



**12.1** **CULTURAL DEVELOPMENT FUND - PANEL  
RECOMMENDATIONS, UPDATED TERMS OF REFERENCE  
AND OBJECTIVES/CRITERIA**

**EXECUTIVE MEMBER:** **BRIAN TEE, GENERAL MANAGER, CITY GROWTH AND  
DEVELOPMENT**

**PREPARED BY:** **JESS HALL, COORDINATOR EVENTS, PARTNERSHIPS &  
INDUSTRY DEVELOPMENT**  
**LAUREN BIALKOWER, EXECUTIVE MANAGER - ADVOCACY AND  
STAKEHOLDER ENGAGEMENT**

**1. PURPOSE**

- 1.1 To appoint community representatives as listed in confidential Attachment 1 to the Cultural Development Fund Reference Committee.
- 1.2 To present the updated Terms of Reference (TOR) for the Cultural Development Fund Reference Committee. Attachment 2
- 1.3 To confirm that Officers will now make recommendations directly to Councillors on allocations from the Cultural Development Fund – Festival and Events stream, in addition to recommendations made by the Cultural Development Fund Reference Committee.
- 1.4 To present updated objectives and criteria for the Cultural Development Fund – Festivals and Events grant stream.

**2. EXECUTIVE SUMMARY**

- 2.1 The Cultural Development Fund (CDF) aims to assist and encourage artists and organisations to develop and realise creative projects, festivals and cultural events and programs through a three-stream grant program; annual project grants, three-year organisational support grants, and bi-annual festivals and events grants.
- 2.2 Council is committed to collaboratively delivering its Council Plan by valuing and utilising the wealth of skills and knowledge in the community. It acknowledges that sound governance practice for local democracy is high quality, well informed, responsive and accountable decision making in the best interests of the community.
- 2.3 The CDF Reference Committee includes one Councillor representative and is comprised of two panels and a pool:
  - 2.3.1 Panel 1 to assess grant applications in all artforms for CDF – Projects
  - 2.3.2 Panel 2 to assess grant applications for local creative festivals and events for CDF – Festivals and Events
  - 2.3.3 CDF Reference Committee Pool – comprised of all nominees in panels 1 and 2 as well as all other eligible nominees.
- 2.4 15 nominations were received, all nominees live or work in the City of Port Phillip and all demonstrated experience in the arts and creative industries and/or festivals and events production and management.
- 2.5 15 nominations have been recommended for a place on a panel relevant to their expertise/experience and/or the pool.



- 2.6 Recommendations are based on the extent to which criteria were met and the complementarity of skills with other committee and panel members to give the broadest possible range of experience.
- 2.7 While recipients of Council's arts, festivals and activations grants funding over the past two years demonstrate strong artistic and/or creative community outreach outcomes (with a wide range of organisations being funded), there is a need for better outcomes in terms of local economic benefit and increased visitation.
- 2.8 The Terms of Reference (TOR) for the CDF Reference Committee has been updated to expand the expertise of the selection panel to include those with experience in events/marketing/precinct-based promotion as well as arts and culture. The Council Strategic Direction, Sustainable Port Philip, has also been added to reflect Council's commitment to being a City that is adapting and resilient to climate change.
- 2.9 Recommendations and updates are proposed to the CDF – Festivals and Events grant to ensure funded activities have clear strategic and/or stakeholder value to the City. Changes include officers being able to make direct recommendations to Councillors (alongside the CDF Reference Committee), updates to objectives and criteria and the introduction of tiered funding.

### 3. RECOMMENDATION

That Council:

#### **Part 1**

- 3.1 Appoints Committee Members to the Cultural Development Fund Reference Committee as appears in confidential Attachment One, including the listed applicants who met criteria for a Committee 'pool'.
- 3.2 Makes public the list of Committee members following the adoption by Council and the acceptance of the nominees.
- 3.3 Approves the updated Terms of Reference for the Cultural Development Fund Reference Committee (Attachment 2).
- 3.4 Delegates authority to the Chief Executive Officer, or their delegate, to make amendments to the Terms of Reference documents to correct minor drafting errors that do not materially alter the intent.

#### **Part 2**

- 3.5 Approves officer recommendations to Council in relation to the Cultural Development Fund - Festivals and Events stream.
  - 3.5.1 Officers would have the ability to seek further information from applicants that have clear strategic and/or stakeholder value to the City.
  - 3.5.2 The success of applications would be determined by the application's merits against the funding criteria and program objectives, and in competition with other applications.
  - 3.5.3 All funding recommendations would be referred to a meeting of Council for approval, however recommendations could also be made directly to Councillors as/if opportunities arise.
- 3.6 Approves the updated Cultural Development Fund – Festivals and Events Grant Objectives and Assessment Criteria.



