



**13.1 KEY ARTS ORGANISATIONS FUNDING
RECOMMENDATIONS**

**EXECUTIVE MEMBER: TONY KEENAN, INTERIM GENERAL MANAGER, COMMUNITY
AND ECONOMIC DEVELOPMENT**

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1. PURPOSE

- 1.1 To present a list of recommended Key Arts Organisations multi-year funding recipients for 2019 - 2021 for Council's consideration and approval.

2. EXECUTIVE SUMMARY

- 2.1 Council's 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 The mechanism for this was developed through creating a new funding stream under the Cultural Development Fund, utilising the existing assessment panel.
- 2.3 Eleven organisations, ranging from fledgling enterprises to long established organisations applied for funding. The Cultural Development Fund Reference Committee met to assess these applications on 23 October and recommended six applications to be awarded three year funding agreements of \$30,000 pa.
- 2.4 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 Art and Soul: Creative and Prosperous City Strategy.
- 2.5 While Council investment represents an average of 4% annual turnover for these organisations, the funding of \$30,000 a year is critical to demonstrating local Council support so they may leverage further funding from State and Federal Government, philanthropic and private donations.

3. RECOMMENDATION

That Council:

- 3.1 Endorses the Cultural Development Fund Committee recommendations for awarding the Key Arts Organisations \$30,000 per year for three years (2019 – 2021).
- 3.2 Makes public the list for the Cultural Development Fund grants by publishing on Council's website.

4. KEY POINTS/ISSUES

- 4.1 The Art and Soul: Creative and Prosperous City Strategy was endorsed by Council on 20 June 2018. One of the actions was to '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'.



- 4.2 The mechanism for this was developed through creating a new stream under the Cultural Development Fund, adding a Key Organisations stream alongside the annual Projects stream, and utilising the grants process and assessment panel.
- 4.3 This was an agile solution, as there was an assessment panel and process in place. It was also a cultural and organisation capacity building solution because the ultimate objective is also cultural development, whilst enabling organisations to address operational viability instead of relying on one-off projects.
- 4.4 Prior to this funding, organisations requesting operational funding needed to submit to Council's annual budget process. 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 Art and Soul Strategy.
- 4.5 The Cultural Development Fund - Key Organisations funding round was advertised from 3 September and applications closed 5 October.
- 4.6 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. The purpose of the funding is to retain key arts organisations in the City of Port Phillip and strengthen their capacity to attract funding. They will have a strong track record of producing high quality work, supporting independent artists and engaging the community in a significant way.
- 4.7 Organisations were eligible to apply if they were a legally-constituted not-for-profit arts organisation based in the City of Port Phillip for at least two years. They needed to have a formal governance structure, with annual financial and business plans, a track record of presenting professional programs, quality sector services or otherwise supporting independent artists. All activities need to primarily involve, benefit or employ artists, arts workers and cultural professionals.
- 4.8 The Cultural Development Fund – Key Organisations is designed to:
 - 4.8.1 Provide multi-year organisational funding to significant arts and cultural organisations in the City of Port Phillip;
 - 4.8.2 Assist key arts and cultural organisations with the capacity to support independent artists and build new audiences, increasing participation among artists and the community;
 - 4.8.3 Increase partnership opportunities for arts organisations through leverage and strengthening financial viability for not-for-profit organisations;
 - 4.8.4 Add value and extend the reach of arts activities and community engagement;
 - 4.8.5 Enable forward planning for arts organisations with multi-year funding, reducing administrative processes and building organisational capacity;
 - 4.8.6 Increase creative outcomes in the City of Port Phillip.
- 4.9 Eleven organisations, ranging from fledgling enterprises to long established organisations applied for this round of funding. The Cultural Development Fund Reference Committee met to assess these applications on 23 October.



4.10 Funding criteria included:

Essential

- 4.10.1 Organisations must have a substantial track record of delivering high quality arts activity in the Port Phillip community;
- 4.10.2 Applicants must demonstrate how they support independent artists and foster development of the City's creative people and culture;
- 4.10.3 Applicants must articulate their strategies for community participation and engagement and audience development;
- 4.10.4 Applications should indicate levels of financial leverage and partnership development that will be targeted

