

Grants and Sponsorship - Round Two 2021/22 - Knowledge Exchange Sponsorship Program

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 Knowledge Exchange Sponsorship Program as part of Round Two of the annual Grants and Sponsorship Program for 2021/22.

A total of 71 eligible applications were received. This report recommends 14 grants to a total value of \$364,954 in cash and \$12,167 revenue foregone/value-in-kind for the 2021/22 financial year, and commitments of \$60,000 in cash for the 2022/23 financial year and \$59,925 in cash for the 2023/24 financial year.

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/value-in-kind recommendations for the Knowledge Exchange 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 Knowledge Exchange Sponsorship Program as per Attachment B to the subject report;
- (C) Council note that all grants amounts are exclusive of GST and all value-in-kind offered is subject to availability;
- (D) 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
- (E) 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 - Knowledge Exchange Sponsorship Program

Attachment B. Not Recommended for Funding – Round Two 2021/22 - Knowledge Exchange Sponsorship 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 25 February 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 29 March 2021.
3. 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.
4. Thirty-eight applications were received this round from for-profit organisations through the Knowledge Exchange Sponsorship program and the following five for-profit organisations are recommended in this report:
 - (a) Creative Plus Business Group Pty Ltd;
 - (b) Mundane Matters Pty Ltd;
 - (c) Propertyesp Pty Ltd;
 - (d) Verse Pty Ltd; and
 - (e) Vibelab Asia Pacific Pty Ltd.
5. 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.
6. 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.
7. 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.

8. 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.
9. 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.
10. In assessing the grant applications, the assessment panels included in their considerations and recommendations:
 - (a) Community Recovery Plan 2020;
 - (b) Grants and Sponsorship Policy;
 - (c) Sustainable Sydney 2030; and
 - (d) alignment with other core City strategic policies and action plans.
11. 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.
12. 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.

Knowledge Exchange Sponsorship program

13. The Knowledge Exchange Sponsorship program funding supports showcasing local expertise and encourages dialogue on local and global issues.
14. Sponsorship includes support for research, strategic initiatives, programs or events that promote the sustainable development of cities; mentorship and networking events that bring people together to learn from each other; tools or guides to communicate best practice; and build skills and expertise within social, cultural, green and business industry sectors.
15. The assessment panel for the Knowledge Exchange Sponsorship program consisted of members from City Business and Safety, Cultural Venues & Programs, Social Programs and Services, and Sustainability Programs teams, with additional specialist input from the City's Chief Operations Office, Cultural Strategy, and Indigenous Leadership and Engagement teams.
16. The applications recommended for the Knowledge Exchange Sponsorship program are outlined in Attachment A to this report. The applications not recommended are listed in Attachment B to this report.

17. The Knowledge Exchange Sponsorship program budget is set out below:

Total cash budget for 2021/22	\$725,000
Total cash committed to previously approved applications	\$360,046
Total cash available for 2021/22	\$364,954
Total number of eligible applications this allocation	71
Total cash value requested from applications	\$2,153,877
Total value-in-kind support requested from applications	\$112,984
Total number of applications recommended for cash and/or value-in-kind support	14
Total amount of cash funding recommended from budget 2021/2022	\$364,954
Multi-year funding recommended 2022/23 - \$60,000	
Multi-year funding recommended 2023/24 - \$59,925	
Total amount of value-in-kind support recommended	\$12,167
Remaining funds from 2021/22 budget	\$0

Key Implications

Strategic Alignment - Sustainable Sydney 2030

18. 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

- 19. 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 and Economic

- 20. 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

- 21. There are sufficient funds allocated in the 2021/22 Knowledge Exchange Sponsorship Program to support the recommended grants.. A combined total of \$364,954x in cash and \$12,167 in revenue foregone/value-in-kind is recommended from the proposed 2021/22 budget.
- 22. Additionally, this report includes forward commitments of \$119,925 in cash (these amounts will be incorporated in future budgets proposed).

Relevant Legislation

- 23. 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.
- 24. 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 Knowledge Exchange Sponsorship program;
 - (b) the detail of the program has been included in Council's operational 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) the program applies to a significant group of persons within the local government area.

Critical Dates / Time Frames

25. The funding period for Round Two of the Knowledge Exchange 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

26. 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

Peter Keogh, Grants Officer