



13.2 LINDEN NEW ART 2020 FUNDING DEED

EXECUTIVE MEMBER: KYLIE BENNETTS, GENERAL MANAGER, CITY GROWTH AND ORGANISATIONAL CAPABILITY

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1 PURPOSE

- 1.1 To outline the proposed funding deed for Linden New Art Inc for 5+5 years from September 2020 to June 2030.

2. EXECUTIVE SUMMARY

- 2.1 The current funding deed with Linden New Art Inc expired 30 June 2020. This was 'interim' with the expectation that a new ten-year funding deed comprising a five year term and five year extended term would be negotiated in 2020, following the new Council Plan and Creative and Prosperous City Strategy.
- 2.2 The timelines for negotiation and finalising of this new funding deed have been pushed back due to the impacts of COVID-19.
- 2.3 This new funding deed continues the increased key performance indicators from the 2018 – 2020 deed, maximising benefits and outcomes including: increased access to the facility by local arts organisations; increased community access including opportunities for visitation and participation; and increasing funding from other sources. It also introduces

3. RECOMMENDATION

That Council:

- 3.1 Endorse the funding deed for Linden New Art Inc for ten years from September 2020 to June 2030.

4. KEY POINTS/ISSUES

- 4.1 Linden Gallery has been a focal point for arts activity in the City since the City of St Kilda began operating it as a cultural facility in the mid 1980s. Linden Board of Management (now Linden New Art) has been supported with funding deeds that covered operational and program costs since 2000.
- 4.2 In 2000 Linden Centre for Contemporary Art received annual funding of \$90,000pa which has grown to \$295,293 in 2015/16. The funding dropped to \$258,738 (2016 – 2018) due to building works. In 2018 – 2020, via interim funding deed, the amount was \$341,336 per year. The organisation underwent a governance and Board change in 2014 and rebranded as Linden New Art.
- 4.3 Linden has attracted an average of 21,000 per year to its exhibitions and programs. Between 2014 and 2018, the percentage of City of Port Phillip residents visiting Linden has increased from 14% to 58%, and has remained high even in light of Covid, with the overall from Jan – June 2020 at 37%, and 40% for specific exhibitions (total of 4,439 visitors during this period).



- 4.4 Linden's support for artists has continued in the 2 years of their previous funding deed. Their most recent report indicates 97% of artists are satisfied with working at Linden; 95% recommend working with Linden to their colleagues, and 87% believe exhibiting at Linden has enriched their practice.
- 4.5 Building on the performance indicators from the previous interim funding deed, and in consultation with the Arts and Soul Advisory Panel and Council Officers, the new 5+5 funding deed has been drafted with the following principles:
 - 4.5.1 Access and Inclusion: Operate under universal access principles, adhere to Council's access and equity principles and work to overcome all barriers to participation be they physical or financial.
 - 4.5.2 Audience Engagement: deliver content which appeals to diverse communities and audiences from the City of Port Phillip and broader Melbourne.
 - 4.5.3 Artistic Vibrancy: Program ambitious, contemporary and diverse works across a range of artforms and practices, creating opportunities for artists to showcase their work.
 - 4.5.4 Community Outreach: Actively engage the community, including residents, artists and visitors through opportunities to attend, participate and create; work to identify new and underrepresented community groups in both audiences and programming and explore opportunities to engage them; Provide affordable space and collaborative opportunities for local artists and organisations; demonstrate Linden New Arts' impact on the broader community and economy including, but not limited to, arts and social wellbeing, family programming, and support for local tourism and businesses.
 - 4.5.5 Sustainability and governance: Generate income from other sources with a view to gradual reduction in percentage of Council core funding; invite council officers and managers where appropriate to board and other meetings. Develop appropriate partnerships within the municipality to provide opportunities for cross-collaboration and promotion.
 - 4.5.6 Future Planning & Impact: Work closely with Council officers to realise potential opportunities and maintain alignment with the Council Plan.
- 4.6 Linden New Art has been meeting current key performance indicators, and these will further maximise benefits and outcomes through the 5+5 term agreement, using the principles above.
- 4.7 Desired outcomes from the interim funding deed include: increased access to the facility by local arts organisations; increased community access including opportunities for visitation and participation; and increasing funding from other sources.
- 4.8 From their most recent report, overall, the City of Port Phillip contributed 36% of Linden New Art's income against a FYT of 60%. In the period 2014 – 2018, this contribution averaged 52%
- 4.9 Proposed key performance indicators are shown in Attachment 1. These have been informed by previous reports, expectations of the improved facilities and negotiations with the Linden New Art Board.
- 4.10 A lease exists over the parcel of land that is Linden Gallery and is aligned with the funding deed, expiring 30 June 2030.



