

Item 3.

Grants and Sponsorship - Round Two 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 and assist in the recovery from the Covid-19 pandemic. To achieve the objectives of the Community Recovery Plan and Sustainable Sydney 2030, genuine partnership between government, business and the community is required.

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 achieve the goals of the Community Recovery Plan and Sustainable Sydney 2030.

The City advertised the following cultural grant program in Round Two of the annual Grants and Sponsorship Program for 2020/21:

- Festivals and Events Sponsorship (Artform) Program.

For the Festivals and Events Sponsorship (Artform) Program, 36 eligible applications were received. This report recommends 14 grants to a total value of \$264,900 in cash and \$106,185 revenue foregone/value-in-kind for the 2020/21 financial year, commitments of \$670,000 in cash and \$150,000 revenue foregone/value-in-kind for the 2021/22 financial year, and commitments of \$650,000 in cash and \$150,000 revenue foregone/value-in-kind for the 2022/23 financial year.

On 11 December 2017, Council adopted a revised Grants and Sponsorship Policy. In response to the Covid-19 pandemic, the Grants and Sponsorship Guidelines that support the Policy were revised to include priority areas of support informed by the Community Recovery Plan. All grants in this report were assessed in accordance with the Grants and Sponsorship Policy, the Grants and Sponsorship Guidelines, the priorities set out in the Community Recovery Plan and various other relevant City strategies and action plans.

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 Festivals and Events Sponsorship (Artform) 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 Festivals and Events Sponsorship (Artform) Program as per Attachment B to the subject report;
- (C) Council note that expenditure for the Festivals and Events Sponsorship (Artform) approved in this report exceeds the nominated budgets for the 2020/21 financial year outlined in the Operational Plan, however any overspend will be offset in full by savings in the overall Grants and Sponsorship Program budget, so that the total amount of expenditure under the overall Grants and Sponsorship Program budget will not be exceeded;
- (D) Council note that all grant amounts are exclusive of GST and all value-in-kind offered is subject to availability;
- (E) 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; and
- (F) authority be delegated to the Chief Executive Officer to correct minor errors to the matters set out in this report, noting that the identity of the recipient will not change, and a CEO Update will be provided to Council advising of any changes made in accordance with this resolution

Attachments

- Attachment A.** Recommended for Funding – Round Two 2020/21 Festivals and Events Sponsorships (Artform)
- Attachment B.** Not Recommended for Funding – Round Two 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 29 July 2020, the City announced Round Two of the annual grants program for 2020/2021 as being open for applications on the City's website, with grant applications closing on 31 August 2020.
3. The cultural program promoted was the Festivals and Events Sponsorship (Artform) Program.
4. In June 2020, the City of Sydney adopted the Community Recovery Plan, a strategic plan for economic, cultural and social recovery from the Covid-19 pandemic.
5. All grants approved for funding in this report that contribute to the AI Fresco City recovery program, as adopted by Council in October 2020, will be considered and engaged as part of this program of work.
6. 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 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.
7. Following adoption of the revised Grants and Sponsorship Policy on 11 December 2017, the Festivals and Events Sponsorship (Artform) program is open to for-profit organisations.
8. Thirteen applications were received in the Festivals and Events Sponsorship (Artform) program round from for-profit organisations and two for-profit organisations are recommended in this report:
 - (a) A Blake and A Crew; and
 - (b) Whip Smart Pty Ltd.
9. These applications meet the Festivals and Events Sponsorship (Artform) 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. In the current environment this includes but is not limited to, requirements associated with the service of alcohol or food services, consent from the respective landowner(s), NSW Planning Legislation and NSW Government health requirements. The City approves Development Applications and outdoor temporary event activities.
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) Community Recovery Plan,
 - (c) Grants and Sponsorship Policy; and
 - (d) 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.

Festivals and Events Sponsorship (Artform)

18. 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'.
19. 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.

20. 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.
21. Overview of 2020/21 Festivals and Events Sponsorship Program – Artform:

Total cash budget for 2020/21	\$3,335,936
Total already committed to previously approved applications	\$3,146,470
Total amount available for 2020/21	\$189,466
Total number of eligible applications this round	36
Total cash requested from applications	\$1,718,029
Total value-in-kind support requested from applications	\$493,425
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 - \$1,320,000)	\$264,900
Total amount of value-in-kind support recommended 2020/2021 (Multi-year funding recommended 2021/22 - \$300,000)	\$106,185
Total cash overspend to be absorbed in the overall Grants and Sponsorship Program budget cash amount remaining in 2020/21 (see below for source of funds for overrun)	\$-75,434

Key Implications

Strategic Alignment - Sustainable Sydney 2030

22. 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

23. 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

24. 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.

Financial Implications

25. A combined total of \$264,900 in cash and \$106,185 in revenue foregone/value-in-kind is recommended in this report which exceeds the 2020/21 Cultural Grants program budgets, as noted in the financial tables above.
26. All expenditure that exceeds the nominated budgets for the 2020/21 financial year outlined in the Operational Plan will be offset in full by savings in the overall Grants and Sponsorship Program budget. These savings have occurred as a result of general savings in the Cultural and Creative Grants and Sponsorship Program and the Environmental Performance Grants Program as well as some Grantees returning funds to the City, as a result of the Covid-19 pandemic through major contracts for the Commercial Creative and Business Events Sponsorship Program, some out of policy grants and the Covid-19 Relief Programs.
27. Additionally, this report includes forward commitments of \$1,320,000 in cash and \$300,000 revenue forgone (these amounts will be incorporated in future budgets proposed).

Relevant Legislation

28. 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 Festivals and Events Sponsorship (Artform) program;
 - (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) 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 Program for 2020/21 is for activity taking place from 1 January 2021 to 31 December 2021. Contracts will be developed for 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 2020/21, two question and answer sessions were held over Zoom to assist potential applicants with their applications on Tuesday 11 August 2020, 3pm to 6pm and Wednesday 19 August 2020, 3pm to 6pm.
 - (a) Sixty-seven 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) Seventy-five per cent of these attendees advised they had not applied for a City of Sydney grant previously; and
 - (c) Thirteen per cent of these attendees requested a member of the Indigenous Engagement team to be present during their meeting.
32. An additional briefing session targeting the activation of the CBD by businesses and creatives was held over Zoom on Thursday 13 August 2020, 12pm to 1:30pm, which 80 people attended.

EMMA RIGNEY

Director City Life

Alana Goodwin, Grants Program Coordinator