



12.2 **CULTURAL DEVELOPMENT FUND - FESTIVALS AND
EVENTS GRANTS: UPDATED TERMS OF REFERENCE**

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1. PURPOSE

- 1.1 To present Councillors with updated terms of reference for the Cultural Development Fund – Festivals and Events grants.

2. EXECUTIVE SUMMARY

- 2.1 Council's Cultural Development Fund – Festivals and Events (CDF Festivals and Events) stream aims to encourage and assist Not-For-Profit organisations and community groups to develop small to medium scale local neighbourhood festivals or events to celebrate the City's community spirit, identity, arts and culture.
- 2.2 The CDF Festivals and Events stream currently offers a maximum of \$10,000 per project.
- 2.3 Whilst this fund is intended for seed and development funding and applicants are encouraged to seek out other sources of sponsorship to complement, feedback received from applicants is that \$10,000 is an insufficient contribution to mount quality festivals and events in the current market.
- 2.4 The City of Port Phillip aims to plan, attract and direct events to ensure our city is welcoming, healthy, safe and vibrant for all. It is commonly recognised and accepted that events bring a wealth of benefits to a community, from health and wellbeing of residents through to economic development for local businesses, cultural vibrancy and social engagement.
- 2.5 The next round of CDF Festivals and Events grants is due to open on Monday 25 July 2022 with recommended recipients brought to Council for consideration in October 2022.
- 2.6 Increasing the grant threshold to \$20,000 would support Council's intention of nurturing and supporting new Festivals and Events that can grow over time and seek alternative avenues of funding.

3. RECOMMENDATION

That Council:

- 3.1 Endorses the updated Terms of Reference for the Cultural Development Fund – Festivals and Events Grants 2022/2023.
- 3.2 Notes that the updated Terms of Reference include increasing the grant threshold from \$10,000 to \$20,000.



4. KEY POINTS/ISSUES

- 4.1 Council is committed to presenting high quality Festivals and Events across the entire municipality to maximise participation opportunities for residents and visitors as well as benefiting local traders and businesses.
- 4.2 The purpose of the CDF Festivals and Events stream is to support Festivals/events in their early stages in the hope that they may grow and develop autonomy in terms of funding as they mature in size and sophistication.
- 4.3 There are substantial costs involved in mounting quality Festivals and Events including infrastructure, entertainment, security and OH&S. It is important the level of grants available reflect the true costs of staging Festivals and Events and support the quality desired by Council and the community.
- 4.4 How much to allocate per Festival/Event will be a matter for the independent assessment panel and ultimately Council. Not all Festivals and Events will qualify for the full amount and the overall annual budget will remain unchanged.

5. CONSULTATION AND STAKEHOLDERS

- 5.1 Community budget submissions received relating to the 2022/2023 Council Budget have informed the proposed changes.
- 5.2 Feedback and the experiences of some applicants was also considered.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 None identified.

7. FINANCIAL IMPACT

- 7.1 The change to grant threshold would not impact the overall budget allocated to the CDF Festivals and Events stream.
- 7.2 In previous years, the entire annual budget has not always been expended for this grants stream. The higher threshold could therefore allow for a better use of the funds allocated.

8. ENVIRONMENTAL IMPACT

- 8.1 None identified.

9. COMMUNITY IMPACT

- 9.1 This proposal will continue to allow a broad section of the community to apply to the fund, enabling a wide range of Festivals and Events to be supported.
- 9.2 The proposal will also support a higher level of Festival and Event being provided for the community to participate in and enjoy.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 Council's arts funding programs align with the Vibrant direction of the Council Plan.
- 10.2 Grants are also highlighted in Council's Creative and Prosperous City Policy 2018-2022 (Art & Soul).



11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

The updated Terms of Reference would apply from the first of two funding rounds for 22/23 which would be opened on Monday 25 July 2022.

11.2 COMMUNICATION

All Council grants programs are communicated widely via Council's communications channels including social media, website and Divercity.

12. OFFICER DIRECT OR INDIRECT INTEREST

12.1 No officers involved in the preparation of this report have any material or general interest in the matter.

ATTACHMENTS

1. CDF Festivals and Events Grants Updated Terms of Reference