

## SCHEDULE 2 – Linden New Art Inc

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Linden New Art Inc is one of a number of independently-managed cultural organisations within the City of Port Phillip. The City owns the building having acquired it in 1986 as the City of St Kilda.

Council provides significant funding to support the cost of delivering a range of predominantly visual arts programs in this highly valued public art gallery. In 1999 the City devolved management and program implementation to an independent incorporated association now known as Linden New Art Inc.

Responsibility for the management of the organisation rests with a Board of Management, made up of skilled pro bono business professionals with expertise in a range of areas to support the effective governance of the organisation. Board members provide their time and expertise voluntarily. The Board is responsible for the mission, vision, direction setting, strategic leadership and overall financial management. The Gallery Director reports to the Board and is responsible for organisational development, administration and ongoing program implementation. The City values the experience and commitment that these skilled Board members and appointed staff bring to the development and management of Linden New Arts Inc.

A range of funding acquittal and compliance measures have been outlined to provide accountability and demonstrate value to the community.

### Purpose

The purpose of this funding deed is to grant to Linden New Art Inc funds to be used in order to

- enrich the lives and culture of local community members and the wider community through contemporary visual arts activities and related community engagement activities at Linden New Art;
- align services of the cultural facility with the Council Plan, particularly Strategic Direction #5: We thrive by harnessing creativity: A City where arts, culture and creative expression are part of everyday life.

### Objectives

Linden New Art Inc will deliver on the Council Plan through:

Objectives	Measures of success	Key actions
Promote and celebrate community creativity and participation in art, music, culture, heritage and festivals	Provide high quality and well promoted arts events and experiences  High levels of local community engagement and participation.	Programming as per key performance indicators below
Provide spaces for arts and cultural organisations and service providers	Increase opportunities for creative practitioners to create opportunities for industry experience, collaboration and innovation	Residencies; low cost space for local practitioners; Creative development and professional development opportunities
Develop strategic direction that contributes to the Council Plan and Creative and Prosperous City Strategy	Strategic Plan aligns with Council Plan. Strategic Plan contains actions that contribute to the Creative and Prosperous City Strategy	Develop a strategic plan for the two year funding period.

Goals for this funding deed are to provide and encourage:

1. Access and Inclusion: Operate under universal access principles, adhere to Council's access and equity principles and work to overcome barriers to participation.
2. Quality, innovation and boldness: A place for creators, participants and audiences to experience new ideas and different perspectives.
3. Community engagement: Engage the community, including residents, artists and visitors through opportunities to attend, participate and create.
4. Leverage other sources of funding: Generate income from other sources with a view to gradual reduction in percentage of Council core funding.
5. Provide affordable space and collaborative opportunities for local artists and organisations.
6. Alignment with Council strategic directions: Work closely with Council officers to realise potential opportunities and maintain alignment with the Council Plan.

### Key Performance Indicators

Obj.	Goal	Indicator	Target 2018/19	Target 2019/20
1	2,3	Visitor attendance (detailed by activity)	20,000	25,000
1, 3	2,3	Visitors are satisfied by their experience of visiting Linden	80%	80%
1, 3	2,3	Visitors recommend Linden to friends/family / colleagues	85%	85%
1, 3	1,2,3,6	Visitors feel more socially connected following a visit to Linden	60%	65%
1, 3	1,2,3,6	Visitors find the experience enriching, enjoyable and thought-provoking	80%	80%
1, 3	2,3,6	Linden's visitors contribute to the local economy	narrative	narrative
1, 3	2,3,6	No. media mentions, increasing Linden's profile	110	115
1	2,3	Local resident attendance	30%	35%
1,3	1,3,6	Level of access and diversity in participation and patronage (detailed by activity)	narrative	narrative
1	2,3,5	Number Artists involved in exhibitions (detail by activity)	500	600
1,2,3	1,3,5,6	% CoPP Artists involved in Linden Postcard Show (other programs by narrative)	20% & narrative	25% & narrative
1,2	2,3,5	No. exhibitions: Main space Linden projects	6 4	8 10
1,2	2,3,5	No. events and programs (detailed by activity)	18	25
1,2	2,3,5	Artists are satisfied by their experience working at Linden	80%	80%
1,2	2,3,5	Artists recommend working with Linden to colleagues	85%	85%
1,2	2,3,5	Artists believe exhibiting at Linden has enriched their practice	80%	80%
1,3	1,2,3,6	Family and child participation in Linden's education program	200	220
1,3	1,2,3,6	No. schools participating in Linden's education program.	20	22
1,3	1,2,3,6	Develop relevant partnerships and collaborations to enhance the program	narrative	narrative
1,3	1,2,3,4,6	Annual increase in funding from both public sector and private supporters	10%	15%
1,3	4,6	Total Council contribution as a % of income	60%	57%
3	6	Programs and events that encourage sustainable arts practice, sustainable transport or waste reduction	narrative	narrative
3	1-6	Strategic Plan aligns with the funding deed goals	narrative	narrative
1,2,3	1,2,3,5,6	Linden contributes to the local arts sector and holds relevant gatherings for senior staff of CoPP based arts organisations	Quarterly meetings / narrative	Quarterly meetings / narrative
1,2,3	1,2,3,5,6	Linden leads Board governance by hosting relevant sector gatherings for CoPP based arts organisations	1 + narrative	2 + narrative

