

Item 2.

Grants and Sponsorship - Round One 2020/21 - Cultural 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, 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 2020/21:

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

For the Cultural and Creative Grants and Sponsorship Program, 46 eligible applications were received. This report recommends 32 grants to a total value of \$599,660 in cash and \$21,971 revenue foregone/value-in-kind for the 2020/21 financial year, a commitment of \$65,000 in cash for the 2021/22 financial year and a commitment of \$50,000 cash in the 2022/23 financial year.

For the Festivals and Events Sponsorship (Artform) Program, 21 eligible applications were received. This report recommends 14 grants to a total value of \$568,000 in cash and \$209,210 revenue foregone/value-in-kind for the 2020/21 financial year, and commitments of \$390,000 in cash and \$169,100 revenue foregone/value-in-kind for the 2021/22 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 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 and revenue foregone/value-in-kind recommendations for the Cultural and Creative Grants and Sponsorship Program as per Attachment A to the subject report;
- (B) Council note the applicants who were not successful in obtaining a cash grant for the Cultural and Creative Grants and Sponsorship Program as per Attachment B to the subject report;
- (C) Council approve the cash and revenue foregone/value-in-kind recommendations for the Festivals and Events Sponsorship (Artform) Program as per Attachment C to the subject report;
- (D) Council note the applicants who were not successful in obtaining a cash grant for the Festivals and Events Sponsorship (Artform) Program as per Attachment D to the subject report;
- (E) Council note that all grant amounts are exclusive of GST and all value-in-kind offered is subject to availability; and
- (F) 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

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| Attachment A. | Recommended for Funding – Round One 2020/21 Cultural and Creative Grants and Sponsorships |
| Attachment B. | Not Recommended for Funding – Round One 2020/21 Cultural and Creative Grants and Sponsorships |
| Attachment C. | Recommended for Funding – Round One 2020/21 Festivals and Events Sponsorships (Artform) |
| Attachment D. | Not Recommended for Funding – Round One 2020/21 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 5 February 2020, the City announced Round One of the annual grants program for 2020/2021 as being open for applications on the City's website, with grant applications closing on 9 March 2020.
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. In response to the evolving nature of the COVID-19 pandemic, all applicants were invited to provide additional information once the application period had closed. Applicants were asked how their project would be impacted by COVID-19 and if they wanted to continue through the assessment process. The vast majority of projects advised they wished to continue and provided useful information on how their project would adapt. This information was taken into consideration in the assessment process.
6. Following adoption of the revised Grants and Sponsorship Policy on 11 December 2017, the Cultural and Creative Grants and Sponsorship program and Festivals and Events Sponsorship (Artform) program is open to for-profit organisations.
7. Five applications were received in the Cultural and Creative Grants and Sponsorship Program round from for-profit organisations and the following for-profit organisation is recommended in this report:
 - (a) Jerboa Films Pty Ltd (ABN 99 629 385 244)
8. Seven applications were received in the Festivals and Events Sponsorship (Artform) program round from for-profit organisations and five for-profit organisations are recommended in this report:
 - (a) A Blake & A Crew;
 - (b) Electronic Music Conference Pty Ltd;
 - (c) Improv Theatre Sydney Pty Ltd;
 - (d) T Estephan & H Kings; and
 - (e) Whip Smart Pty Ltd.

9. 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.
10. 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.
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. Contact details for the relevant City staff are provided to all successful grant recipients.
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 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.
14. 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.
15. 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.
16. 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).
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.

Cultural and Creative Grants and Sponsorship Program

18. 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. The assessment panel for Cultural and Creative Grants and Sponsorship consisted of members from the City's Culture and Creativity, Cultural Strategy and Cultural Venues team, with specialist input from the City's Child and Family Services, City Business and Safety, Indigenous Leadership and Engagement, Property Services, and Social Programs and Services teams.
19. The applications recommended for the Cultural and Creative Grants and Sponsorship program are outlined in Attachment A to this report. The applications not recommended are listed in Attachment B to this report.
20. Overview of 2020/2021 Cultural and Creative Grants and Sponsorship program:

