

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

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

For the Community Services Grant Program, 60 eligible applications were received. This report recommends a total of 17 grants to a total value of \$926,888 in cash and \$55,961 value-in-kind for the 2022/23 financial year, and commitments of \$261,746 in cash for the 2023/24 financial year and commitments of \$263,078 in cash for the 2024/25 financial year.

For the Festivals and Events Sponsorship (Village and Community) Program, 27 eligible applications were received. This report recommends a total of 18 grants to a total value of \$592,950 in cash and \$141,136 value-in-kind for the 2022/23 financial year, and commitments of \$111,000 in cash and \$11,018 value-in-kind for the 2023/24 financial year and commitments of \$96,000 in cash and \$11,018 revenue foregone/value-in-kind for 2024/25 financial year.

For the Matching Grant Program, 37 eligible applications were received. This report recommends a total of 16 grants to a total value of \$99,815, in cash and \$11,700 value-in-kind for the 2022/23 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 Community Services Grant 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 Community Services Grant 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 (Village and Community) 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 (Village and Community) Program as shown at Attachment D to the subject report;
- (E) Council approve the cash and value in kind recommendations for the Matching Grant Program as shown at Attachment E to the subject report, noting that all applications are recommended;
- (F) Council note the applicants who were not successful in obtaining a cash grant or value in kind for the Matching Grant Program as shown at Attachment F to the subject report;
- (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 - Community Services Grant Program
- Attachment B.** Not Recommended for Funding - Community Services Grant Program
- Attachment C.** Recommended for Funding - Festivals and Events Sponsorship (Village and Community) Program
- Attachment D.** Not Recommended for Funding - Festivals and Events Sponsorship (Village and Community) Program
- Attachment E.** Recommended for Funding - Matching Grant Program
- Attachment F.** Not Recommended for Funding - 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 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 three social programs promoted were:
 - (a) Community Services Grant Program;
 - (b) Festivals and Events Sponsorship (Village and Community) Program; and
 - (c) Matching Grant 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. 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. The Community Services Grant Program is open to not-for-profit organisations. For profit organisations are not eligible to apply under this Program.
6. Following adoption of the revised Grants and Sponsorship Policy on 22 February 2021, the Festivals and Events Sponsorship (Village and Community) Program is open to appropriately incorporated for-profit organisations and not-for-profit organisations. Six applications were received this round from for-profit organisations and no for-profit organisations are recommended in this report.
7. The Matching Grants Program is open to appropriately incorporated for-profit and not-for-profit organisations. Seventeen applications were received this round from for-profit organisations and sole traders and the following three for-profit organisations and sole traders are recommended in this report:
 - (a) Shane Robert Beckham;
 - (b) Kathryn Pollock; and
 - (c) Rave Reviewz Pty Ltd.
8. There were a total of 124 grant applications received for social grants. Fifty-one are recommended for funding as detailed in this report.
9. It is expected that all successful applicants will work co-operatively with relevant City staff throughout the project they have received funding for.

10. 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.
11. 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.
12. 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.
13. 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.
14. 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) Economic Development Strategy;
 - (e) Grants and Sponsorship Policy;
 - (f) Environmental Strategy and Action Plan;
 - (g) Sustainable Sydney 2030; and
 - (h) alignment with other core City strategic policies and action plans.
15. 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.
16. 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.

Community Services Grant Program

17. The assessment panel for the Community Services Grant Program consisted of City staff from the Indigenous Leadership and Engagement, Social City, Creative City, City Greening and Leisure, City Design and City Business and Safety teams.
18. The applications recommended for the Community Services Grant Program are outlined in Attachment A to this report. The applications not recommended are listed in Attachment B to this report.
19. Additional funds for the Community Services Grant Program were made available due to an underspend in the Grants and Sponsorship Economic programs - this includes the Business Support - Place and Industry and Business Support - Night Time Diversification grant programs.
20. The Community Services Grant Program budget is set out below:

Total draft budget for payment in 2022/23	\$1,686,653
Less: Total cash committed to previously approved applications (Future-year funding approved in previous years)	(\$808,750)
Total cash available for the Community Services Program from Grants and Sponsorship Economic Programs underspend	\$48,985
Total cash available	\$926,888
Total number of eligible applications this allocation	60
Total cash value requested from applications	\$2,213,683
Total value-in-kind support requested from applications	\$55,961
Total number of applications recommended for cash support and/or value in-kind support	17
Total amount of cash funding recommended for payment in 2022/23 (Future-year funding recommended for payment in 2023/24 - \$261,746) (Future-year funding recommended for for payment in 2024/25 - \$263,078)	\$926,888
Total amount of value-in-kind support recommended for 2022/23 (Future year funding recommended for 2023/24 - \$0) (Future year funding recommended for 2024/25 - \$0)	\$55,961
Cash amount remaining for payment in 2022/23	\$0

