



13.1 ARTS RESCUE PACKAGE

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

PREPARED BY: LAUREN BIALKOWER, MANAGER, COMMUNICATIONS AND ENGAGEMENT

1. PURPOSE

- 1.1 To provide an arts 'rescue package' to assist local artists and creative industries practitioners who have been impacted by the COVID-19 pandemic.

2. EXECUTIVE SUMMARY

- 2.1 The Arts Rescue Package has been designed to support local artists, cultural organisations and creative businesses dealing with the immediate and ongoing impact of COVID-19.
- 2.2 The package of \$150,000 for the grants and 360 degree gallery is funded from savings in the 2019-20 Creative Industries and Creative and Prosperous City Strategy budgets. Total savings delivered within these budgets to date are around \$250,000, with further savings to be found by the end of the financial year.
- 2.3 The package has 3 components:
- 2.3.1 Virtual reality and 360-degree gallery.
 - 2.3.2 Grants program.
 - 2.3.3 Online St Kilda Film Festival.
- 2.4 This report concerns the gallery and grants program components of the package only.

3. RECOMMENDATION

That Council:

- 3.1 Endorses the virtual gallery and grants components of the Arts Rescue Package;
- 3.2 Endorses the selection panel to choose the recipients, and authorises the CEO (or his delegate) to approve the grants recipients upon recommendation of the selection panel.

4. KEY POINTS/ISSUES

- 4.1 **Taking our local creative and cultural institutions online with virtual reality and 360 video**
- 4.1.1 There is an opportunity to work with a virtual reality production studio located in South Melbourne to create a platform for our City of Port Phillip galleries to present an already curated collection online.
 - 4.1.2 This will promote economic development by supporting an innovative and interactive online platform for organisations that may not have the means to produce their own. The interactive content will be available via the City of Port



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Phillip website or by using a stand-alone website, YouTube on screen or via a VR headset.

4.1.3 We envisage that the 'exhibition' will incorporate 3 x existing exhibitions funded directly by Council with one other (Linden New Art) delivered through an existing partnership model.

4.2 Quick Release Grants

4.2.1 These grants aim to:

- Be quick release, with reduced friction in the application and assessment process, leaning on existing work and council processes.
- Support as broad a range of activity as possible.
- Be repeatable, pending future budget considerations.
- Connect to a longer term, but still uncertain, recovery phase for artists and creative industries.
- Connect to existing and new council-led projects showcasing new work and opportunities for collaboration between artists, venues and the wider Port Phillip community.

4.2.2 All grants will support:

- Research and Development for new work to take place in recovery.
- Production of new, digitally enabled or online work.
- Promotion of existing online work.
- Arts engagement activities deliverable online which support and engage diverse communities and which connect to longer-term new or existing face-to-face programs.
- Capacity building opportunities including mentoring, equipment, or partnerships.
- Engagement with the wider Port Phillip community, including children, vulnerable groups, and traders.

4.2.3 Grants will not be given to projects that have already received funding from other major funding bodies unless the applicant can demonstrate a specific benefit to the City of Port Phillip which would not occur without our funding. If we agree to co-fund projects with Creative Victoria, they must be clearly acknowledged as a joint project in all materials.

4.2.4 We will allocate at least 25% of the grants budget to projects that are able to demonstrate some co-funding capability.

5. CONSULTATION AND STAKEHOLDERS

5.1 This package has been reviewed by the Art and Soul Advisory Committee with feedback incorporated.

6. LEGAL AND RISK IMPLICATIONS

6.1 None.



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7. FINANCIAL IMPACT

- 7.1 The total budget assigned to the grants and gallery components of Council's Arts Rescue Package is \$150,000. This money will be taken from savings made both within the Arts and Creative Industries and Creative and Prosperous City Strategy budgets.
- 7.2 As of the time of writing over \$250,000 savings had been identified in both budgets and more are expected between now and the end of the Financial Year.

8. ENVIRONMENTAL IMPACT

- 8.1 Dependent on nature of approved grants.

9. COMMUNITY IMPACT

- 9.1 Short term:
 - 9.1.1 Artists, cultural organisations, and creative businesses are provided relief funds to sustain activity and connection to community.
 - 9.1.2 Council is recognised as acting in the best interests of the community.
- 9.2 Medium term:
 - 9.2.1 Development of new, digitally enabled work engages new audiences and develops the digital skills of practitioners.
 - 9.2.2 Artists, cultural organisations, and creative businesses remain active, continuing their existing community engagement and building new opportunities.
 - 9.2.3 New relationships between artists and creative businesses and the wider Port Phillip community formed.
 - 9.2.4 Council's role in sustaining activity is recognised through the capture and sharing of supported stories.
- 9.3 Long term:
 - 9.3.1 Artists, cultural organisations, and creative businesses enter a post COVID-19 phase of recovery from a position of strength.
 - 9.3.2 Research and development work into new practices, audiences, partnerships, community and business opportunities supports the rapid growth and regrowth of local practitioners.
 - 9.3.3 New partnerships between the arts and creative industries and a wide range of community groups sustained and delivering innovative projects.
 - 9.3.4 Council is recognised and championed as a key factor in the recovery process.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 As well as supporting action 5 of the Council Plan, we thrive by harnessing creativity, this proposal would expand the currently approved COVID-19 rescue package which currently does not address this sector of Port Phillip's community.

11. IMPLEMENTATION STRATEGY

- 11.1 TIMELINE
 - 11.1.1 The grants and virtual exhibition will be implemented as soon as approval is granted, for grant monies to be awarded within the 2019/2020 financial year.



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11.2 COMMUNICATION

11.2.1 The grants and virtual exhibition will be promoted via existing Council communications channels including website, social media and e-newsletters.

11.2.2 The opportunities will also be promoted to current applicants for the Cultural Development Fund.

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. Arts COVID-19 Rescue Package