Total draft budget for 2020/21	\$1,390,000
Total already committed to previously approved applications	\$725,000
Total amount available for 2020/21 Round 1	\$665,000
Total number of eligible applications this round	46
Total cash requested from applications	\$1,348,084
Total value-in-kind support requested from applications	\$45,162
Total number of applications recommended for cash and/or value-in-kind support	32
Total amount of cash funding recommended 2020/21 (Multi-year funding recommended 2021/22 - \$65,000) (Multi-year funding recommended 2022/23 - \$50,000)	\$599,660
Total amount of value-in-kind support recommended 2020/21	\$21,971
Amount remaining (cash) for subsequent allocation of the program 2020/21	\$65,340

Festivals and Events Sponsorship (Artform)

21. 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'.
22. 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.
23. The assessment panel for Festivals and Events Sponsorship (Artform) consisted of members from the City's Culture and Creativity, Cultural Strategy and Events teams, with specialist input from the City's, Indigenous Leadership and Engagement, and Social Programs and Services teams.
24. Carriageworks Ltd submitted an application on behalf of three organisations including the Museum of Contemporary Art (MCA) and the Art Gallery of NSW for their joint project The National 2021. This application was assessed and recommended for cash support of \$15,000 and street banner hire fee waiver to the value of \$4,500. Due to a change in circumstances, Carriageworks requested the Museum of Contemporary Art (MCA) take over administration of the grant should Council approve the recommendation. MCA have formally agreed to manage the grant on behalf of the exhibition partners.
25. Overview of 2020/21 Festivals and Events Sponsorship Program – Artform:

Total draft budget for 2020/21	\$3,335,936
Total already committed to previously approved applications	\$2,578,470
Total amount available for 2020/21	\$757,466
Total number of eligible applications this round	21
Total cash requested from applications	\$929,022
Total value-in-kind support requested from applications	\$209,210

Total number of applications recommended for cash and/or value-in-kind support	14
Total amount of cash funding recommended 2020/21 (Multi-year funding recommended 2021/22 - \$390,000)	\$568,000
Total amount of value-in-kind support recommended 2020/2021 (Multi-year funding recommended 2021/22 - \$169,100)	\$209,210
Amount remaining (cash) for subsequent allocation of the program 2020/21	\$189,466

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 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

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.

Cultural

28. 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

29. A total of \$1,167,660 in cash and \$231,181 in revenue foregone/value-in-kind is recommended for allocation from the proposed draft 2020/21 budget, as follows:
- (a) Cultural and Creative Grants and Sponsorship Program - \$599,660 in draft budget of \$1,390,000;
 - (b) Festivals and Events Sponsorship (Artform) - \$568,000 in the draft budget of \$3,335,936; and
 - (c) Revenue foregone/value-in-kind - \$231,181 in the venue hire and street banner hire budgets which total \$1,410,000.
30. Additionally, this report includes forward commitments of \$505,000 in cash and \$169,100 revenue forgone (these amounts will be incorporated in future budgets proposed).

Relevant Legislation

31. 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.
32. 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 2020/21;
 - (c) the program's proposed budgets do not exceed five per cent of Council's proposed income from ordinary rates for financial year 2020/21; and
 - (d) these programs apply to a significant group of persons within the local government area.

Critical Dates / Time Frames

33. The funding period for Round One of the Grants and Sponsorship Program for 2020/21 is for activity taking place from 1 August 2020 to 31 July 2021. 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

34. For all programs open to application in Round One of the annual grants and sponsorship program for 2020/21, two question and answer sessions were held in Town Hall House to assist potential applicants with their applications on Thursday 13 February 2020, 4pm to 7pm and Tuesday 18 February 2020, 4pm to 7pm.
- (a) Fifty-six 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.
 - (b) Sixty-four per cent of these attendees advised they had not applied for a City of Sydney grant previously.
 - (c) Fourteen per cent of these attendees requested a member of the Indigenous Engagement team to be present during their meeting
35. Two additional question and answer meetings were held targeting Haymarket businesses due to the early impact of COVID-19 on Tuesday 3 March 2020 5pm to 7pm at Ultimo Community Centre, and Wednesday 4 March 2020 12pm to 2pm at the Darling Exchange Library.

EMMA RIGNEY

Director City Life

Phoebe Arthur, Grants Program Coordinator