Desirable

- 4.10.5 Address diversity, access and equity for artists, participants and audiences;
 - 4.10.6 Have a strategy for measuring and increasing arts participation in the community;
 - 4.10.7 Can demonstrate a plan for increasing other sources of income;
 - 4.10.8 Demonstrate environmentally sustainable practices
- 4.11 As all the essential criteria and a number of desirable criteria were met by more of the organisations than could be funded, the Committee was asked to consider the following to assist with answering the question of what constitutes a 'key arts organisation':
- 4.11.1 the degree to which the organisation contributes to objectives of the Art and Soul Strategy;
 - 4.11.2 the history and contribution of these organisations;
 - the importance of retaining these organisations in CoPP; and
 - 4.11.3 the impact the funding is likely to make on their ability to continue to work in CoPP.
- 4.12 Six organisations have been recommended, all of whom met the criteria as key art and cultural organisations across a range of sizes, artforms and community engagement.
- 4.13 In addition, one highly commended organisation is suggested as 'next in line' should one of the recommended organisations become ineligible (e.g. moves out of the municipality) during the period. If this was to occur, the next highly commended organisation in line would be invited to submit updated material and enter into a funding agreement for the remainder of the funding period.
- 4.14 Funding Deeds will outline key performance indicators, including measurable outcomes outlined in the applications. Some examples of these are:
- 4.14.1 Number of activities and public outcomes in the City of Port Phillip



- 4.14.2 Increased audience attendance (including local)
- 4.14.3 Increased funding from other sources
- 4.14.4 Community impact based on quantitative and qualitative evaluation processes
- 4.14.5 Employment of artists and sales of artworks for benefit of artists
- 4.14.6 Media coverage
- 4.14.7 Access needs addressed
- 4.15 While Council investment represents an average of 4% annual turnover for these organisations, the funding of \$30,000 a year is critical to demonstrating local Council support so they may leverage further funding from State and Federal Government, philanthropic and private donations.

5. CONSULTATION AND STAKEHOLDERS

- 5.1 The 2018 Cultural Development Fund Reference Committee is chaired by Councillor Katherine Copsey. Other members of the panel are community members knowledgeable in cultural fields, who were appointed by Council for a three year term following an expression of interest process.
- 5.2 Community members appointed by Council are:
 - 5.2.1 Sue Roff (arts development, venue and project management) 2016-2018
 - 5.2.2 Matthew Boland (arts policy and funding, project management and community and arts committees) 2016-2018
 - 5.2.3 Nicola Klempfner (visual arts and literature programming, arts funding and marketing and audience development) 2017 – 2019
 - 5.2.4 Robyn Birrell (arts development, venue and project management, theatre production and performance) 2017-2019
- 5.3 Feedback from applicants is sought on the process for continuous improvement.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 There are no known risks to Council in adopting this recommendation.

7. FINANCIAL IMPACT

- 7.1 The total amount of funding recommended for the six organisations is \$180,000pa for three years which is provided for through the Art and Soul Strategy and the budget from 2018/19.

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. Some examples from those successful include:



- 8.2.1 Materials are recycled or sourced from local businesses;
- 8.2.2 hire rather than purchase disposable single-use items;
- 8.2.3 recyclable, multi-use and paperless ticketing systems;
- 8.2.4 encouragement of audiences and participants to use public transport;
- 8.2.5 predominantly online promotion and use of recycled paper, environmentally-friendly inks where necessary;
- 8.2.6 use of energy-efficient lighting and appliances;
- 8.2.7 adoption of new plans based on CoPP's Act and Adapt Strategy;
- 8.2.8 commitment to the development and sharing of knowledge and strategies;
- 8.2.9 changes in daily practice to alleviate energy and waste;
- 8.2.10 using the artform to promote messages of sustainability

9. COMMUNITY IMPACT

- 9.1 The key arts organisations recommended have a track record of delivering programs that benefit our community and have an economic and social impact. This includes opportunities to engage with artists and to participate in the creative process. It includes working with local traders, especially for the value add they can provide (eg pre or post event dining).
- 9.2 A number of the organisations also represent the values of diversity and inclusion, including multicultural, LGBTI, and all abilities. Access and inclusion featured highly in these applications.
- 9.3 All organisations selected had plans for increasing other sources of income, provide employment for artists and develop partnerships with business, government and community organisations.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 Funding under the Cultural Development Fund delivers on the Council Plan 2017-2027:

Direction 5: We thrive by harnessing creativity. A city where arts, culture and creative expression are part of everyday life.

- 10.2 The proposed recommendation is aligned with of the City of Port Phillip Art and Soul: Creative and Prosperous City Strategy 2018-22 through the action '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'.

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

- 11.1.1 All applicants will be advised soon after Council's decision. Successful applicants will be listed on Council's website.



11.1.2 Organisations will enter into a three year funding deed with KPIs and measurable outcomes. They will be subject to an annual review upon receipt of their reporting.

11.2 COMMUNICATION

11.2.1 Applicants will be advised of the outcome of their application soon after Council's decision.

11.2.2 The voluntary Committee members Sue Roff, Matthew Boland, Robyn Birrell and Nicola Klempfner will be thanked for their valuable contribution to the cultural life of Port Phillip.

12. OFFICER DIRECT OR INDIRECT INTEREST

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

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ATTACHMENTS

1. *Confidential*- Recommended applications Key Arts Organisations 2019-2022
2. *Confidential*- Applications summary