

## Item 2.

### Grants and Sponsorship - Round One 2021/22 - 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 two cultural grant programs in Round One of the annual Grants and Sponsorship Program for 2021/22:

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

For the Cultural and Creative Grants and Sponsorship Program, 53 eligible applications were received. This report recommends 28 grants to a total value of \$535,000 in cash and \$4,873 revenue foregone/value-in-kind for the 2021/22 financial year, and a commitment of \$35,000 in cash for the 2022/23 financial year.

For the Festivals and Events Sponsorship (Artform) Program, 27 eligible applications were received. This report recommends seven grants to a total value of \$129,750 in cash and \$30,709 revenue foregone/value-in-kind for the 2021/22 financial year, and commitments of \$62,900 in cash and \$12,509 revenue foregone/value-in-kind for the 2022/23 financial year.

On 22 February 2021, Council adopted a revised Grants and Sponsorship Policy. The Grants and Sponsorship Guidelines that support the Policy were also revised and approved by Executive on 24 February 2021. 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 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;
- (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, and;
- (G) 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 One 2021/22 - Cultural and Creative Grants and Sponsorships
- Attachment B.** Not Recommended for Funding – Round One 2021/22 - Cultural and Creative Grants and Sponsorships
- Attachment C.** Recommended for Funding – Round One 2021/22 - Festivals and Events Sponsorships (Artform)
- Attachment D.** Not Recommended for Funding – Round One 2021/22 - 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 25 February 2021, the City announced Round One of the annual grants program for 2021/22 as being open for application on the City's website, with grant applications closing on 29 March 2021.
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 program through Facebook, Twitter, LinkedIn, Instagram, What's On, and ArtsHub. Supply Nation, Multicultural NSW, Digest, Sydney University and Haymarket Chamber of Commerce also promoted the program through their networks. Email campaigns were 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. 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 are open to appropriately incorporated for-profit organisations and partnerships.
6. Seventeen applications were received in the Cultural and Creative Grants and Sponsorship Program round from for-profit organisations and four for-profit organisations are recommended in this report:
  - (a) Bad Sydney Ltd;
  - (b) Intimate Spectacle Pty Ltd;
  - (c) K Moraleda & J.P Shea & J Vass, and;
  - (d) Metro Theatre Sydney Pty Ltd.
7. Fourteen 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) Electronic Music Conference Pty Ltd, and;
  - (b) Margot Natoli Project Management Pty Ltd.

8. These applications meet the Cultural and Creative Grants and Sponsorship program and the Festivals and Events Sponsorship (Artform) 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.
9. There were a total of 80 grant applications received for cultural grants. Thirty-five are recommended for funding as detailed in this report.
10. It is expected that all successful applicants will work cooperatively with relevant City staff throughout the project for which they have received funding. Some applicants will be required to meet with City staff and further define the strategic outcomes of their project prior to receiving the grant and commencing their project. Contact details for the relevant City staff are provided to all successful grant recipients.
11. 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), and State Planning Legislation and State Government health requirements. What the City does approve includes Development Approvals and outdoor temporary event activities.
12. 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.
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 a suitably qualified assessment panel. The applications are scored against defined criteria for each grant program as well as the integrity of the draft budget, project plan, partnerships, contributions and connection to the local community and industry sectors. 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) A City for All – Social Sustainability Policy;
  - (b) Community Recovery Plan 2020;
  - (c) Creative City Cultural Policy and Action Plan;
  - (d) Grants and Sponsorship Policy;

- (e) Sustainable Sydney 2030, and;
  - (f) alignment with other core City strategic policies and action plans.
16. Assessors consider the cash and in-kind contribution from the applicant and other sources in reviewing applications. Applicants are asked to demonstrate a capacity to match the grant investment with other sources of funding or contribute their own cash resources to the project.
  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.
19. The assessment panel for Cultural and Creative Grants and Sponsorship consisted of members from the City's Culture and Creativity, Cultural Strategy and Creative City team, with specialist input from the City Services, Cultural Strategy, Indigenous Leadership and Engagement, Property Services, and Social Programs and Services teams.
20. 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.
21. The Cultural and Creative Grants and Sponsorship draft budget is set out below:

Total cash draft budget for 2021/22	\$1,300,000
Total cash committed to previously approved applications	\$765,000
Total cash available for 2021/22 Round 1	\$535,000
Total number of eligible applications this round	53
Total cash value requested from applications	\$1,349,640
Total value-in-kind support requested from applications	\$5,413
Total number of applications recommended for cash and/or value-in-kind support	28
Total amount of cash funding recommended 2021/22 (Multi-year funding recommended 2022/23 - \$35,000)	\$535,000

Total amount of value-in-kind support recommended 2021/2022	\$4,873
Cash amount remaining for subsequent allocation of the program 2021/22	\$0

22. The majority of the \$765,000 already committed in the 2021/22 budget includes the ongoing operational funding and capital renewal of the City Recital Hall which represents \$700,000.

