

Item 2.

Grants and Sponsorship - 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 programs in the annual Grants and Sponsorship Program for approval in 2021/22 and payment in 2022/23:

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

For the Cultural and Creative Grants and Sponsorship Program, 63 eligible applications were received. This report recommends a total of 29 grants to a total value of \$463,000 in cash and \$56,528 value-in-kind for payment in the 2022/23 financial year.

For the Festivals and Events Sponsorship (Artform) Program, 19 eligible applications were received. This report recommends a total of 10 grants to a total value of \$489,500 in cash and \$344,950 value-in-kind for payment in the 2022/23 financial year, and commitments of \$370,000 in cash and \$298,780 value-in-kind for payment in 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 value in kind recommendations for the Cultural and Creative Grants and Sponsorship Program as shown at Attachment A to the subject report;
- (B) Council note the applicants who were not successful in obtaining a cash grant or value in kind for the Cultural and Creative Grants and Sponsorship Program as shown at Attachment B to the subject report;
- (C) Council approve the cash and value in kind recommendations for the Festivals and Events Sponsorship (Artform) Program as shown at Attachment C to the subject report;
- (D) Council note the applicants who were not successful in obtaining a cash grant or value in kind for the Festivals and Events Sponsorship (Artform) Program as shown at Attachment D to the subject report;
- (E) Council note that all grant amounts are exclusive of GST;
- (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 - Cultural and Creative Grants and Sponsorship Program
- Attachment B.** Not Recommended for Funding - Cultural and Creative Grants and Sponsorship Program
- Attachment C.** Recommended for Funding - Festivals and Events Sponsorship (Artform) Program
- Attachment D.** Not Recommended for Funding - Festivals and Events Sponsorship (Artform) 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 22 February 2022, the City announced the grants program for approval in 2021/22 and payment in 2022/23 as being open for application on the City's website, with grant applications closing on 11 April 2022.
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, and eligibility criteria) 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. The City Business team worked closely with industry stakeholders to promote these grants and delivered a dedicated virtual briefing for business intermediaries such as local chambers of commerce, industry organisations and Liquor Accord associations to promote these programs through their channels and 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. Nineteen applications were received in the Cultural and Creative Grants and Sponsorship Program round from for-profit organisations and the following two for-profit organisations are recommended in this report:
 - (a) Art Fairs Australia Pty Ltd; and
 - (b) Tim Olsen Galleries Pty Ltd as auspice for the Wallace Co-op.
7. Eight applications were received in the Festivals and Events Sponsorship (Artform) program round from for-profit organisations and no for-profit organisations are recommended in this report.
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 of Sydney with cash.
9. There were a total of 82 grant applications received for cultural grants. Thirty-nine are recommended for funding as detailed in this report.

10. It is expected that all successful applicants will work co-operatively with relevant City staff throughout the project for which they have received funding.
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. Approval must be sought from the City for any relevant development consents and temporary outdoor event activities.
12. 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.
13. 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 when requested.
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 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.
15. In assessing the grant applications, the assessment panels included in their considerations and recommendations:
 - (a) A City of 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 the Cultural and Creative Grants and Sponsorship Program consisted of City staff from the Creative City team, with specialist input from the City Business and Safety, City Design, Creative City, Green Square, Indigenous Leadership and Engagement, Property Services, Social City and Strategy and Communications 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 budget is set out below:

Total draft budget for payment in 2022/23	\$1,300,000
Less: Total cash committed to previously approved applications (Future-year funding approved in previous years)	(\$785,000)
Total cash available	\$515,000
Total number of eligible applications this allocation	63
Total cash value requested from applications	\$1,739,064
Total value-in-kind support requested from applications	\$60,733
Total number of applications recommended for cash support and/or value in-kind support	29
Total amount of cash funding recommended for payment in 2022/23	\$463,000
Total amount of value-in-kind support recommended for 2022/23	\$56,528
Cash amount remaining for payment in 2022/23	\$52,000

Festivals and Events Sponsorship (Artform)

22. 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.

23. 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.
24. The assessment panel for Festivals and Events Sponsorship (Artform) consisted of City staff from the City Business and Safety and Creative City teams, with specialist input from the City Business and Safety, City Design, Social City and Strategy and Communications teams.
25. The applications recommended for the Festivals and Events Sponsorship (Artform) Program are outlined in Attachment C. The applications that are not recommended are listed in Attachment D.
26. The Festivals and Events Sponsorship (Artform) Program budget is set out below:

Total draft budget for payment in 2022/23	\$3,200,000
Less: Total cash committed to previously approved applications (Future-year funding approved in previous years)	(\$2,592,900)
Total cash available	\$607,100
Total number of eligible applications this allocation	19
Total cash value requested from applications	\$855,692
Total value-in-kind support requested from applications	\$346,050
Total number of applications recommended for cash support and/or value in-kind support	10
Total amount of cash funding recommended for payment in 2022/23 (Future-year funding recommended for payment in 2023/24 - \$370,000)	\$489,500
Total amount of value-in-kind support recommended for 2022/23 (Future-year funding recommended for payment in 2023/24 - \$298,780)	\$344,950
Cash amount remaining for payment in 2022/23	\$117,600

Key Implications

Strategic Alignment - Sustainable Sydney 2030

27. 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 grant 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

28. 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

29. 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

30. There are sufficient amounts allocated in the Grants and Sponsorship Cultural program budget, included in the City's draft operating budget for 2022/23 and future year forward estimates to fund the value of the recommended grants. A total of \$952,500 in cash and \$401,478 in revenue foregone/value-in-kind is recommended from the 2022/23 (draft) cash budget, as follows:
 - (a) Cultural and Creative Grants and Sponsorship Program – \$463,000 cash is provided against the draft budget of \$1,300,000; and
 - (b) Festivals and Events Sponsorship (Artform) – \$489,500 cash is provided against the draft budget of \$3,200,000.
31. Additionally, this report includes forward commitments of \$370,000 in cash and \$298,780 value-in-kind.

Relevant Legislation

32. 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.

33. 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) Cultural and Creative Grants and Sponsorship Program
 - (ii) Festivals and Events Sponsorship (Artform)
 - (b) the details of the Cultural grant programs were included in the Council's adopted 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; and
 - (d) these programs apply to a significant group of persons within the local government area.

Critical Dates / Time Frames

34. Funding for the Cultural and Creative Grants and Sponsorship Program and Festivals and Events Sponsorship (Artform) is approved in 2021/22 for activity taking place from 1 July 2022 to 30 June 2023. 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

35. During February and March 2022 three briefing sessions took place where stakeholders were notified about the grants and how to apply:
- (a) An in-person business collaboration session called Revitalising Sydney was held at Mary's Underground on 22 February 2022. A total of 38 participants, including creative producers, artists, business chambers and local businesses attended this session.
 - (b) An online grant briefing session specifically for Business Chambers was held on 2 March 2022. A total of 17 attendees participated in the session.
 - (c) An online briefing session for general grants enquires was held on 3 March 2022 for potential grant applicants. A total of 173 attendees participated in the session.

EMMA RIGNEY

Director City Life

Cathy Brown, Grants Officer