

Ad Hoc Grants and Sponsorship - Festivals and Events - Eora NAIDOC

File No: X024575

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.

A multi-year application for \$30,000 (excluding GST) per year for 2020, 2021 and 2022, has been received out of round under the Festivals and Events (Village and Community) program from the Eora NAIDOC Community Group under the auspices of the Sydney University Settlement also known as the Settlement Neighbourhood Centre. The Eora NAIDOC community group comprises individual community members and representatives from numerous inner city Indigenous and non-Indigenous organisations including Metropolitan Local Aboriginal Land Council, Mudgin-Gal Aboriginal Women's Centre, Kinchela Boys Home Aboriginal Corporation, Warringa Baiya Aboriginal Women's Legal Centre, The Settlement Neighbourhood Centre, Sydney Local Health District, Counterpoint Community Services, Inner Sydney Voice, Financial Rights Legal Centre, Camperdown Headspace and TAFE NSW.

The Eora NAIDOC Community Group previously received City sponsorship of \$20,000 (excluding GST) for the inaugural event in July 2019. Following a successful first year, the group see the need to continue in delivering a free, collaborative and community-led festival for Aboriginal and non-Aboriginal community to engage in NAIDOC Week celebrations in Redfern. The event will showcase Aboriginal arts and culture as well as promoting Aboriginal and non-Aboriginal led organisations, businesses and services relevant to the local community.

The City currently sponsors two community run NAIDOC Week events in Woolloomooloo and Glebe through the Festivals and Events (Village and Community) program. The City also holds its own NAIDOC Week celebrations in Hyde Park each year, 'NAIDOC in the City'.

This report recommends multi-year cash sponsorship of \$30,000 (excluding GST) each year for 2020, 2021 and 2022 through the Festivals and Events Sponsorship (Village and Community) program for the Eora Inner City NAIDOC Event due to be held on Sunday 8 November 2020. Due to the Covid-19 pandemic, this year's NAIDOC Week has been rescheduled by the National NAIDOC Committee to take place from 8 to 15 November 2020.

Recommendation

It is resolved that:

- (A) Council approve a cash sponsorship of \$30,000 (excluding GST) per year for 2020, 2021 and 2022 to the Eora NAIDOC Community Group under the auspices of Sydney University Settlement for the Eora Inner City NAIDOC Event; and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer a sponsorship agreement with Sydney University Settlement in respect of the sponsorship referred to in (A) above.

Attachments

Nil.

Background

1. In 2019, the Eora NAIDOC Community Group requested assistance from the City of Sydney to host the inaugural Eora Inner City NAIDOC Family Fun Day. The City sponsored this event for \$20,000 (excluding GST) which took place on Friday 12 July 2019. This event went ahead in Redfern Park and attracted over 2000 people throughout the day.
2. This application is for \$30,000 (excluding GST) each year for 2020, 20221 and 2022. The increase in funds being sought reflect a clearer budget following delivery of the first event in 2019. The City's sponsorship will support paid coordination of the event, survey and evaluation, promotion, artists and performers, and production costs.
3. The aim of the Eora Inner City NAIDOC Event is to acknowledge the legacy of NAIDOC Week's origins, and to honour the leadership and courage of Elders past, present and emerging. This will include promoting understanding, compassion and empathy for the social, cultural, economic, political and environmental status of Aboriginal and Torres Strait Islander peoples. The group is highly collaborative with like-minded Aboriginal and non-Aboriginal organisations raising the profile of local Aboriginal community needs and to further the self-determination of Aboriginal and Torres Strait Islander people.
4. The event will feature cultural performances, information stalls, sporting activities and food. The event will feature dedicated spaces for Elders, jarjums (children) for art & craft and storytelling, and youth space featuring art and sport activities. The event will also be preceded by a flag-raising ceremony in the morning at the Redfern Aboriginal Medical Service after which attendees will march down George Street to Redfern Park.
5. The event will take place at Redfern Park which is an accessible site for the whole community. This location is also chosen for its historic significance to Aboriginal and Torres Strait Islander peoples as noted in its 2018 listing on the NSW heritage register.
6. Due to current restrictions on public gatherings, the organisers are developing their Covid safety plan for the proposed event to align with the changing rulings from NSW Government for any Covid-19 related restrictions.
7. The organisers will also be required to review the project plans four weeks prior to the event with the City of Sydney to ensure it complies with the current rulings of the NSW Government. This review will include potential options for alternate plans such as pivoting to online or indoor event/s, or a combination of online, indoor and outdoor events.

Key Implications

Strategic Alignment - Sustainable Sydney 2030

8. 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 grant is aligned with the following strategic directions and objectives:
 - (a) Direction 6 - Vibrant Local Communities and Economies - ensuring all communities have opportunities to participate.

Risks

9. Due to current restrictions on public gatherings, the organisers have a Covid safety plan for the proposed event and includes contingencies for Covid-19 related restrictions.

Social / Cultural / Community

10. This proposal supports the self-determination and aspirations of the local Aboriginal and Torres Strait Islander community in the acknowledgement and celebration of NAIDOC Week.

Financial Implications

11. This report recommends a total sponsorship amount of \$90,000 (excluding GST) cash. There are sufficient funds allocated within the current Grants and Sponsorship Budget and provisions will be made available for future years as follows:
 - (a) 2020/21 - \$30,000
 - (b) 2021/22 - \$30,000
 - (c) 2022/23 - \$30,000.

Relevant Legislation

12. 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.

Critical Dates / Time Frames

13. Subject to Council approval, the Eora Inner City NAIDOC event for this first year is currently scheduled to take place on 8 November 2020. The remaining events will be held during NAIDOC Week in 2021 and 2022.
14. Given the evolving nature of the Covid-19 pandemic, the proposed timeframes for this event may alter as all parties seek to ensure a safe and successful event.

KIM WOODBURY

Chief Operating Officer

Preston Peachey, Community Engagement Coordinator