the auspices of the University of Sydney with elements of the project being taken up by separate organisations to fulfil the outstanding elements of each grant. The University of Sydney has requested this transfer.

All figures in this report exclude GST.

Recommendation

It is resolved that:

- (A) Council approve the cash and value-in-kind recommendations for the Matching Grant Program as per Attachment A to the subject report;
- (B) Council note the applicants who were not successful in obtaining a cash or value-in-kind grant for the Matching Grant Program as per Attachment B 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;
- (D) the 2017/18 Festivals and Events Sponsorship (Village and Community) Round One cash grant and revenue forgone (value-in-kind) recommendation approved by Council on 26 June 2017 to the University of Sydney as auspice for the Glebe NAIDOC Committee, be reallocated to Glebe Youth Service Incorporated as auspice for Glebe NAIDOC Committee, noting that \$15,000 is still to be paid;
- (E) the 2018/19 Matching Grant Round Three cash grant and revenue forgone (value-in-kind) recommendation approved by Council on 11 March 2019 to the University of Sydney for the Glebe Community Development Project, be reallocated to the University of Technology Sydney;
- (F) authority be delegated to the Chief Executive Officer to negotiate, execute and administer agreements with any organisation approved for or reallocated a grant or sponsorship under terms consistent with this resolution and the Grants and Sponsorship Policy as outlined in clauses (A) through (E) above; and
- (G) Council note that City staff are working with the University of Sydney in relation to the Glebe Community Development Project as they undertake a review of their engagement in Glebe, to understand the implications of any change to their Accommodation Grants Program grant for office space at Glebe Town Hall.

Attachments

Attachment A. Recommended 2019/20 Matching Grant Program - Round Three

Attachment B. Not Recommended 2019/20 Matching Grant Program - Round Three

Background

1. The City of Sydney's Grants and Sponsorship Program supports residents, businesses and organisations to undertake initiatives and projects that build the social, cultural, environmental and economic life of the city.
2. On 23 October 2019, the City announced Round Three of the annual Grants and Sponsorship Program for 2019/20 as being open for applications on the City's website, with grant applications closing for the Matching Grant Program on 2 December 2019.
3. Information about this grant program, 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 live radio reads, Facebook, Twitter, What's On 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.
4. In September 2019, Council resolved to support businesses on the light rail corridor once the trams went live in December 2019. Over a six month period from January 2020 to June 2020, the City Business team has developed a series of activations and initiatives to support businesses to activate the corridor, increase footfall and spending and encourage Sydneysiders to use the light rail and explore the businesses along the route. One of these initiatives includes working in collaboration with Destination NSW, Surry Hills Creative Precinct and local businesses to launch a new Surry Hills Precinct for VIVID 2020. As a consequence of this collaboration, the Matching Grant Program was actively promoted to Surry Hills businesses along the light rail corridor and Crown Street as an opportunity for local businesses to work together to leverage a major event.
5. The Matching Grant Program is open to appropriately incorporated for-profit and not-for-profit organisations and partnerships. Fifty-one applications were received this round from for-profit organisations and sole traders and the following for-profit organisations are recommended in this report:
 - (a) G And G Framing Pty Ltd;
 - (b) The Trustee for Wall Family Trust;
 - (c) The Trustee for Dove and Olive Hotel Unit Trust;
 - (d) Elizabeth Towers Pty Ltd;
 - (e) M.E BEHMAN & D TROYAK;
 - (f) Gigantic Corporation Pty Ltd;
 - (g) J.S JORDANOV & N MILANOVA;
 - (h) JJ Splice Facilities Pty. Ltd.;

