

Grants and Sponsorship - Round Two 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 cultural grant program in Round Two of the annual Grants and Sponsorship Program for 2021/22:

- Festivals and Events Sponsorship (Artform) Program.

For the Festivals and Events Sponsorship (Artform) Program, 46 eligible applications were received. This report recommends 18 grants to a total value of \$770,630 in cash and \$562,057 revenue foregone/value-in-kind for the 2021/22 financial year, commitments of \$1,880,000 in cash and \$1,326,774 revenue foregone/value-in-kind for the 2022/23 financial year and commitments of \$1,400,000 in cash and \$813,349 revenue foregone/value-in-kind for the 2023/24 financial year.

2021/22 cash commitments recommended for the Festivals and Events Sponsorship (Artform) 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.

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, 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 approve the cash recommendations for the Festivals and Events Sponsorship (Artform) Program as per Attachment B to the subject report;
- (C) Council note the applicants who were not successful in obtaining a cash grant for the Festivals and Events Sponsorship (Artform) Program as per Attachment C to the subject report;
- (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;
- (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 2021/22 - Festivals and Events Sponsorships (Artform) - City of Sydney Funding
- Attachment B.** Recommended for Funding – Round Two 2021/22 - Festivals and Events Sponsorships (Artform) - CBD Revitalisation Fund
- Attachment C.** Not Recommended for Funding – Round Two 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 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 cultural program promoted was:
 - (a) Festivals and Events Sponsorship (Artform) 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 11 December 2017, the Festivals and Events Sponsorship (Artform) program is open to appropriately incorporated for-profit organisations and partnerships.
6. Eighteen applications were received in the Festivals and Events Sponsorship (Artform) program round from for-profit organisations and four for-profit organisations are recommended in this report:
 - (a) Electronic Music Conference Pty Ltd;
 - (b) Margot Natoli Project Management Pty Ltd;
 - (c) Ruley Pty Limited; and
 - (d) Vicinity Centres Pm Pty Ltd.
7. These applications meet 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.
8. There were a total of 46 grant applications received for cultural grants. Eighteen are recommended for funding as detailed in this report.
9. Additional cash funding for Festivals and Events Sponsorship (Artform) is provided through the CBD Revitalisation Fund, a \$20 million partnership between the City and the NSW Government adopted by Council on 26 October 2020. Of the \$20 million provided, \$15 million was incoming funds from the 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.

10. 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 existing grants programs to encourage events and activations in the CBD and surrounds. Festivals and Events (Artform) is one of these existing grants programs.
11. As a result of the ongoing partnership with the NSW Government, in July 2021 the 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.
12. 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.
13. 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.
14. 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.
15. 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.
16. 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.
17. 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 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.

18. 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.
19. 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.
20. 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)

21. 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'.
22. 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.
23. The assessment panel for Festivals and Events Sponsorship (Artform) consisted of members from the City's Cultural Programs and Services, Cultural Space and Sector Development and Major Events and Festivals teams, with specialist input from the City Business and Safety, Cultural Strategy, Indigenous Leadership and Engagement, and Social Programs and Services teams.
24. The applications recommended for the Festivals and Events Sponsorship (Artform) Program with City of Sydney funding are outlined in Attachment A to this report. The applications recommended for the Festivals and Events Sponsorship (Artform) Program with the CBD Revitalisation Fund are outlined in Attachment B to this report. The applications not recommended are listed in Attachment C to this report.
25. 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.

26. This leaves no underspend of the CBD Revitalisation Fund.
27. The Festivals and Events Sponsorship (Artform) budget is set out below:

Total cash budget for 2021/22	\$3,247,486
Total cash committed to previously approved applications	\$2,619,686
Total cash available from budget for 2021/22	\$627,800
Total cash available from CBD Revitalisation Fund program for 2021/22	\$142,830
Combined total cash available for 2021/22	\$770,630
Total number of eligible applications this round	46
Total cash value requested from applications	\$2,952,547
Total value-in-kind support requested from applications	\$1,405,109
Total number of applications recommended for cash and/or value-in-kind support	18
Total amount of cash funding recommended from budget 2021/22 (Multi-year funding recommended 2022/23 - \$1,880,000) (Multi-year funding recommended 2023/24 - \$1,400,000)	\$627,800
Total amount of value-in-kind support recommended 2021/2022 (Multi-year funding recommended 2022/23 - \$1,326,774) (Multi-year funding recommended 2023/24 - \$813,349)	\$562,057
Total amount of cash funding recommended from the CBD Revitalisation Fund 2021/22	\$142,830
Remaining funds from 2021/22 budget	\$0

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 operating budget for 2021/22 and from the CBD Revitalisation Fund, to support the recommended grants. A total of \$770,630 in cash and \$562,057 in revenue foregone/value-in-kind is recommended as follows:
- (a) Festivals and Events Sponsorship (Artform) - \$627,800 in the budget of \$3,247,486;
 - (b) Festivals and Events Sponsorship (Artform) - \$142,830 from the CBD Revitalisation Fund of \$470,000; and
32. Revenue foregone/value-in-kind - \$562,057 in the venue hire and street banner hire budgets which total \$1,260,000.
33. Additionally, this report includes forward commitments of \$3,280,000 in cash and \$2,140,123 revenue forgone (these amounts will be incorporated in future budgets proposed).

Relevant Legislation

34. 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.
35. 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 operation plan for financial year 2021/22;
 - (b) the program's 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

36. The funding period for Round Two of the Cultural and Creative Grants and Sponsorship and Festivals and Events Sponsorship (Artform) 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

37. 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

Cathy Brown, Grants Officer