



12.1 **FUNDING RECOMMENDATIONS AND REPORT 2021/22
CULTURAL DEVELOPMENT FUND - FESTIVALS AND
EVENTS GRANT**

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1. PURPOSE

1.1 To present the recommended Cultural Development Fund- Festivals and Events grant recipients for 2021/22 for Council's approval.

2. EXECUTIVE SUMMARY

- 2.1 At the 15 September 2021 Council Meeting, Council endorsed a new stream of funding for 'festivals and events' into Council's existing Cultural Development Fund. Council's Cultural Development Fund (CDF) now offers three grants streams that support artists and cultural organisations in Port Phillip; CDF- Festivals and Events, CDF - Projects and CDF- Key Organisations.
- 2.2 The Cultural Development Fund (CDF) – Festivals and Events funding stream aims to encourage and assist not-for-profit organisations and community groups to develop local neighbourhood festivals or events during a period of COVID recovery and into the future. Festivals or events should celebrate the City's community spirit, identity, arts and culture.
- 2.3 This report presents Council with a list of proposed grants recommended by the Cultural Development Fund (CDF) Reference Committee. Funded projects will occur between July 2022 and June 2023.
- 2.4 A total of \$83,604 in grants has been recommended for 11 projects for this 2022 round with a maximum budget of \$135,000.
- 2.5 15 applications were received, requesting Council funding of \$124,104 for projects valued at a total of \$557,871.
- 2.6 11 projects with a total value of \$503,266 have been recommended. This represents an average of \$6 for every \$1 invested by Council.
- 2.7 Other applicant funding sources include the Australia Council for the Arts, Department of Justice, and funds such as Palais Theatre Community grants, Community Chest grants, Elwood Bendigo Bank community grants. Private sponsorship and in-kind support from local businesses were also included as funding sources. The ability to source other funding though, especially for smaller events during this time due to Covid19, has been impacted.
- 2.8 Projects will take place across the municipality; St Kilda, St Kilda East, Albert Park, South Melbourne and Elwood. A number of projects will be seen in multiple sites across the municipality as well as online.



3. RECOMMENDATION

That Council:

- 3.1 Endorses the recommended successful applicants as proposed by the Cultural Development Fund Reference Committee for the Cultural Development Fund – Events and Festivals Grant 2021/22 as outlined in Confidential Attachment 1
- 3.2 Releases details on the successful recipients of the Cultural Development Fund – Events and Festivals grant 2021/22 from confidence, once all applicants have been advised of the outcome of their application and those successful have confirmed their ability to proceed with their application.
- 3.3 Thanks, the Cultural Development Fund Reference Committee for their work in assessing applications and making recommendations to Council.
- 3.4 Thanks, all applicants who participated in the 2021/22 fund round for the Cultural Development Fund Events and Festivals.

4. KEY POINTS/ISSUES

- 4.1 The purpose of the 2021/22 CDF-Festivals and Events fund is to support arts, cultural and community organisations to develop creative projects in the City of Port Phillip that engage our community, between July 2022 and June 2023.
- 4.2 The grant round can include all artforms and is designed to support festivals and events that celebrate the creative and cultural life of the City develop, share new work, and connect with our communities.
- 4.3 CDF – Festivals and Events program objectives:
- 4.4 Support organisations to develop and manage creative and cultural festivals and events in the City of Port Phillip
- 4.5 Support capacity building, mentoring, partnerships or collaborative development, and arts engagement activities.
- 4.6 Support and engage diverse communities of all ages and backgrounds, including the development of work that engages with the wider Port Phillip community.
- 4.7 Generate arts, cultural and heritage activity in our neighbourhoods and precincts.
- 4.8 Selection criteria includes:
 - 4.8.1 Essential Funding Criteria
 - Projects must demonstrate creativity, artistic intention and or cultural significance
 - Funded activities must be based in the City of Port Phillip
 - Applications should indicate the project's value and engagement opportunities for City of Port Phillip audiences
 - Project participants living or working in the City of Port Phillip are involved in the project
 - Project expenditure equals project income and applicant must demonstrate that the project can proceed if other funding applications are unsuccessful



