



**12.1 KEY ARTS ORGANISATIONS FUNDING - GUIDELINES AND CRITERIA FOR ENDORSEMENT**

**EXECUTIVE MEMBER: KYLIE BENNETTS, GENERAL MANAGER, CITY GROWTH AND ORGANISATIONAL CAPABILITY**

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**1. PURPOSE**

- 1.1 To present the proposed guidelines and criteria for the Key Arts Organisations funding 2022-2025 for endorsement.

**2. EXECUTIVE SUMMARY**

- 2.1 Council's Creative and Prosperous City - Art and Soul Strategy, endorsed in June 2018, outlined action #23 "Implement a new, competitive multi-year grants program for key arts organisations to meet community arts objectives, and retain them in the City of Port Phillip and strengthen their capacity to attract funding".
- 2.2 This action was delivered by creating a new funding stream under the Cultural Development Fund, utilising the existing independent assessment panel.
- 2.3 In the inaugural round, six applicants were awarded three-year funding agreements of \$30,000 pa.
- 2.4 As part of the 2021-22 budget process, Council resolved to extend this funding for a further 12 months to the current beneficiaries and then run a new competitive round for the 2022-23 to 2024-25 period.
- 2.5 The Cultural Development Fund – Key Arts Organisations funding, as a competitive funding round, has enabled a range of organisations to apply to a funding process that is transparent and clearly aligned with the Council Plan and Creative and Prosperous City – Art and Soul Strategy.
- 2.6 While Council investment represents an average of 4% annual turnover for these organisations, the funding of \$30,000 a year has demonstrated local Council support which is reported as having been critical in enabling them to leverage further funding from State and Federal Government, philanthropic and private donations.
- 2.7 It is proposed that the 2022-2025 funding round is a competitive process that is advertised upon endorsement of the guidelines and criteria by Council outlined in Attachment 1.
- 2.8 Existing beneficiaries will be advised of the application process should they wish to consider reapplying. As it is proposed this is a competitive process there is no guarantee of funding for these groups into 2022-23 as this will be dependent upon the recommendations of the independent assessment panel and a decision of Council. Officers will ensure this is communicated to existing recipients as well as promoting the opportunity more broadly to other potential applicants.



### 3. RECOMMENDATION

That Council:

- 3.1 Endorses the Key Arts Organisations guidelines and criteria for the 2022-2025 funding period as outlined in Attachment 1 and authorises the Chief Executive Officer to make any minor amendments that do not alter the substantive intent of the document to enable publication.
- 3.2 Notes that a call for applications for the 2022-2025 funding period will be made prior to the conclusion of the 2021 calendar year.
- 3.3 Notes that officers will advise existing funding recipients of the competitive approach being adopted by Council for the 2022-2025 funding round in addition to promoting the funding opportunity through Council's communication channels.
- 3.4 Notes that recommendations from the independent Cultural Development Fund Assessment Panel will be brought to Council for decision in the first half of 2022.

### 4. KEY POINTS/ISSUES

- 4.1 The City of Port Phillip is home to a number of key arts organisations that make valuable contributions to the arts and cultural environment in the City of Port Phillip and have an impact across Victoria, nationally and internationally.
- 4.2 The purpose of the initial funding was to retain key arts organisations in the City of Port Phillip and strengthen their capacity to attract funding. The intent was to support organisations with a strong track record of producing high quality work and engaging the community in a significant way.
- 4.3 It was also established to streamline Council's consideration of funding requests from arts groups which up until the establishment of the fund, were made through Council's annual budget process.
- 4.4 As part of the 2021-22 budget process, Councillors resolved to extend funding to the current beneficiaries by 12 months and offer a further round of triennial funding from 2022-23 through a competitive application process.

