

**ORDINARY MEETING OF COUNCIL  
22 JUNE 2009**

**ORDER OF THE DAY**

<b>ORDER 6</b>	<b>2009-2010 CULTURAL DEVELOPMENT FUND</b>
<b>LOCATION/ADDRESS:</b>	<b>N/A</b>
<b>RESPONSIBLE EXECUTIVE DIRECTOR:</b>	<b>GEOFF OULTON, EXECUTIVE DIRECTOR COMMUNITY DEVELOPMENT AND PLANNING</b>
<b>AUTHOR:</b>	<b>DEIDRE PELLIZZER, COORDINATOR ARTS AND FESTIVALS  IAN HICKS MANAGER CULTURE &amp; RECREATION</b>
<b>FILE NO.:</b>	<b>40/05/58</b>
<b>ATTACHMENTS:</b>	<b>ATTACHMENT 1: LIST OF RECOMMENDED SUCCESSFUL APPLICANTS (CONFIDENTIAL)  ATTACHMENT 2: STATISTICAL INDICATORS BY TOPIC AND LOCATION</b>

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**1. EXECUTIVE SUMMARY**

- 1.1. The Community Development Fund is another key opportunity for Council to deliver on its Active and Creative City Framework and specifically the Creative Futures Strategy.
- 1.2. The Cultural Development Fund aims to assist and encourage the community to be active participants and creators, in a way that contributes significantly to the cultural richness of the city and community.
- 1.3. This report presents Council with a list of successful applicants as recommended by the Cultural Development Fund Committee 2009/2010;
- 1.4. This year the Fund received 60 applications of which 22 were funded a total of \$145,150. The Committee noted that this year's applications were of a particularly high standard.

**2. RECOMMENDATION**

That Council resolves to:

- 2.1 Endorse the recommendations of the Cultural Development Fund Committee;
- 2.2 Explore options for changing the funding model in order to provide operational grants to arts companies and venues as part of the proposed 'Housing the Arts' strategy (as proposed in the Draft Council Plan 2009 – 2013);
- 2.3 Thank the members of the Cultural Development Fund Committee for their assistance;
- 2.4 Make public the list of successful applicants.

**3. DISCUSSION**

**3.1. Purpose of the Cultural Development Fund**

The Cultural Development Fund is aligned with the draft Council Plan 2009 – 13 strategy to facilitate a 'Creative, active and culturally diverse life' and the action of 'Ensuring the city continues to be a vibrant and affordable place for a diversity of artists to live and work'.

The Fund specifically aims to assist and encourage local artists and arts organisations to develop projects that are highly creative and innovative in nature and enhance the cultural life of the City. Further positive outcomes of the Cultural Development Fund include:

- 3.1.1. Building the capacity of our community members to be involved in cultural projects directly as audience members;
- 3.1.2. Encouraging positive community engagement;
- 3.1.3. Enabling projects that are of a non-commercial nature offering low cost inclusive activities for a wide audience;
- 3.1.4. Funding of the projects contributes to the development of financial and budgetary skills of those involved as well as the economic value in the local community generated by the projects;
- 3.1.5. Applications for funding of cultural projects are required to be environmentally responsible. Applicants seem to be increasingly aware of environmental concerns as a topic for both project process and content.

**3.2. Process**

Information about the Fund including the guidelines, contact details for advice and application forms are available on the Council website. An information session is which includes a presentation by prior successful applicants. Applicants must adhere to the following selection criteria:

Essential:

- 3.2.1. Projects must demonstrate creativity, artistic intention and innovation
- 3.2.2. Funded activities must be based in the City of Port Phillip
- 3.2.3. Applications should indicate the projects value to City of Port Phillip audiences, readers, viewers, users
- 3.2.4. Applicants must live or work in the City of Port Phillip
- 3.2.5. Project participants living or working in the City of Port Phillip are involved in the project
- 3.2.6. Project expenditure equals project income (applicant must demonstrate that the project can proceed if other funding applications are unsuccessful)

Desirable:

- 3.2.7. Support the development and presentation of new work
  - 3.2.8. Promote the City's cultural heritage
  - 3.2.9. Enhance the profile of the City of Port Phillip as an outstanding, vibrant arts environment
  - 3.2.10. Encourage participation in the arts
  - 3.2.11. Explore the identity and diversity of the City and its residents
  - 3.2.12. Explore issues related to access and equity
  - 3.2.13. Demonstrate a high level of community involvement and interest
  - 3.2.14. Demonstrate an attempt to source other funding where applicable
  - 3.2.15. Support partnerships with other organisations
- 3.3. Members of the Cultural Development Fund Committee for this year's round are Professor Paul Clarkson (Chair), Dr Helen Light, Rosemary Joy, Malcolm Blaylock and Cllr Serge Thomann.
- 3.4. The Committee has noted the following points for Council's consideration:
- 3.4.1. Quality and professionalism of applications continues to improve; this year's standard was noted to be very high;
  - 3.4.2. Timing - a number of applications have starting dates very soon after funding becomes available in July 2009 (as part of Council annual budget cycle). The Committee asks that council consider if it is possible to approve this part of the annual budget any earlier in the year;

- 3.4.3. It is an important role of the Cultural Development Fund to support creative development for new works. However some of these projects do not have major public/community outcomes in the funding year. The Committee noted that it is preferable for a balance to be sought between public performance outcomes and creative development outcomes in the spread of projects funded;
- 3.4.4. It would be a positive outcome for Council to investigate an alternative funding structure that might support those cultural groups and venues in the municipality that continually present and support substantial creative and community outcomes. That is, to consider a recurrent operational funding stream as well as the current project based Cultural Development Fund;
- 3.4.5. There are an increasing number of public art proposals coming to the Cultural Development Fund, which can be difficult for the Committee to consider without a wider Council context; members were of the view that Council would do well to consider a public art funding stream over a two to three year period for commissions and proposals.
- 3.5. There are no known legal risks associated with adopting this recommendation.
- 3.6. The proposed expenditure assumes no change to the draft budget and is in line with the proposed budget allocation for 2009/10 financial year.
- 3.7. **Implementation/Next Steps:**
  - 3.7.1. The successful applicants will be presented with their funding at a 'Cheque Handover' event in late July, being a good opportunity for both celebration and networking among the arts community;
  - 3.7.2. Successful projects will be listed on Council's website and promoted through the community events listing;
  - 3.7.3. Feedback is offered to unsuccessful applicants.
- 3.8. **Key Messages:**
  - 3.8.1. This is an Active and Creative City.
  - 3.8.2. The Cultural Development Fund is one mechanism by which the City of Port Phillip can support and recognise the importance of the arts in the community;
  - 3.8.3. In 2009-10 the Cultural Development fund will support 22 projects with funding of \$145,150.