

Item 3.

Grants and Sponsorship - Round One 2020/21 - Social 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.

The City advertised the following three grant programs in Round One of the annual grants and sponsorship program for 2020/21:

- 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, 50 eligible applications were received. This report recommends a total of 8 grants to a total value of \$244,048 and \$1,591 revenue foregone/value-in-kind for the 2020/2021 financial year, and commitments of \$384,448 in cash and \$852 revenue foregone/value-in-kind for future financial years 2021/22 and 2022/23.

For the Festivals and Events Sponsorship Program (Village and Community) Program, which pursues social and economic outcomes, 16 eligible applications were received. This report recommends a total of 11 grants to a total value of \$477,470 and \$77,545 in revenue foregone/value-in-kind for the 2020/21 financial year, and commitments of \$400,000 in cash and \$66,370 revenue foregone/value-in-kind for future financial years 2021/22 and 2022/23.

For the Matching Grant Program, which pursues social, economic, cultural and environmental outcomes, 35 eligible applications were received. This report recommends a total of 21 grants to a total value of \$135,367 and \$15,519 revenue foregone/value-in-kind for the 2020/21 financial year.

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 note the applicants who were not successful in obtaining a cash grant or revenue forgone/value-in-kind for the Community Services Grant 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 Program (Village and Community) Program as per Attachment C to the subject report;
- (D) Council note the applicants who were not successful in obtaining a cash grant or revenue forgone/value-in-kind for the Festivals and Events Sponsorship Program (Village and Community) Program as per Attachment D to the subject report;
- (E) Council approve the cash and revenue foregone/value-in-kind recommendations for the Matching Grant Program as per Attachment E to the subject report;
- (F) Council note the applicants who were not successful in obtaining a cash grant or revenue forgone/value-in-kind for the Matching Grant Program as per Attachment F to the subject report;
- (G) Council note that all grant amounts are exclusive of GST and all value-in-kind offered is subject to availability; and
- (H) 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 - Round One 2020/21 Community Services Grant Program
- Attachment B.** Not Recommended for Funding - Round One 2020/21 Community Services Grant Program
- Attachment C.** Recommended for Funding - Round One 2020/21 Festivals and Events Sponsorship Program (Village and Community) - Round One
- Attachment D.** Not Recommended for Funding - Round One 2020/21 Festivals and Events Sponsorship Program (Village and Community) - Round One
- Attachment E.** Recommended for Funding - Round One 2020/21 Matching Grants Program - Round One
- Attachment F.** Not Recommended for Funding - Round One 2020/21 Matching Grants Program - Round One

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 2020/21 as being open for applications on the City's website, with grant applications closing on 9 March 2020.
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. 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. 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) Abv & Co Pty Ltd;
 - (b) Dance for Parkinson's Australia Ltd;
 - (c) Jeremy Thomas (sole trader);
 - (d) Lachlan Rodney Dale (sole trader);
 - (e) Since I Left You Pty Ltd; and
 - (f) Strata Answers Pty Ltd.

7. 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.
8. 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.
9. All grants and sponsorships are recommended on the condition that any required approvals, permits and development consents are obtained by the applicant.
10. 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 provided incomplete or insufficient information. The City's Grants and Sponsorship team provides feedback and support to unsuccessful applicants.
11. 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.
12. 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.
13. 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.
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).

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

15. 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.
16. 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.
17. The panel assessing Community Services Grant Program applications consisted of staff from Child & Family Services, City Leisure Services, City Spaces, City Sustainability, Cultural Strategy, Culture & Creativity, Economic Strategy, Grants, Homelessness, Indigenous Leadership & Engagement, Safe City, Social Policy & Programs, and Social Strategy teams.
18. The assessment meeting was chaired by the Manager, Social Programs and Services.
19. 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 2020/21 Community Services Grant Program

