

Item 5.

Grants and Sponsorship - Round Two 2021/22 - 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 2021/22:

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

For the Festivals and Events Sponsorship (Village and Community) Program, 41 eligible applications were received. This report recommends a total of 16 grants to a total value of \$285,342 in cash and \$10,540 in revenue foregone/value-in-kind for the 2021/22 financial year.

2021/22 cash commitments recommended for the Festivals and Events Sponsorship (Village and Community) Program will be funded in part through the CBD Revitalisation Fund, a \$20 million partnership between the City and NSW Government adopted by Council on 26 October 2020 to boost the city centre economy, support businesses and creatives and invite the public safely back into the city.

For the Matching Grant Program 49 eligible applications were received. This report recommends a total of 12 grants, to a total value of \$107,780 in cash for the 2021/22 financial year.

The City of Sydney's Grants and Sponsorship Program also received one out of round Community Services Grant program application from Glebe Youth Service Inc for the 2022 After Dark Program. This report recommends a total value of \$142,343 cash (excluding GST) and venue hire fee waiver to the value of \$724 (excluding GST) for year 1, \$287,546 cash (excluding GST) and venue hire fee waiver to the value of \$2,257 (excluding GST) for year 2 and \$294,082 cash (excluding GST) and venue hire fee waiver to the value of \$3,127 (excluding GST) for year 3.

On 22 February 2021, Council adopted a revised Grants and Sponsorship Policy. 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 Festival and Events (Village and Community) Sponsorship Program as per Attachment A to the subject report;
- (B) Council approve the cash recommendations for the Festivals and Events Sponsorship (Village and Community) Program as per Attachment B to the subject report;
- (C) Council note the applicants who were not successful in obtaining a cash grant or revenue foregone/value-in-kind for the Festival and Events (Village and Community) Sponsorship Program as per Attachment C to the subject report;
- (D) Council approve the cash and revenue foregone/value-in-kind recommendations for the Matching Grant Program as per Attachment D to the subject report;
- (E) Council note the applicants who were not successful in obtaining a cash grant or revenue foregone/value-in-kind for the Matching Grant Program as per Attachment E to the subject report;
- (F) Council approve a grant of \$142,343 cash and venue hire fee waiver to the value of \$724 for year 1, \$287,546 cash and venue hire fee waiver to the value of \$2,257 for year 2 and \$294,082 cash and venue hire fee waiver to the value of \$3,127 for year 3 to Glebe Youth Service Inc for the 2021 After Dark Program;
- (G) Council note that all grants amounts are exclusive of GST;
- (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; and
- (I) 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 2021/22 - Festival and Events (Village and Community) Sponsorship Program - City of Sydney funding
- Attachment B.** Recommended for Funding – Round Two 2021/22 - Festival and Events (Village and Community) Sponsorship Program - CBD Revitalisation Fund
- Attachment C.** Not Recommended for Funding – Round Two 2021/22 - Festival and Events (Village and Community) Sponsorship Program
- Attachment D.** Recommended for Funding – Round Two 2021/22 - Matching Grant Program
- Attachment E.** Not Recommended for Funding – Round Two 2021/22 - Matching Grant Program

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 19 July 2021, the City announced Round Two of the annual grants program for 2021/22 as being open for application on the City's website, with grant applications closing on 23 August 2021.
3. The two social programs promoted were:
 - (a) Festivals and Events Sponsorship Program (Village and Community); and
 - (b) Matching Grant Program.
4. Information about these grant programs (such as application dates, guidelines and eligibility criteria) was made available on the City's website. The City actively promoted the program through corporate website, e-newsletters, Facebook, Instagram, Twitter, LinkedIn, AdWords, ArtsHub, Google display ads and Koori Radio. Third parties who supported the grant call out through their networks include Supply Nation and Sydney University. 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 22 February 2021, the Festivals and Events Sponsorship Program (Village and Community) are open to appropriately incorporated for-profit organisations and not-for-profit organisations. Twenty-four applications were received this round from for-profit organisations and seven were recommended in this report:
 - (a) Australian School of Entrepreneurship Pty Ltd;
 - (b) BBR Agency Pty Ltd;
 - (c) Cartell Live Pty Ltd;
 - (d) News Life Media Pty Limited;
 - (e) Penny Ann Sippe;
 - (f) The Trustee for Latitude Landholding Trust No 2; and
 - (g) Yakusan Pty Ltd.
6. The Matching Grants Program is open to appropriately incorporated for-profit and not-for-profit organisations. Twenty-eight applications were received this round from for-profit organisations and sole traders and four were recommended in this report:
 - (a) James Andrew Spink;
 - (b) Jing Jing Chen;
 - (c) Jodie Ann Choolburra; and
 - (d) The Trustee for Belinda Mason Trust.