- 4.11 In the period 2020 / 21, Council and Linden New Art Inc will negotiate transfer of some maintenance and cleaning responsibilities to Linden New Art Inc as an ongoing activity commencing 2021 /22.

5. CONSULTATION AND STAKEHOLDERS

- 5.1 The Board and Management of Linden New Art Inc has been a critical stakeholder in these and future discussions
- 5.2 Consultation on the KPIs was also undertaken with the Art and Soul Advisory Panel.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 Per the previous deeds, legal advice suggests the proposed funding deed presents no risk to Section 186 of the Local Government Act as long as it is distinguished as funding for an organisation with conditions, as opposed to a contract for services.

7. FINANCIAL IMPACT

- 7.1 The core funding amount proposed is currently in the operating budget.

8. ENVIRONMENTAL IMPACT

- 8.1 Funding deeds seek environmental targets, encourage sustainable transport options and waste reduction.
- 8.2 New KPIs are included to capture environmental targets.

9. COMMUNITY IMPACT

- 9.1 The community, including the creative sector, highly values the City's cultural facilities and expects Council to seek best value in the economic, social and cultural domains.
- 9.2 In the period January to June 2020, Linden exhibited the work of 476 artists across 7 shows in their Main Space and 3 in their Projects Space. Of these, 10.9% were from Port Phillip, 35.8% from broader Melbourne, 1.56% from Regional Victoria, and 51.75% from interstate.
- 9.3 Through visitor engagement in the local community, at least \$17,346.60 was contributed to the local economy. In addition to this, Linden sold \$25,670.00 of artworks on behalf of artists from the gallery's main space and Linden Projects Space.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 The Council Plan 2017-2027 states, as a priority in the next four years, that it will:
- 10.1.1 Invest in our key arts and culture venues, including continuing to fund the operation of Gasworks Arts Park and Linden Gallery; and
- 10.1.2 Provide grants, funding and spaces for arts and cultural organisations and service providers to ensure access for everyone to relevant services and programs.
- 10.2 The proposed funding deed delivers both of these priority actions in a way that seeks to maximise the use of and engagement with our cultural facilities.
- 10.3 The Art and Soul: Creative and Prosperous City Strategy states as an action:
- 10.3.1 engage with the current boards of Gasworks and Linden and the advisory panel for the Art and Soul Strategy (Action 18) to examine ways to better leverage Council's investment in these facilities and, following this



engagement, recommend options to Council to ensure maximum access for local arts organisations, foster local arts development, attract funding from other sources, increase opportunities for community participation and promote Port Phillip as a cultural destination

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

- 11.1.1 September: Execution of funding deed before payment in October
- 11.1.2 Evaluation of KPI delivery in year 3 – 2023 / 24
- 11.1.3 Decision on Extended Term of 5 years in year 5 – 2025 /26
- 11.1.4 Evaluation of KPI delivery in year 7 - 2027 / 28
- 11.1.5 Decision on future progress as funding deed term ends 2030 / 31

11.2 COMMUNICATION

- 11.2.1 Linden New Art Inc will continue to program and manage the Linden cultural facility for 5+5 years.

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. Linden New Art Funding Deed 2020 to 2030