Total draft budget for 2020/21	\$1,173,989
Total already committed (multi-year funding approved in previous years)	\$806,613
Total amount available for 2020/21	\$367,376
Total number of eligible applications this round	50
Total cash value requested from applications	\$1,866,423
Total value-in-kind support requested from applications	\$10,787
Total number of applications recommended for cash and/or value-in-kind support	8
Total amount of cash funding recommended 2020/2021 (Multi-year funding recommended 2021/22 - \$192,224) (Multi-year funding recommended for 2022/23 - \$192,224)	\$244,048
Total amount of value-in-kind support recommended 2020/2021 (Multi-year value-in-kind recommended 2021/22 - \$426) (Multi-year value-in-kind recommended for 2022/23 - \$426)	\$1,591
Total cash amount remaining in 2020/21	\$123,328

Centipede at Glebe School Incorporated

20. 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 and \$20,000 recommended in 2020/21. It is noted that support for the organisation's core business is outside the Grants and Sponsorship Policy. City staff will continue to work with Centipede to ensure their ongoing financial sustainability.

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)

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. 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.
23. The assessment panel for Festivals and Events Sponsorship (Village and Community) consisted of staff from Social Program and Services, Indigenous Leadership and Engagement, City Sustainability and City Business & Safety teams.
24. 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 2020/2021 Festivals and Events Sponsorship Program – Village and Community

Total draft budget for 2020/21	\$1,179,000
Total already committed (multi-year funding approved in previous years)	\$577,307
Total amount available for 2020/21	\$601,693
Total number of eligible applications this round	16
Total cash value requested from applications	\$710,520
Total value-in-kind support requested from applications	\$82,345
Total number of applications recommended for cash and/or value-in-kind support	11
Total amount of cash funding recommended 2020/21 (Multi-year funding recommended 2021/22 - \$375,000) (Multi-year funding recommended for 2022/23 - \$25,000)	\$477,470
Total amount of value-in-kind support recommended 2020/21 (Multi-year value-in-kind recommended 2021/22 - \$58,560) (Multi-year value-in-kind recommended for 2020/23 - \$7,810)	\$77,545
Total cash amount remaining in 2020/21	\$124,223

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

25. 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.
26. 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.
27. The panel assessing Matching Grants applications consisted of members from Child and Family Services, City Spaces, Cultural Strategy, Culture and Creativity, Grants, Indigenous Leadership and Engagement and Social Policy and Program teams.
28. 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 2020/21	\$360,000
Total number of eligible applications this allocation	35
Total amount available for 2020/21	\$360,000
Total cash value requested from applications	\$276,191
Total value-in-kind support requested from applications	\$16,424
Total number of applications recommended for cash and/or value-in-kind support recommended	21
Total amount of funding recommended	\$135,367
Total amount of value-in-kind support recommended	\$15,519
Total cash amount remaining for subsequent allocation of the program 2020/21	\$224,633

Key Implications

Strategic Alignment - Sustainable Sydney 2030 Vision

29. 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

30. 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

31. 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

32. A total of \$856,885 in cash and \$94,655 in revenue foregone/value-in-kind is recommended for allocation from the proposed draft 2020/21 budget is provided as follows:
 - (a) Community Services Grants – \$244,048 cash in the draft budget of \$1,173,989;
 - (b) Festivals and Events Sponsorship (Village and Community) – \$477,470 cash in the draft budget of \$1,179,000; and
 - (c) Matching Grant Program – \$135,367 cash in the draft budget of \$360,000.
33. Additionally, this report includes forward commitments of \$784,448 in cash and \$67,222 revenue foregone/value-in-kind (these amounts will be incorporated in future budgets proposed).

Relevant Legislation

34. 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.
35. Section 356(3)(a) to (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 2020/21;
 - (c) the program's proposed budget does not exceed 5 per cent of Council's proposed income from ordinary rates for financial year 2020/21; and
 - (d) this program applies to a significant group of persons within the local government area.

Critical Dates / Time Frames

36. The funding period for Round One of the grants and sponsorship annual program for 2020/2021 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

37. 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 from 4pm to 7pm and Tuesday 18 February 20120 from 4pm to 7pm.
 - (a) Fifty-six 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.
 - (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 be present during their meeting.

40. 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

Peter Keogh, Grants Officer