### **Festivals and Events Sponsorship (Artform)**

23. 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'.
24. 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.
25. The assessment panel for Festivals and Events Sponsorship (Artform) consisted of members from the City's Culture and Creativity, Cultural Venues and Programs and Major Events and Festivals teams, with specialist input from the City's Business and Safety, Cultural Strategy, Indigenous Leadership and Engagement, and Social Programs and Services teams.
26. The applications recommended for the Festivals and Events Sponsorship (Artform) program are outlined in Attachment C to this report. The applications not recommended are listed in Attachment D to this report.
27. The Festivals and Events Sponsorship (Artform) draft budget is set out below:

Total cash draft budget for 2021/22	\$3,247,486
Total cash committed to previously approved applications	\$2,460,000
Total cash available for 2021/22 Round 1 and Round 2	\$787,486
Total cash allocated for 2021/22 Round 1	\$130,000
Total number of eligible applications this round	27
Total cash value requested from applications	\$617,600
Total value-in-kind support requested from applications	\$96,385
Total number of applications recommended for cash and/or value-in-kind support	7

Total amount of cash funding recommended 2021/22 (Multi-year funding recommended 2022/23 - \$62,900)	\$129,750
Total amount of value-in-kind support recommended 2021/2022 (Multi-year funding recommended 2022/23 - \$12,509)	\$30,709
Cash amount remaining for subsequent allocation of the program 2021/22	\$657,736

## Key Implications

### Strategic Alignment - Sustainable Sydney 2030

28. 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 recommended grant projects in this report contribute to a city where opportunities for individual creative expression and participation in all its forms are visible, valued, and accessible, and where business and creative opportunities for local artists, creative workers and cultural organisations are supported.

### Organisational Impact

29. 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

30. 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

31. There are sufficient amounts allocated in the Cultural Grants program budget, included in the City's draft operating budget for 2021/22, to fund the recommended grants. A total of \$664,750 in cash and \$35,582 in revenue foregone/value-in-kind is recommended from the draft 2021/22 budget, as follows:
- (a) Cultural and Creative Grants and Sponsorship Program - \$535,000 in draft budget of \$1,300,000;
  - (b) Festivals and Events Sponsorship (Artform) - \$129,750 in the draft budget of \$3,247,486; and
  - (c) Revenue foregone/value-in-kind - \$35,582 in the draft venue hire and street banner hire budgets which total \$1,260,000.
32. Additionally, this report includes forward commitments of \$97,900 in cash and \$12,509 revenue forgone (these amounts will be incorporated in future budgets proposed).

## Relevant Legislation

33. 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.
34. Section 356(3)(a) - (d) is satisfied for the purpose of providing grant funding to for profit organisations because:
- (a) the details of these programs have been included in Council's draft operation plan for financial year 2021/22;
  - (b) the program's draft budgets do not exceed five per cent of Council's proposed income from ordinary rates for financial year 2021/22; and
  - (c) these programs apply to a significant group of persons within the local government area.

## Critical Dates / Time Frames

35. The funding period for Round One of the Cultural and Creative Grants and Sponsorship and Festivals and Events Sponsorship (Artform) for 2021/22 is for activity taking place from 1 July 2021 to 30 June 2022. Contracts will be developed for all successful applications after Council approval to ensure their funding is released in time for projects starting in July.

**Public Consultation**

36. For all Round One programs open to application, two information sessions were held over Zoom on Wednesday 3 and Friday 5 March 2021. One information session was held at Redfern Community Centre for Aboriginal and Torres Strait Islander applicants on Thursday 4 March 2021.
- (a) Seventy-seven prospective applicants attended the general information session, followed by individual pillar sessions for advice from City staff about their project proposals and the application process;
  - (b) Five prospective applicants attended the Aboriginal and Torres Strait Islander information session held in person at Redfern Community Centre;
  - (c) Six prospective applicants attended the information session focusing on business grants with a Mandarin translator; and
  - (d) Seventy-four per cent of these attendees advised they had not applied for a City of Sydney grant previously.

**EMMA RIGNEY**

Director City Life

Cathy Brown, Grants Officer