7. There were a total of 90 grant applications received for social grants. Twenty-eight are recommended for funding as detailed in this report.
8. Additional cash funding for Festivals and Events Sponsorship (Village and Community) is provided through the CBD Revitalisation Fund, a \$20 million partnership between the City and NSW Government adopted by Council on 26 October 2020. Of the \$20 million provided, \$15 million was incoming funds from NSW Government and \$5 million was funded by savings in the City Life division including savings from Sydney New Year's Eve 2020 and other events that were not possible due to the pandemic.
9. On 17 May 2021 Council endorsed the City of Sydney continuing its partnership with the NSW Government in delivering CBD recovery, by allocating \$2.2 million from our existing grants program to encourage events and activations in the CBD and surrounds. Festivals and Events (Village and Community) is one of these existing grants programs.
10. As a result of the ongoing partnership with NSW Government, in July 2021 NSW Government agreed for \$470,000 of the CBD Revitalisation Fund be allocated to these grant programs for Round 2 2021-22:
 - (a) Festivals and Events (Artform);
 - (b) Festivals and Events (Village and Community); and
 - (c) Business Support Grants - Night Time Diversification.
11. Grants recommended for funding from the CBD Revitalisation Fund are those which will boost the city centre economy, support businesses and creatives and invite the public safely back into the CBD and surrounds.
12. It is expected that all successful applicants will work co-operatively 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.
13. 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. The City does approve Development Approvals and outdoor temporary event activities.
14. 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.
15. 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 incomplete or insufficient information. The City's Grants and Sponsorship team provides feedback to unsuccessful applicants.

16. 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 proposed 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.
17. 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) Economic Development Strategy;
 - (e) Environmental Strategy and Action Plan;
 - (f) Grants and Sponsorship Policy;
 - (g) Sustainable Sydney 2030; and
 - (h) alignment with other core City strategic policies and action plans.
18. 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.
19. 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 (Village and Community) Program

20. 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.
21. 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.
22. The assessment panel for Festivals and Events Sponsorship (Village and Community) consisted of members from the City's Business and Safety, City Spaces, and Corporate Partnerships, with specialist input from the City's Access and Transport, Business and Safety, Creative City, Indigenous Leadership and Engagement, Rangers, Social Policy, Social Programs and Services, and Venue Management teams.

23. The applications recommended for the Festivals and Events Sponsorship (Village and Community) Program with City of Sydney funding are outlined in Attachment A to this report. The applications recommended for the Festivals and Events Sponsorship (Village and Community) Program with the CBD Revitalisation Fund are outlined in Attachment B to this report. The applications that are not recommended are listed in Attachment C.
24. The CBD Revitalisation Fund budget of \$470,000 is allocated across three grant programs:
 - (a) \$142,830 for Festivals and Events Sponsorship (Artform);
 - (b) \$115,000 for Festivals and Events Sponsorship (Village and Community), and;
 - (c) \$212,170 for Business Support Grants - Night Time Diversification.
25. This leaves no underspend of the CBD Revitalisation Fund.
26. The Festivals and Events Sponsorship (Village and Community) Grant Program budget is set out below:

Total budget for 2021/22	\$1,203,000
Total already committed	\$978,000
Total cash available from budget for 2021/22	\$225,000
Total cash available from CBD Revitalisation Fund for 2021/22	\$115,000
Combined total cash available for 2021/22	\$340,000
Total number of eligible applications this round	41
Total cash value requested from applications	\$1,021,737
Total value-in-kind support requested from applications	\$273,108
Total number of applications recommended for cash and/or value-in-kind support	16
Total amount of cash funding recommended from budget 2021/2022	\$170,342

Total amount of value-in-kind support recommended 2021/2022	\$10,540
Total amount of cash funding recommended from the CBD Revitalisation Fund 2021/22	\$115,000
Total cash underspend to be made available for other grant programs with recommended overspend currently being considered by Council in 2021	\$54,658

Matching Grant Program

27. 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.
28. 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.
29. Assessment panel for Matching Grants applications consisted of members from City Business and Safety, City Greening and Leisure, Cultural Strategy, Culture and Creativity, Grants and Sponsorship, Indigenous Leadership and Engagement, Property Services and Social Policy and Program teams.
30. The applications recommended for the Matching Grant Program are outlined in Attachment D to this report. The applications that are not recommended are listed in Attachment E to this report.
31. The Matching Grant Program budget is set out below:

Total budget for 2021/22	\$340,000
Total already committed	\$232,220
Total amount available for 2021/22	\$107,780
Total number of eligible applications this round	49
Total cash value requested from applications	\$442,972
Total value-in-kind support requested from applications	\$60,000

Total number of applications recommended for cash and/or value-in-kind support	12
Total amount of funding recommended	\$107,780
Total amount of value-in-kind support recommended	\$0
Remaining funds from 2021/22 budget	\$0

