



## **City of Port Phillip South Melbourne Town Hall Cultural Activation Sponsorship 2018**

The City of Port Phillip recognises that its Community Grants, Cultural Development Fund and Town Hall Subsidy Scheme provide strategic opportunities to work in partnership with community groups and cultural organisations to strengthen community capacity and promote a creative and engaged community in the City of Port Phillip.

The South Melbourne Town Hall has been identified as a cultural hub with a number of creative organisations working within the Emerald Hill precinct and local community organisations with a desire for greater access. A sponsorship program will be trialled during 2018 to assist community organisations to activate the South Melbourne Town Hall with cultural activity.

Sponsorship will comprise in-kind support to hire the South Melbourne Town Hall auditorium (room hire only - not inclusive of security, staffing or equipment hire). It may cover all or partial venue hire costs.

### **Policy context**

The Council Plan sets out Council's vision for the City of Port Phillip and the key deliverables for the period between 2017 and 2027. Please follow this link to access the full council plan. ([http://www.portphillip.vic.gov.au/council\\_plan\\_budget.htm](http://www.portphillip.vic.gov.au/council_plan_budget.htm) )

The South Melbourne Town Hall Cultural Activation Sponsorship Scheme complements other initiatives including the Town Hall Subsidy Scheme and supports a number of objectives in the Council Plan 2017-2027:

- We embrace difference and people belong
- We thrive by harnessing creativity

### **Aim**

The aim of the South Melbourne Town Hall cultural activation sponsorship program is to provide community organisations to activate the South Melbourne Town Hall with cultural activity.

### **Access and equity principles**

Events or functions that are held in Council spaces must be free of any form of discrimination as outlined in the Racial and Religious Tolerance Act and Equal Opportunity Act.

### **Availability**

There is a limited number of sponsorship dates that will be offered. These will be assessed according to criteria below and subject to availability.

### **What does the town hall hire subsidy scheme cover?**

Applicants may receive PART or FULL Town Hall sponsorship up to a maximum in kind support for the hall hire for events (see rates list below). The subsidy may cover some or all of the following:

- Venue hire (hall and 1 x additional room)
- Kitchen use
- Standard equipment (tables and chairs - limited numbers)

Sponsorship will not include

- Equipment hire, including lighting and sound equipment
- Security costs – required when the building is open to the public
- A duty officer – required if technical or set up support is applicable
- Cleaning costs
- Bond

The applicant will have to cover any additional or special equipment costs, for example, catering and beverage costs (dependant on advice).

**Applicants must:**

- be based in the City of Port Phillip (organisations based outside the City of Port Phillip must demonstrate benefit to the local community)
- be a not for profit community group, organisation, club or school
- be incorporated under the Associations Incorporation Act
- have their own public liability insurance

OR

- if not based in City of Port Phillip, organisations must demonstrate cultural benefit to community
- individual artists or un-incorporated organisations must be auspiced by an incorporated association and are deemed to be non-profit as classified by the Australian Taxation Office (section 1 03A(2) (c) of the Income Tax Assessment Act 1936). Auspice organisations must also have Public Liability Insurance.
- have submitted successful acquittal reports for all previous City of Port Phillip grants (where applicable).

**Assessment criteria**

| Criteria  | Weighting |
|---|-----------|
| Cultural activation: <ul style="list-style-type: none"> <li>• What is the nature of your event?</li> <li>• How will it activate the local area?</li> </ul>  | 30%       |
| Target population: <ul style="list-style-type: none"> <li>• Who are the participants?</li> <li>• How many City of Port Phillip residents will benefit from the event?</li> </ul>  | 20%       |
| Council priorities: <ul style="list-style-type: none"> <li>• To what degree does the event address Council priorities?</li> </ul>   | 20%       |
| Community benefit:<br>The purpose of the organisation is predominantly for the Port Phillip community but this can extend to activation and visitation with benefit for local businesses. <ul style="list-style-type: none"> <li>• How many people do you expect to attend your event?</li> <li>• Does the event enable access for all Port Phillip residents</li> <li>• How else does the event directly benefit the Port Phillip community</li> </ul> | 30%       |

**Conditions of Sponsorship**

Applicants may receive FULL or PARTIAL sponsorship, depending on the nature of the event; whether it is free or ticketed and the perceived benefit for the community. No application can be guaranteed sponsorship or use of facilities, nor can any applicant be

guaranteed use of facilities to the full extent requested. It is important that applicants consider these limitations when preparing the request for assistance.

