

Item 5.

Grants and Sponsorship - Creative 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. To achieve the objectives of the Sustainable Sydney 2030-2050 Continuing the Vision, 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 Sustainable Sydney 2030-2050 Continuing the Vision.

The City advertised the following Programs in the annual Grants and Sponsorship Program:

- Creative Grant;
- Festivals and Events Sponsorship Tier 1 General Festivals and Events; and
- Festivals and Events Sponsorship Tier 2 Major Festivals and Events.

For the Creative Grant program, 120 eligible applications were received. This report recommends a total of 30 grants to a total value of \$575,000 in cash and \$0 value-in-kind for payment in the 2024/25 financial year.

For the Festivals and Events Sponsorship program (Tier 1 and Tier 2), 83 eligible applications were received. This report recommends a total of 31 grants to a total value of \$917,000 in cash and \$577,478 value-in-kind for payment in the 2024/25 financial year.

On 22 August 2022, Council adopted a Grants and Sponsorship Policy. All grants in this report were assessed in accordance with the Grants and Sponsorship Policy, the Grants and Sponsorship Program Guidelines, the priorities set out in Sustainable Sydney 2030-2050 Continuing the Vision 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 Creative Grant program as shown at Attachment A to the subject report;
- (B) Council note the applicants who were not recommended in obtaining a cash grant or value-in-kind for the Creative 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 program as shown at Attachment C to the subject report;
- (D) Council note the applicants who were not recommended in obtaining a cash grant or value-in-kind for the Festivals and Events Sponsorship 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 - Creative Grant Program
- Attachment B.** Not Recommended for Funding - Creative Grant Program
- Attachment C.** Recommended for Funding - Festivals and Events Sponsorship Program
- Attachment D.** Not Recommended for Funding - Festivals and Events 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 6 February 2024, the City announced the Grants and Sponsorship program as being open for application on the City's website, with grant applications closing on 5 March 2024.
3. The two cultural programs promoted were:
 - (a) Creative Grant; and
 - (b) Festivals and Events Sponsorship 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 grant programs through the corporate website, e-newsletters, advertising through paid social ads, paid LinkedIn, AdWords, Radio and an ArtsHub partnership. 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. As per the Grants and Sponsorship Program Guidelines, the Creative Grants program is open to not-for-profit organisations, for-profit organisations, sole traders and individuals or unincorporated community groups auspiced by a not-for-profit or for-profit that is eligible to apply in their own right.
6. Out of a total of 120 Creative Grant applications, a total of 67 eligible applications were from for-profit organisations and sole traders and the following five are recommended in this report:
 - (a) A Jones-Fernandez & M.M Rinaldi;
 - (b) Carlsen-Wareham Pty Ltd;
 - (c) Jodie Ann Choolburra;
 - (d) Lincoln John Elliott; and
 - (e) Remix Summits Pty Ltd.
7. As per the Grants and Sponsorship Program Guidelines, the Festivals and Events Sponsorship program is open to not-for-profit organisations, for-profit organisations and Government departments or agencies (Tier 1 and Tier 2), sole traders and individuals or unincorporated community groups auspiced by a not-for-profit or for-profit that is eligible to apply in their own right (Tier 1 only).
8. Out of a total of 83 Festivals and Events applications, a total of 31 eligible applications were received from for-profit organisations and sole traders and the following nine are recommended in this report:
 - (a) BBR Agency Pty Ltd;
 - (b) Jodie Ann Choolburra;

- (c) Laura Amy Kent;
- (d) Lucy Ann Boon;
- (e) Premium Media Pty. Ltd;
- (f) SXSW Sydney Pty Ltd;
- (g) The Trustee for the BDM Trust;
- (h) Toby Alexander Miles Blome; and
- (i) Your Shot Academy Australia Pty Ltd.