#### 4. KEY POINTS/ISSUES

- 4.1 The purpose of the CDF Reference Committee is to assist Council by providing advice and recommendations in relation to applications to the Cultural Development Fund grants program according to the published guidelines.
- 4.2 4.2. The call for community nominations for the CDF Reference Committee was advertised from 11 April until 15 May in CoPP Diversity, Community Sector e-news, webpages and social media , fliers through local libraries and community centres, ArtsHub and creative industries e newsletters.
- 4.3 Existing committee members were welcome to reapply.
- 4.4 15 nominations were received, and all nominees are recommended for the Cultural Development Fund Reference (CDF) Committee for one of the following roles: (Refer Attachment 1)
- 4.4.1 4 nominees to Panel 1 (CDF- Projects) and Committee Pool
- 4.4.2 4 nominees for Panel 2(CDF – Festival and Events) and Committee Pool
- 4.4.3 7 nominees are recommended for the Committee Pool only.
- 4.5 Pool Committee members can be co-opted or invited to sit on panels to replace an appointee unable to participate, replace a member who may be resigning, or be consulted on the basis of specialist knowledge.
- 4.6 In November 2022, Councillors unanimously endorsed the Creative and Prosperous City (CPC) Strategy 2023-2026. CPC is designed to deliver on the Vibrant Port Phillip Strategic Direction of Port Phillip’s Council Plan 2021-31:
- A City that has a flourishing economy, where our community and local businesses thrive, and we maintain and enhance our reputation as one of Melbourne’s cultural and creative hubs.*
- 4.7 CPC outlines Council’s commitment to create a thriving social, cultural and economic future for the City of Port Phillip and a continued focus on economic development and tourism, festivals, events, live music, our screen industry (including film and gaming) and arts, culture and heritage.
- 4.8 Action 19 of CPC is to ‘review relevant Council grants programs to ensure that audience, community and development outcomes are tangible and measured for both our creative and business communities.’
- 4.9 Council has 5 streams of Grants that fund arts, events, festivals and activations:
1. CDF – Projects (\$125,000 for 23/24) with grants of up to \$12,000 available to support artists and organisations to develop and realise creative projects, this grant is assessed annually by the CDF Reference Committee. Recommendations are brought to Council for endorsement.
  2. CDF – Key Organisations (\$180,000 for 23/24) this stream provides up to \$30,000 per annum for triennial support grants for arts and cultural organisations and is assessed by the CDF Reference Committee with recommendations brought to Council for endorsement.
  3. CDF – Festivals and Events (\$135,000 for 23/24) has grants up to \$20,000 available to encourage and assist not-for-profit organisations and community groups to develop neighbourhood festivals and events that celebrate the City’s



community spirit, identity, arts and culture. It is assessed by the CDF Reference Committee with recommendations brought to Council for endorsement.

4. Love My Place grants (\$100,000 for 23/24) this grant aims to activate public space in order to support local community and business. Recommendations are brought to Council for endorsement.
  5. Community Grants - while no specific amounts are allocated to arts activations, certain projects could potentially fit under the Community Strengthening category which offers grants up to \$10,000.
- 4.10 Through various grant options, Council has been able to offer a range of funding opportunities that best support particular programs, however opportunities for improvement have been identified.
- 4.11 **Opportunities for improvement:**
- 4.11.1 Analysis of the recipients from the latest CDF – Projects and CDF - Festivals and Events rounds show many projects or events are unlikely to result in significant economic benefit or visitation to the City.
  - 4.11.2 The CDF – Festivals and Events stream currently has objectives and criteria which are very similar to the CDF – Projects stream and the Love My Place grant, which makes it difficult for panels to clearly assess and distinguish between the grants (and subsequently attracts the same applicants across the three grants).
  - 4.11.3 Encourage community focussed events ie Christmas carols / bric a brac markets, to utilise the Community Grants program rather than CDF streams. These are valuable community strengthening opportunities but are arguably not creative events, festivals and activations.
  - 4.11.4 Under the present arrangements, Officers have limited ability to recommend events, activations and festivals for funding other than as part of the quarterly budget reviews. Whilst independent assessment panels are familiar with the selection criteria and Council Plan, they are less aware of the immediate strategic priorities of Council.
  - 4.11.5 The current system does not enable panels or assessors to request further information from applicants and there has sometimes been a perceived lack of quality from applications which would otherwise support clear strategic and economic benefits to the City
  - 4.11.6 Encourage panels to award fund amounts that are equitable and reflective of the level of investment.
- 4.12 **Changes proposed:**
- 4.12.1 The Terms of Reference (TOR) for the CDF Reference Committee has been updated to:
    - expand the expertise of the selection panel to include those with experience in events/marketing/precinct-based promotion as well as arts and culture.
    - include the Council Plan Strategic Direction Sustainable Port Phillip: *Port Phillip has a sustainable future, where our community benefits from living in a bayside city that is cleaner, greener, cooler and more beautiful.*