- (i) JJ Splice Films Pty. Ltd.;
 - (j) Surry Hills Pty Ltd;
 - (k) Mum's Table Surry Hills Pty Ltd;
 - (l) The Trustee for GAINES FAMILY TRUST;
 - (m) Rave Reviewz Pty. Ltd.;
 - (n) Sark Studio Pty Ltd;
 - (o) Spineless Wonders Publishing Pty Ltd;
 - (p) Zli Construct Pty Limited;
 - (q) Australian Venue Co Limited;
 - (r) Zanzie Pty. Ltd.; and
 - (s) Zola Sf Pty. Ltd.
6. 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.
 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 and are subject to the applicant entering into a written agreement on terms satisfactory to the City.
 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 asked to demonstrate a capacity to source other types of funding or contribute their own resources (cash or in-kind). City staff consider the contribution from the applicant and other sources in reviewing applications.
13. University of Sydney's School of Education and Social Work has been engaged with the Glebe community through The Glebe Community Development Project since 2004. It is currently undertaking a review of their future engagement and commitment to the Glebe community. Pending the outcome of this review and in order to safeguard the efficient and effective management of the two grants outlined in Recommendations D and E, the management of these two grants will be transferred to Glebe Youth Service Incorporated and University of Technology Sydney. Both of these organisations are well established and respected within the community and have previously received and acquitted City of Sydney funding.

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

14. 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 City resources with what is contributed in cash or in-kind by the community.
15. 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.
16. The Round 3 Matching Grant Program was actively promoted to Surry Hills businesses along the light rail corridor and library to encourage participation in the new VIVID HUB in Surry Hills for 2020. The City received 45 business applications for business activations during VIVID 2020.
17. The assessment panel for this Matching Grant allocation was comprised of the Area Manager East, Cultural Projects Coordinator, Grants Officer, and Program Manager - City Business.

18. The applications recommended for the Matching Grant Program are outlined in Attachment A to this report. The applications that are not recommended are listed in Attachment B to this report.

Overview of Matching Grant Program - 2019/20 Round 3

Total cash budget for this financial year	\$468,441
Total cash committed to previously approved applications	\$243,183
Total cash available for this allocation	\$225,258
Total number of eligible applications this round	90
Total cash requested from applications this round	\$691,869
Total value-in-kind support requested from applications this round	\$20,473
Total number of applications recommended for support this round	40
Total amount of cash funding recommended this round	\$225,258
Total amount of value-in-kind support recommended this round	\$16,489
Cash amount remaining for subsequent allocation this financial year	\$0

Key Implications

Strategic Alignment - Sustainable Sydney 2030 Vision

19. 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

20. The grants and sponsorships contract management process will involve key staff across the City of Sydney. Approved applicants are to enter into contracts with the City and 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

21. 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

22. A total of \$225,258 in cash and \$16,489 in revenue foregone/value-in-kind from the 2019/20 Matching Grant Program budget.
23. This report includes no forward commitments of cash and revenue foregone/value-in-kind.

Relevant Legislation

24. 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.
25. 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 Matching Grant Program;
 - (b) the details of the program have been included in Council's operational plan for financial year 2019/20;
 - (c) the program's proposed budget does not exceed 5 per cent of Council's proposed income from ordinary rates for financial year 2019/20; and
 - (d) the program applies to a significant group of persons within the local government area.

Critical Dates / Time Frames

26. The funding period for Round Three of the annual Grants and Sponsorship Program for 2019/20 is for activity taking place from 1 May 2020 to 30 April 2021. Contracts will be entered into with all successful applicants after Council approval is received to ensure funding is released in time for projects starting in May.

Public Consultation

27. For all programs open to application in Round Three of the annual Grants and Sponsorship Program for 2019/20, a question and answer session was held in Town Hall House on Wednesday, 6 November 2019 from 4pm to 7pm to assist potential applicants with their applications.
28. Twenty individual meetings were held during the question and answer sessions where prospective applicants sought advice from City staff about their project proposals and the application process.
29. Seventy five per cent of these attendees advised they had not previously applied for a City of Sydney grant.
30. Interested businesses were also invited to an information session at St Peter's Hall on Tuesday 12 November to hear more about the new VIVID HUB and how the Matching Grant Program could help businesses activate during the VIVID period.

EMMA RIGNEY

Director City Life

Peter Keogh, Grants Officer