Grants assessment process

9. The City's Grants and Sponsorship Program is highly competitive. Applications that are not recommended either did not score as highly against the assessment criteria as the recommended applications or had incomplete or insufficient information. The City's Grants and Sponsorship team provides feedback to unsuccessful applicants.
10. The assessment process includes advice and recommendations from a suitably qualified assessment panel. The applications are scored against defined assessment 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.
11. The assessment criteria for the Creative Grant program are:
 - evidence of the need for the project and proposed outcomes;
 - capacity and experience of the applicant to deliver the project;
 - demonstrated connection and benefit to the local area and communities;
 - evidence of diversity, inclusion and equity in the planning and delivery of the project; and
 - how the project delivers against the funding priorities.
12. The assessment meeting for the Creative Grant program was held on 9 April 2024 to ensure grant applicants were assessed against the relevant assessment criteria. The assessment panel consisted of City staff from the Creative City Team, with specialist input from staff from the City Business & Safety, City Design, Creative City, Indigenous Leadership and Engagement, Strategy & Urban Analytics, Social City and Sustainability Programs.
13. The assessment criteria for the Festivals and Events Sponsorship program are:
 - evidence of the need for the festival or event and proposed outcomes;
 - capacity and experience of the applicant to deliver the festival or event;
 - demonstrated connection and benefit to the local area and community;

- evidence of diversity, inclusion and equity in the planning and delivery of the project; and
 - how the project delivers against the funding priorities.
14. Applicants to the Festival and Events Sponsorship - Tier 2 program are also assessed against the following additional assessment criteria:
- evidence of track record, organisational viability for multi-year funding, large scale audience or market reach and national or international brand awareness.
15. The assessment meetings for the Festivals and Events Sponsorship program were held on 9 and 10 April 2024. Separate assessment meetings were held for Tier 1 – General festivals and events and Tier 2 – Major festivals and events to ensure grant applicants were assessed against the relevant assessment criteria. The assessment panels consisted of City staff from the City Business and Safety, Creative City, Social City and Venue Management Teams, with specialist input from staff from the City Business & Safety, Indigenous Leadership and Engagement, Social City and Venue Management Teams.
16. Once recommended applications are approved by Council, a contract is developed which includes conditions that must be adhered to and acquitted against.
17. All successful applicants are expected to cooperate with relevant City staff throughout the project for which they have received funding.
18. All grants and sponsorships are recommended provided the applicant obtains any required approvals, permits, and development consents.

Creative Grant

19. The applications recommended for the Creative Grant program are outlined in Attachment A to this report.
20. The Creative Grant program budget is set out below:

Total budget for 2024/25	\$1,600,000
Less: Total cash committed to previously approved applications	\$1,025,000
Total cash available	\$575,000
Total number of eligible applications this allocation	120
Total cash value requested from applications	\$3,310,426
Total value-in-kind support requested from applications	\$101,183

Total number of applications recommended for cash and/or value in-kind support	30
Total amount of cash funding recommended for payment in 2024/25 (Future-year funding recommended for payment in 2025/26 - \$15,000) (Future-year funding recommended for payment in 2026/27 - \$0) (Future-year funding recommended for payment in 2027/28 - \$0)	\$575,000
Total amount of value in-kind support recommended for 2024/25 (Future-year funding recommended for 2025/26 - \$0) (Future-year funding recommended for 2026/27 - \$0) (Future-year funding recommended for 2027/28 - \$0)	\$0
Cash amount remaining for payment in 2024/25	\$0

Festivals and Events Sponsorship

- 21. The applications recommended for the Festivals and Events Sponsorship program are outlined in Attachment C to this report.
- 22. The Festivals and Events Sponsorship program budget is set out below:

Total budget for 2024/25	\$5,515,000
Less: Total cash committed to previously approved applications	\$3,886,000
Total cash available	\$1,629,000
Total number of eligible applications this allocation	83
Total cash value requested from applications	\$2,983,375
Total value-in-kind support requested from applications	\$590,383
Total number of applications recommended for cash and/or value in-kind support	31
Total amount of cash funding recommended for payment in 2024/25 (Future-year funding recommended for payment in 2025/26 - \$375,000)	\$917,000