- City of Port Phillip officers nominated by management will chair panel meetings.
- 4.12.2 To minimise cross over of event applications, The Love My Place grant will focus on supporting first-time events and trial activations with recommendations brought to Council in due course. Should the trial event be successful, the idea would be that the recipient could apply for CDF – Festivals and Events the following year.
- 4.12.3 Allow officer recommendations for the CDF - Festivals and Events stream in addition to recommendations made by the CDF Reference Committee.
- Officers would have the ability to seek further information from applicants that have clear strategic and/or stakeholder value to the City.
  - The success of applications would be determined by the application's merits against the funding criteria and program objectives, and in competition with other applications.
  - All funding recommendations would be referred to a meeting of Council for approval, however recommendations could be made directly to Councillors as/if opportunities arise.
- 4.12.4 Make the CDF – Festivals and Events a two-tiered stream. All events are categorised into two tiers to ensure the application, assessment and subsequent grant allocation is equitable and reflective of the level of investment. Tiers are categorised by the total grant value and defined set criteria. For example, Tier One from \$5,000- \$10,000 and Tier Two – Up to \$20,000.
- 4.12.5 With two rounds run every year, funds will be allocated until exhausted.
- 4.12.6 The CDF – Festivals and Events Objectives will be revised to align with Council's Events Strategy 2023-26 which sets out Council's vision for events in the municipality, and how they should contribute to the community and daily life in the City of Port Phillip.
- 4.12.7 The CDF – Festival and Events Assessment Criteria will be weighted in order to better guide applicants and assessors, including questions to help clarify how well applications meet the grant criteria.
- 4.13 **CDF – Festival and Events proposed Grant Objectives:**
- 4.13.1 Leverage and support events that drive economic growth by increasing visitation and tourism to the City, enhancing its reputation as a destination.
- 4.13.2 Support organisations to develop and manage vibrant festivals and events in the City of Port Phillip that showcase our places and spaces, meeting community and industry needs.
- 4.13.3 Support capacity building, mentoring, partnerships or collaborative development.
- 4.13.4 Support and engage diverse communities of all ages and backgrounds, by developing events that engage with the wider Port Phillip community, introducing new experiences and connections.



**4.14 CDF – Festival and Events proposed Assessment Criteria:**

- 4.14.1 Grant Objectives - The degree to which the event meets each of the grant objectives, including weightings and questions to clarify for each individual objective.
- 4.14.2 Best practise event delivery – The degree to which the event minimises any negative impact on the environment and/or local residents/businesses. For example use of sustainable event practises or control of noise.
- 4.14.3 Standard of application - The degree to which the application has completeness of information, an accurate and completed budget and which demonstrates the organisations' ability and capacity to deliver the event.

**5. CONSULTATION AND STAKEHOLDERS**

- 5.1 Advertising for nominations for the CDF Reference Committee was open from 11 April until 15 May in CoPP Diversity, Community Sector e-news, webpages and social media, fliers through local libraries and community centres, ArtsHub and creative industries e newsletters.
- 5.2 Existing committee members were welcome to reapply.

**6. LEGAL AND RISK IMPLICATIONS**

- 6.1 Officers will outline processes and procedures for management approval, to ensure internally assessed applications for the CDF – Festival and Events grant are appropriately administered.

**7. FINANCIAL IMPACT**

- 7.1 The Reference Committee positions are voluntary and no remuneration will be paid to Committee members, however Council may decide to reimburse Committee members for some out-of-pocket expenses.
- 7.2 Fund available to a maximum of \$12,000 per project for annual grants, up to \$30,000 per annum for three-year organisational support grants, and up to \$20,000 for festivals and events grants.

**8. ENVIRONMENTAL IMPACT**

- 8.1 Committees are made aware of Council policies, including Act and Adapt: Sustainable Environment Strategy.
- 8.2 Council's Sustainable Strategic Direction has been added to the updated TOR to reflect Council's commitment to being a City that is adapting and resilient to climate change.

**9. COMMUNITY IMPACT**

- 9.1 Reference Committees provide advice to Council as well as facilitating community networks to build on local strengths, keeping people informed and connected.
- 9.2 Community engagement and cultural participation are contributing factors to community health and wellbeing.
- 9.3 Funded events 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:

10.1.1 Inclusive: a place for all members of our community, where people feel supported and comfortable being themselves and expressing their identities.

10.1.2 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.

10.2 The Reference Committee also reflect Council's commitment to good governance and to work with the expertise within our community.

## 11. IMPLEMENTATION STRATEGY

### 11.1 TIMELINE

11.1.1 The first meeting of the Committee will be convened by the Chair at the earliest opportunity after the Committee's appointment by Council.

11.1.2 The new Committee will be briefed on the expected range of work to be undertaken, including discussion of how the Committee relates to the work of Council, the roles of all parties, and any relevant policy or legislative framework impacting on the work.

11.1.3 Officers will outline processes and procedures required for internal assessment of the CDF – Festivals and Events grant for management approval.

11.1.4 Updates will be made to the CDF – Festival and Events grant Guidelines to reflect new Objectives and Criteria.

### 11.2 COMMUNICATION

11.2.1 Applicants to the CDF Reference Committee will be advised of the outcome directly by the program officers.

## 12. OFFICER DIRECT OR INDIRECT INTEREST

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

## ATTACHMENTS

1. **Confidential- Confidential Recommendations Appointments - 2023 Cultural Development Fund Committee**
2. **Draft Terms of Reference 2023 Cultural Development Fund Reference Committee**