Festivals and Events Sponsorship (Village and Community) Program

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. 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.
23. The assessment panel for Festivals and Events Sponsorship (Village and Community) consisted of City staff from the City Business and Safety, Grants and Sponsorship, and Social City teams, with specialist input from the City Business and Safety, Indigenous Leadership and Engagement, Social City, Strategy and Communications, Corporate Partnerships, and Venue Management teams.
24. The applications recommended for the Festivals and Events Sponsorship (Village and Community) Program are outlined in Attachment C. The applications that are not recommended are listed in Attachment D.
25. Additional funds for the Festivals and Events Sponsorship (Village and Community) Program were made available due to an underspend in the Grants and Sponsorship Economic programs - this includes the Business Support - Place and Industry and Business Support - Night Time Diversification grant programs.
26. The Festivals and Events Sponsorship (Village and Community) Program budget is set out below:

Total draft budget for payment in 2022/23	\$1,150,000
Less: Total cash committed to previously approved applications (Future-year funding approved in previous years)	(\$383,974)
Total cash available for the Festivals and Events Sponsorship (Village and Community) Grant Program from Grants and Sponsorship Economic Programs underspend	\$34,937
Total cash available	\$800,963
Total number of eligible applications this allocation	27
Total cash value requested from applications	\$1,323,508
Total value-in-kind support requested from applications	\$176,147
Total number of applications recommended for cash support and/or value in-kind support	18

Total amount of cash funding recommended for payment in 2022/23 (Future-year funding recommended for payment in 2023/24 - \$111,000) (Future-year funding recommended for payment in 2024/25 - \$96,000)	\$592,950
Total amount of value-in-kind support recommended for 2022/23 (Future-year funding recommended for 2023/24 - \$11,018) (Future-year funding recommended for 2024/25 - \$11,018)	\$141,136
Cash amount remaining for payment in in 2022/23	\$208,013

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. The assessment panel for Matching Grants applications consisted of City staff from the City Business and Safety, City Greening and Leisure, Cultural Strategy, Creative City, 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 E to this report. The applications not recommended are listed in Attachment F to this report.

Total draft budget for payment in 2022/23	\$340,000
Less: Total cash committed to previously approved applications	\$0
Total cash available	\$340,000
Total number of eligible applications this allocation	37
Total cash value requested from applications	\$300,419
Total value-in-kind support requested from applications	\$85,900
Total number of applications recommended for cash support and/or value in-kind support	16

Total amount of cash funding recommended	\$99,815
Total amount of value-in-kind support recommended	\$11,700
Cash amount remaining for payment in 2022/23	\$240,185

Key Implications

Strategic Alignment - Sustainable Sydney 2030

31. 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 2 provides a road map for the City to become A Leading Environmental Performer - the recommended grant projects in this report contribute to the 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

32. 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

33. 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

34. There are sufficient amounts allocated in the Grants and Sponsorship Social 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 \$1,619,653 in cash and \$208,797 in revenue foregone/value-in-kind is recommended from the 2022/23 (draft) cash budget, as follows:
- (a) Community Services Grant Program – \$926,888 cash is provided against the draft budget of \$1,686,653 including additional funds of \$48,985 for the Community Services Grant program that were made available due to an underspend in the Grants and Sponsorship Economic programs;
 - (b) Festivals and Events Sponsorship (Village and Community) Program – \$592,950 cash is provided against the draft budget of \$1,150,000 including additional funds of \$34,937 for the Festivals and Events Sponsorship (Village and Community) program that were made available due to an underspend in the Grants and Sponsorship Economic programs; and
 - (c) Matching Grant Program – \$99,815 cash is provided against the draft budget of \$340,000.
35. Additionally, this report includes forward commitments of \$731,824 in cash and \$22,036 revenue foregone/value-in-kind.
36. All expenditure that exceeds the nominated budgets for the 2022/23 financial year outlined in the Operational Plan will be offset in full from the overall Grants and Sponsorship Program's budget. These savings have occurred as a result of an underspend in the Grants and Sponsorship Economic programs.

Relevant Legislation

37. 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.
38. 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) Community Services Grant Program;
 - (ii) Festivals and Events Sponsorship (Village and Community) Program; and
 - (iii) Matching Grant Program;
 - (b) the details of these programs were included in Council's adopted 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; and

- (d) these programs apply to a significant group of persons within the local government area.

Critical Dates / Time Frames

- 39. Funding for the Community Services Grants, Festivals and Events Sponsorship (Village and Community) and Matching Grants 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

- 40. 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

Marion McKillop, Grants Officer