4.8.2 Desirable Funding Criteria

Projects need to demonstrate that they meet three or more of the following:

- Support the development and presentation of new artistic and cultural work
- Promote the City's cultural heritage
- Enhance the profile of the City of Port Phillip as an outstanding, vibrant arts environment
- Encourage participation in the arts
- Explore the identity and diversity of the City and its residents
- Explore issues related to access and equity
- Demonstrate a high level of community involvement and interest
- Demonstrate an attempt to source other funding where applicable
- Support partnerships with other organisations
- Encourage awareness of environmental sustainability through the arts

4.9 The process for application is as follows:

- A call for applications was advertised through Divercity, Council's website and a social media campaign from 10 December 2021
- Applicants could access the guidelines and application form through the website and receive assistance by contacting staff
- Applications were made using the online grants management system, Smartygrants
- Applications were assessed by the Cultural Development Fund Reference Committee according to the criteria at a meeting in February 2022

4.10 Of the applications not recommending for funding there was 1 in St Kilda, 1 in South Melbourne, 1 in St Kilda East and 1 across both Elwood and St Kilda East.

4.11 The Committee felt that these applications did not meet the criteria for this grant stream and it was recommended that two be referred for possible future applications to Community grants (possibly Community Quick response grants) and one to CDF-Projects grants.

5. CONSULTATION AND STAKEHOLDERS

5.1 The Cultural Development Fund Reference Committee is constituted through its Terms of Reference and is comprised of an independent community panel of experts with Councillor representation. The CDF Assessment Panel assessors noted 5.1.1 the level of diverse projects aimed at cultural communities that are often less highlighted.

5.1.2 the projects invited a broad level of engagement and opportunities for community reach

5.1.3 that while the funding awarded in this round was not the full amount, it was recommended that the budget remain at \$135,000 for the next round as organisations rebuild coming through the pandemic



5.1.4 that future opportunities could be explored by officers to engage a broader range of First Peoples organisations who may wish to hold cultural events and festivals in Port Phillip

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 11 projects is \$83,604 out of the \$135,000 provided for in the 2021/22 budget.7.2 Creative practice is recognised as making a valuable contribution to the City of Port Phillip's economy. As a sector, creative and cultural practice and industries are the second largest employer in the City of Port Phillip.7.3 Small to medium community cultural events engage with local business community as supporters but also draw community and broader audiences to business precincts.

8. ENVIRONMENTAL IMPACT

8.1 Cultural and community organisations will be made aware of Council commitment to environmental sustainability through the Council Plan and Cultural Development Fund Guidelines.

9. COMMUNITY IMPACT

9.1 The 2021/22 CDF- Festival and Events grant will support community and cultural groups to celebrate community culture and connection during recovery from Covid19.

9.2 Community engagement and cultural participation are contributing factors to community health and wellbeing.

9.3 Funded projects offer free or low-cost access to diverse cultural events across the municipality.

9.4 Community members of all abilities and diverse backgrounds are encouraged to participate in funded programs.

9.5 Contribution to the local economy through activity generated through attendance at festivals and events.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

10.1 Funding under the Cultural Development Fund delivers on the Council Plan 2021-31:

- Inclusive: a place for all members of our community, where people feel supported and comfortable being themselves and expressing their identities.
- Vibrant: with a flourishing economy, where our community and local business thrive, and we maintain and enhance our reputation as one of Melbourne's cultural and creative hubs.

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

11.1.1 Successful projects will be listed on Council's website and promoted through the community events listing.

11.1.2 The successful applicants will receive their funding by end June 2022



11.1.3 Funded projects will be conducted between July 2022 and June 2023 and acquitted within eight weeks of completion.

12. COMMUNICATION

12.1 Applicants will be advised of the outcome of their application soon after Council decision.

12.2 Details of funded projects will be available on the Council website.

12.3 Unsuccessful applicants are notified in writing and are invited to receive feedback from Council Officers.

13. OFFICER DIRECT OR INDIRECT INTEREST

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

ATTACHMENTS 1. **Confidential - Recommendations- Cultural Development Fund – Festivals and Events grants 2021/22**