#### **Proposed Guidelines and Criteria for the 2022-2025 Funding Round**

- 4.5 Key elements of the guidelines include that to apply, organisations must be based in the City of Port Phillip and have been a legally constituted entity for at least two years.
- 4.6 They also need to have a formal governance structure, with annual financial and business plans, a track record of presenting professional programs and providing quality sector services. All activities need to primarily involve, benefit or employ artists, arts workers and cultural professionals.
- 4.7 The guidelines include that the Cultural Development Fund – Key Organisations is designed to:
  - 4.7.1 Provide multi-year organisational funding to significant arts and cultural organisations in the City of Port Phillip;
  - 4.7.2 Assist key arts and cultural organisations with the capacity to build new audiences, increase visitation to our City and increase engagement with the community;



- 4.7.3 Increase partnership opportunities for arts organisations through leverage and strengthening financial viability for not-for-profit organisations;
  - 4.7.4 Add value and extend the reach of arts activities and community engagement;
  - 4.7.5 Enable forward planning for arts organisations with multi-year funding, reducing administrative processes and building organisational capacity;
  - 4.7.6 Increase creative outcomes.
  - 4.8 To qualify for funding, organisations must:
    - 4.8.1 Have a substantial track record of delivering high quality arts activity in the Port Phillip community;
    - 4.8.2 Demonstrate how they foster development of the City's creative people and culture;
    - 4.8.3 Articulate their strategies for community participation and engagement and audience development;
    - 4.8.4 Indicate levels of financial leverage and partnership development that will be targeted.
  - 4.9 Applications will increase their competitiveness if they also meet the following criteria:
    - 4.9.1 Address diversity, access and equity for artists, participants and audiences;
    - 4.9.2 Have a strategy for measuring and increasing arts participation in the community;
    - 4.9.3 Can demonstrate a plan for increasing other sources of income;
    - 4.9.4 Demonstrate environmentally sustainable practices.
    - 4.9.5 Demonstrate appetite to increase visitation and spend to their relevant areas.
  - 4.10 Key Organisations funding is designed to be operational rather than project based. This means measurement of success will be based on the organisation's financial viability after each 12 months as well as demonstrated outcomes on each of the essential and desirable criteria.
  - 4.11 Each successful applicant will have to report on the above at the conclusion of each 12-month period. Any organisation unable to demonstrate continued alignment will be required to rectify this as a matter of urgency.
  - 4.12 All applicants are assessed by the independent Cultural Development Fund panel with recommendations brought to Council for endorsement.
- 5. CONSULTATION AND STAKEHOLDERS**
- 5.1 Strong feedback in favour of this funding was received from community members and the City's arts sector during the 2021-22 budget process. Council's decision on this matter was well received.
- 6. LEGAL AND RISK IMPLICATIONS**
- 6.1 There are no known legal risks to Council in endorsing these guidelines and criteria.
  - 6.2 All applicants are required to adhere to legal and insurance standards.



- 6.3 Successful applicants will be expected to have robust policies and procedures in place regarding Child Safety and sexual harassment, bullying and misconduct that are clear, up to date and well promoted within the organisation.

## 7. FINANCIAL IMPACT

- 7.1 The total amount of funding required is up to \$180,000 pa for three years which will be incorporated into the operating budget from 22/23 onwards.

## 8. ENVIRONMENTAL IMPACT

- 8.1 The program uses Smartygrants (an online grants application system), a paperless application, reporting and acquittal system.
- 8.2 Applicants were asked to demonstrate environmentally sustainable practices.

## 9. COMMUNITY IMPACT

- 9.1 Port Phillip's key arts organisations have a track record of delivering programs that benefit our community and have an economic, cultural and social impact.
- 9.2 The arts sector has been significantly negatively impacted by COVID-19 and its survival is imperative for the maintenance of these significant benefits.
- 9.3 Port Phillip residents are proud of the cultural heritage of their City with arts, culture and entertainment a key reason many choose to live in the area.
- 9.4 Organisations funded will be encouraged to work with local traders and businesses to increase overall economic impact to the municipality.

## 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

- 11.1.1 Should Councillors endorse these guidelines and criteria, the grant round will be advertised by the end of 2021 with recommendations brought to Council in the first half of 2022.

### 11.2 COMMUNICATION

- 11.2.1 All Council grants programs are communicated widely via Council's communications channels including social media, website and Divercity.
- 11.2.2 Both existing and prior applicants will be contacted as well as other arts organisations known to Officers.

## 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. **DRAFT Key Arts Organisations Funding 20-25\_Guidelines and Criteria** 