(Future-year funding recommended for payment in 2026/27 - \$380,000)	
(Future-year funding recommended for payment in 2027/28 - \$385,000)	
Total amount of value in-kind support recommended for 2024/25	\$577,478
(Future-year funding recommended for 2025/26 - \$162,775)	
(Future-year funding recommended for 2026/27 - \$173,125)	
(Future-year funding recommended for 2027/28 - \$174,000)	
Cash amount remaining for payment in 2024/25	\$712,000

Key Implications

Strategic Alignment - Sustainable Sydney 2030-2050 Continuing the Vision

23. Sustainable Sydney 2030-2050 Continuing the Vision renews the communities' vision for the sustainable development of the city to 2050. 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 the City's endeavours in improving environmental performance of our residents and businesses by supporting new and innovative approaches to delivering sustainability outcomes and strengthening community resilience.
 - (b) Direction 6 - An equitable and inclusive city - the recommended grant projects in this report contribute to community development and support active participation in civic life. They empower the community to address issues that matter to them and drive projects to create a more inclusive and resilient city.
 - (c) Direction 8 - A thriving cultural and creative life - the recommended grant projects in this report contribute to supporting artistic and creative endeavours in our city, helping foster initiative, experimentation and enterprise by creative workers and providing new opportunities for audiences to engage in the city's cultural life.
 - (d) Direction 9 - A transformed and innovative economy - the recommended grant projects in this report contribute to helping stimulate business and promote economic activity. They encourage partnerships with other organisations on business development and assist groups of businesses to work together for the collective benefit.

Organisational Impact

24. 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 / Economic / Environmental / Social

25. 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 business, within the local area.

Financial Implications

26. There are sufficient funds allocated in the 2024/25 grants and sponsorship budget, included in the City's draft operating budget for 2024/25 which is seeking approval as part a separate council report in the current reporting cycle, to support the recommended grants. Details and total values are provided in the table above.

Relevant Legislation

27. 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.
28. 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) Creative Grant;
 - (ii) Festivals and Events Sponsorship.
 - (b) the details of the program have been included in the Council's draft operational plan for financial year 2024/25;
 - (c) the program's proposed budgets do not exceed five per cent of Council's proposed income from ordinary rates for financial year 2024/25; and
 - (d) these programs apply to a significant group of persons within the local government area.

Critical Dates / Time Frames

29. The funding period for the Creative Grant program and Festivals and Events Sponsorship program for financial year 2024/25 is for activity taking place from 1 July 2024 to 30 June 2025. Contracts will be developed for all successful applications after Council approval to ensure their funding is released in time for projects starting in July 2024.

Public Consultation

30. During February 2024, briefing sessions and Connect Sydney training took place where stakeholders were notified about the grants and how to apply.
- (a) An online briefing session for general grants enquires was held on 7 February 2024. A total of 168 attendees participated in the session.
 - (b) An in-person briefing session for the Aboriginal and Torres Strait Islander community was held at Redfern Community Centre on 8 February 2024. A total of 20 attendees participated in the session.
 - (c) An in-person information session was held at the Pitt Street Training Centre on 13 February 2024, for participants at the Connect Sydney workshop. Connect Sydney aims to build the capacity of community and not-for-profit organisations through the provision of free grant writing skills and governance training. A total of 23 attendees participated in the session.
 - (d) An in-person information session was held at the at Redfern Community centre on 15 February 2024, for Aboriginal and Torres Strait Islander participants at the Connect Sydney workshop. Connect Sydney aims to build the capacity of community and not-for-profit organisations through the provision of free grant writing skills and governance training. A total of 11 attendees participated in the session.

EMMA RIGNEY

Director City Life

Cathy Brown, Grants Coordinator