



## **CITY OF PORT PHILLIP FESTIVALS FRAMEWORK**

Festivals are an artefact of a community's culture. Council has a role as a provider, promoter or funder of community celebrations that articulate and contribute to the development of a community's aspiration, values and beliefs. Festivals provide an opportunity for people to come together, to celebrate and have fun. In this way, they contribute to the achievement of Council's goals in relation to social equity and cultural vitality.

The three assumptions that underpin Council's role in festivals are:

1. That no festival has a lifetime guarantee. Festivals are only supported by Council when they demonstrably contribute to Council's broader social and cultural aims.
2. Councils funding commitment to festivals decrease over time as community capacity to produce the festival and gather support for it increases. Grant money should be seen as seed funding only. Council may continue to fund a festival at the same rate, but there should not be an assumption that as a festival grows in size Council's funding contribution will also grow.
3. Alternatively, Council may decide to fund, promote or provide a festival over a longer period of time, for the specific purpose of developing or promoting a particular segment of the local arts 'scene' or contributing to the achievement of specific objectives under the Arts policy. In this instance, in recognition that it takes time for these festivals to take hold and gain broader support a longer term funding agreement is desirable to achieve certainty.

There are three levels of celebration with which Council is involved:

Level 1:        **Small local, neighbourhood celebrations**, ie. School fetes, street parties, larger street celebrations (Jackson Street). Council's role is to promote these celebrations, either through specific programs ('Streets Alive'), or through a partnership/badging arrangement with existing structures (school fetes), or through provision of a small discretionary budget, with which Council can support local initiatives by providing support, advice and perhaps funding some of the logistical requirements for larger scale events. These festivals should be the main funding priority within the festivals budget.

Level 2:        **Larger scale 'theme' festivals**, ie. Recreation festival, environment festival, Pride, Children's festival, writers festival. These festivals are either generated by the Community or by Council and contribute to the promotion of tolerance and diversity by celebrating different aspects of our local culture. Again, Council may have a variety of roles; funder (Pride & Wicked), promoter, (recreation festival?), provider (Global Garden Party). Festivals are vigorously evaluated each year to assess their success against agreed criteria. These festivals be the second funding priority within the festivals budget.

Level 3:        **Flagship Events**. Council currently is the provider/producer of two flagship events – the St Kilda Festival and the St Kilda Film Festival. These are festivals which have steadily grown in scale over the years, and have become almost a brand name of their own – a fixture on the events calendar of the City. Council does not set out to create a flagship event – these events grow themselves. Council may need to manage these events so that they remain relevant to our local culture (through ensuring local artistic content and opportunities for local artistic development) and continue to provide opportunities for local residents and our visiting community to experience who we are becoming as well as who we have been. For Council, the other key question is about cost, and to what degree we share cost (and ownership) with other partners. Within the festivals program these festivals should be our third funding priority.

**Endorsed February 2003**