

Item 5.

Grants and Sponsorship - Round Two 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 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 two grant programs in Round Two of the annual grants and sponsorship program for 2020/21:

- Festivals and Events Sponsorship Program (Village and Community); and
- Matching Grant Program.

For the Festivals and Events Sponsorship (Village and Community) Program, which pursues social and economic outcomes, 24 eligible applications were received. This report recommends a total 12 of grants to a total value of \$169,750 and \$4,900 in revenue foregone/value-in-kind for the 2020/21 financial year, and commitments of \$19,000 in cash and \$0 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, 43 eligible applications were received. This report recommends a total of 30 grants to a total value of \$227,179 and \$675 revenue foregone/value-in-kind for the 2020/21 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 Program (Village and Community) 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 Festivals and Events Sponsorship Program (Village and Community) Program as per Attachment B to the subject report;
- (C) Council approve the cash and revenue foregone/value-in-kind recommendations for the Matching Grant 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 Matching Grant Program as per Attachment D to the subject report;
- (E) Council note that expenditure for the Festivals and Events Sponsorship (Village and Community) Program and Matching Grant Program 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;
- (F) Council note that all grant amounts are exclusive of GST and all value-in-kind offered is subject to availability;
- (G) 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
- (H) authority be delegated to the Chief Executive Officer to correct minor errors 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 Sponsorship Program (Village and Community)
- Attachment B.** Not Recommended for Funding - Round Two 2020/21 Festivals and Events Sponsorship Program (Village and Community)
- Attachment C.** Recommended for Funding - Round Two 2020/21 - Matching Grants
- Attachment D.** Not Recommended for Funding - Round Two 2020/21 - Matching Grants

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 two social programs promoted were:
 - Festivals and Events Sponsorship Program (Village and Community); and
 - Matching Grant Program.
4. All grants approved for funding in this report that contribute to the Al Fresco City recovery program, as adopted by Council in October 2020, will be considered and engaged as part of this program of work.
5. 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.
6. The Festivals and Events Sponsorship Program (Village and Community) is open to not-for-profit organisations. The Matching Grants Program is open to appropriately incorporated for-profit and not-for-profit organisations and partnerships. Seventeen applications were received this round from for-profit organisations and sole traders and eleven were recommended in this report:
 - (a) Babekuhl;
 - (b) Brolga Dance Academy (sole trader);
 - (c) Jamie Andrei t/a Bake (sole trader);
 - (d) Julia-Rose Lunam-Whitmore (sole trader);
 - (e) Last Ramen Pty Ltd trading as RaRa Redfern;
 - (f) Our Race;
 - (g) Running Tap Book Project Association (sole trader);
 - (h) Serendib Social Group Pty Ltd;
 - (i) Sharon Jane Billinge (sole trader);
 - (j) Spineless Wonders Publishing Pty Ltd; and
 - (k) The Rolling Fix.

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. 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), State Planning Legislation and State Government health requirements. The City approves Development Approvals and outdoor temporary event activities.
10. 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 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) Community Recovery Plan 2020
 - (b) Sustainable Sydney 2030;
 - (c) Grants and Sponsorship Policy;
 - (d) Creative City Cultural Policy and Action Plan;
 - (e) Economic Development Strategy;
 - (f) Environmental Action 2016-2021 Strategy and Action Plan;
 - (g) Inclusion (Disability) Action Plan;
 - (h) OPEN Sydney Strategy and Action Plan; and
 - (i) 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).

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)

15. 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.
16. 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.
17. 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 and Safety teams.
18. The applications recommended for the Festivals and Events Sponsorship Program are outlined in Attachment A. The applications that are not recommended are listed in Attachment B.

Overview of 2020/2021 Festivals and Events Sponsorship Program – Village and Community

Total budget for 2020/21	\$1,179,000
Total already committed (multi-year funding approved in previous years)	\$1,034,777
Cash returned from approved grant applicants	\$20,000
Total amount available for 2020/21	\$164,223
Total number of eligible applications this round	24
Total cash value requested from applications	\$532,021
Total value-in-kind support requested from applications	\$75,204
Total number of applications recommended for cash and/or value-in-kind support	12
Total amount of cash funding recommended 2020/21 (Multi-year funding recommended 2021/22 - \$19,000) (Multi-year funding recommended for 2022/23 - \$19,000)	\$169,750
Total amount of value-in-kind support recommended 2020/21 (Multi-year value-in-kind recommended 2021/22 - \$0) (Multi-year value-in-kind recommended for 2020/23 - \$0)	\$4,900
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)	\$-5,527

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

19. 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.
20. 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.
21. 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.
22. The applications recommended for the Matching Grant Program are outlined in Attachment C to this report. The applications that are not recommended are listed in Attachment D to this report.

Overview of 2019/2020 Matching Grant Program

Total cash budget for 2020/21	\$360,000
Total number of eligible applications this allocation	43
Total cash available for 2020/21	\$224,633
Total cash requested from applications	\$345,821
Total value-in-kind support requested from applications	\$675
Total number of applications recommended for cash and/or value-in-kind support recommended	30
Total cash funding recommended	\$227,179
Total value-in-kind support recommended	\$675
Total cash recommended through CBD Matching Grant currently being considered by Council	\$129,207
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)	\$-131,753

Key Implications

Strategic Alignment - Sustainable Sydney 2030

23. 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

24. 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

25. 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

26. A combined total of \$396,556 in cash and \$5,575 in revenue foregone/value-in-kind is recommended in this report which exceeds the 2020/21 Social Grants program budgets, as noted in the financial tables above.
27. 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.
28. Additionally, this report includes forward commitments of \$28,000 in cash and \$0 revenue foregone/value-in-kind (these amounts will be incorporated in future budgets proposed).

Relevant Legislation

29. 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.
30. 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) Festivals and Events Sponsorship Program (Village and Community); and
 - (ii) 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

31. 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

32. 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.

33. 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

Ruiran He, Acting Grants Officer