Sponsorship will be for room hire only and not include costs of security, staff or equipment hire. Sponsored events would be subject to a bond payment.

**Successful applications are subject to hall availability.**

Important note: Dates can only be reserved with payment of the refundable bond.

Council reserves the right to cancel a booking in accordance with the "[Conditions of Hire for Municipal Halls](#)" document. You can't reserve or hold dates prior to your application being assessed. Council reserves the right to cancel a booking in accordance with the Conditions of Hire for Municipal Halls document.

The level of assistance available is limited by Council's budget. Council reserves the right to identify priority areas for funding consistent with the broad strategic directions and policies endorsed by Council.

If an application is unsuccessful it does not necessarily mean that the project or activity is not worthy of support. The panel may refer to you another Council venue and the Town Hall Hire Subsidy Scheme.

Successful applicants are subject to the terms and conditions of use that apply to hirers of Council facilities and must pay a refundable bond of \$1000. Refer to the [Conditions of Hire for Municipal Halls](#) document.

**Support requirements**

A requirement of successful South Melbourne Town Hall Cultural Activation Sponsorship applications is the public acknowledgment of Council's support for the project or activity:

- acknowledgment of Council's support at the function or event
- opportunities for the City of Port Phillip to speak at key activities (if appropriate)
- acknowledgement of Council's support on printed materials and inclusion of Port Phillip logo and sponsor message in any function or event related publicity.
- display of City of Port Phillip promotional banners at the function or event

Applicants should include the value of their subsidy (based on current community hire rates) in their budgets.

**Application and assessment process**

- Applications to the South Melbourne Town Hall Cultural Activation Sponsorship program for 2018 will open January 2018 and will remain open until the sponsorship allocation is exhausted.
- Applicants should first check date availability with the Australian National Academy of Music (ANAM) who will be managing bookings on behalf of Council and have a few date preferences prior to applying for sponsorship.
- Applications will be assessed by the Local Festivals Fund panel against the eligibility criteria, against other applications and within budget constraints.
- Bookings will be finalised and managed by the Australian National Academy of Music (ANAM)

**Contact us**

All enquiries are to be directed to Terese Schlaghecke, Local Festivals Fund 9209 6217 [lff@portphillip.vic.gov.au](mailto:lff@portphillip.vic.gov.au)

## South Melbourne Town Hall rates

| <b>South Melbourne Town Hall</b>  |            |
|---|------------|
| <b>Auditorium (Including Kitchen)</b>                                     |            |
| Commercial Mon-Thur whole day   | \$1,403.00 |
| Commercial Fri - Sun whole day  | \$1,874.00 |
| Community Mon-Thur Whole day  | \$712.00   |
| Community Fri-Sun whole day   | \$841.00   |
| After hours Hourly Rate Commercial (before 8am, after 1am)                | \$174.00   |
| After Hours Hourly Rate Community (before 8am, after 1am)                 | \$98.00    |
| <b>Staff Labour (not eligible for sponsorship)</b>                        |            |
| <i>Duty Officer and Security Staff</i>                                    |            |
| Duty Officer Fees - (Mon - Thur) – per hour (minimum 3 hours)             | \$39.00    |
| Duty Officer Fees - (Fri, Sat & Sun) - per hour (minimum 3 hours)         | \$68.00    |
| Duty Officer Fees - (Public Holidays) - per hour (minimum 3 hours)        | \$83.00    |
| Security Officer Fees - (Mon - Thur) - per hour (minimum 4 hours)         | \$48.00    |
| Security Officer Fees - (Fri, Sat, Sun & PH) - per hour (minimum 4 hours) | \$80.00    |
| Public Liability Fee  | \$28.50    |
| Bond - Commercial   | \$3,075.00 |
| Bond - Community  | \$1,025.00 |