Community Services Grant Program - Glebe Youth Service Inc

32. Glebe Youth Service Inc (GYS) is an independent not-for-profit organisation that has been operating in Glebe for more than 30 years. Glebe Youth Service supports young people aged 12-24 in the Glebe area to be safe, healthy, skilled and confident. Glebe Youth Service seeks to connect young people to opportunities for employment, education and social wellbeing as well as to help them to participate actively in the community.
33. The City has been providing support to the service since 2006 for the After Dark program. After Dark is a program that runs on Friday and Saturday nights at both Glebe Youth Service's premises on Glebe Point Road, and the City's Peter Forsyth Auditorium. This flagship, evidence-based program provides safe spaces and positive activities for the young people in Glebe. After Dark works towards creating a City for all: a Connected City through strengthening social cohesion, sense of belonging and connection to place. The program was designed to counter anti-social behaviour of young people as well as increase community engagement and social cohesion.
34. In 2021, an independent project evaluation was completed by University of Technology Sydney's (UTS) Centre for Social Justice and Inclusion. The purpose of this evaluation was to determine the After Dark program's contribution to the young people and wider Glebe community and determining the extent to which the program has made progress towards its intended outcomes and contributed to positive social change in Glebe. The evaluation highlighted the importance and impact of After Dark, particularly to the local Aboriginal and Torres Strait Islander community.
35. To date, After Dark has helped thousands of young people and their families to connect, socialise, access fresh food and vital support. The evaluation demonstrated that the program is contributing to its desired outcomes of improved physical and mental health and wellbeing, increased confidence and agency to enact personal responsibility, increased social belonging and sense of connection to community and culture and increased feelings of safety.
36. Without support from the City, the After Dark program would not be financially viable. City staff will continue to work closely with Glebe Youth Service Inc to help them to review their current funding model and seek alternative funding models for the future, as supported by the report completed by the UTS Centre for Social Justice and Inclusion.

37. The current grant agreement between the City and Glebe Youth Service ends on 31 December 2021. It is recommended that funding be provided until June 2024 and that the contract include conditions related to ongoing evaluation and documentation of alternative funding sources sought. Regular formal meetings with City staff will also be required. It is recommended that the City also provides value in kind for the use of Peter Forsyth Auditorium.
38. The application has been assessed within the City's Community Services Grant program. It was found to strongly align with key outcomes of the program, including ensuring strengthened social cohesion, sense of belonging and connection to place, and enabling increased engagement in healthy, active living (including mental health).

Strategic Alignment - Sustainable Sydney 2030

39. 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 report is aligned with the following strategic directions and objectives:
 - (a) Direction 2 - A Leading Environmental Performer - the recommended grant projects in this report contribute to City's endeavours to work with our business and residential communities to reduce greenhouse emissions and potable water use and encourage diversion of waste from landfill across the local government area.
 - (b) Direction 6 - Vibrant Local Communities and Economies - the recommended grant projects in this report contribute to fostering strong and sustainable local economies.
 - (c) 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

40. 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 / Environmental / Economic

41. 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

42. There are sufficient amounts included in the 2021/22 Operating budget and from the CBD Revitalisation Fund, to support the value of the recommended grants. A total of \$393,122 in cash and \$10,540 in revenue foregone/value-in-kind is recommended as follows:
- (a) Festivals and Events Sponsorship (Village and Community) – \$170,342 cash in the budget of \$1,203,000;
 - (b) Festivals and Events Sponsorship (Village and Community) - \$115,000 from the CBD Revitalisation Fund budget of \$115,000;
 - (c) Matching Grant Program – \$107,780 cash in the budget of \$340,000;
 - (d) Revenue foregone/value-in-kind - \$10,540 in the venue hire and street banner hire budgets which total \$1,260,000.
43. A total value of \$393,122 is recommended in this report which leaves a surplus to the 2020/21 Social Grants Program, as noted in the financial table above.
44. The savings from the Social Grants Program as a result of this report will be made available for other grant programs with recommended overspend currently being considered by Council for the 2020/21 financial year.

Relevant Legislation

45. 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.
46. 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)
 - (ii) Matching Grant Program
 - (b) the details of these programs have been included in Council's operation plan for financial year 2021/22;
 - (c) the program's proposed budgets do not exceed five per cent of Council's proposed income from ordinary rates for financial year 2021/22; and
 - (d) these programs apply to a significant group of persons within the local government area.

Critical Dates / Time Frames

47. The funding period for Round Two of the Festivals and Events Sponsorship (Village and Community) and Matching Grants for 2021/22 is for activity taking place from 1 January 2022 to 31 December 2022. 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

48. For all Round Two programs open to application, one information session was held over Zoom on Wednesday 28 July 2021. One information session was held over Zoom for Aboriginal and Torres Strait Islander applicants on Thursday 29 July 2021.
- (a) One hundred and seventeen 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) Four prospective applicants attended the Aboriginal and Torres Strait Islander information session; and
 - (c) Seventy-eight per cent of these attendees advised they had not applied for a City of Sydney grant previously.

EMMA RIGNEY

Director City Life

Marion McKillop, Grants Officer