



12.4 **CULTURAL DEVELOPMENT FUND (CDF) – FESTIVALS AND EVENTS FUNDING RECOMMENDATIONS**

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1. PURPOSE

1.1 To present the recommended Cultural Development Fund- Festivals and Events grant recipients for 2023/24 Round One for Council's approval.

2. EXECUTIVE SUMMARY

- 2.1 The Cultural Development Fund (CDF) – Festivals and Events funding stream aims to encourage and assist not-for-profit arts, cultural and community groups to stage small to medium scale events. Festivals or events should celebrate the City's community spirit, identity, arts and culture and engage our community as active participants. The funding stream is intended for seed and development funding of events and festivals.
- 2.2 Amendments to Council's CDF – Festival and Events grants guidelines were approved by Council in the Ordinary Meeting of Council on 19 July 2023. Amendments included:
- 2.2.1 The ability for Council officers to make some direct grant recipient recommendations to Council, with the remainder referred to the Cultural Development Fund Reference Committee as per usual process.
- 2.2.2 The expansion of the expertise of the selection panel to include those with experience in marketing and/or precinct-based promotion as well as arts and culture.
- 2.3 The total approved budget for the 2023/24 CDF – Festival and Events grant round was \$135,000, however funds available increased to \$163,000 due to the return of funds from successful 2022/23 applicants unable to proceed with their events.
- 2.4 This report presents Council with a list of proposed grants recommended by Council officers and the Cultural Development Fund (CDF) Reference Committee for Round One. Funded projects will occur between November 2023 and December 2024.
- 2.5 15 eligible applications were received, requesting Council funding of \$191,063 for events with an estimated total event budget of \$640,013.
- 2.6 A total of \$113,463 in grants has been recommended by officers (\$58,463) and the Reference Committee (\$55,000) for 9 events for this round. This represents \$4 value for every \$1 invested by Council.
- 2.7 CDF – Festivals and Events allow for a Round Two pending available funding. If these Round One recommendations are approved by Council, \$49,537 will remain. Council officers deem this insufficient to run a Round Two, therefore the remaining funds will be kept in a pool which can be funded via officer recommendations.



- 2.8 Other funding support sources sought by recommended applicants include local business and private sponsorship, local Traders Associations, Creative Victoria and other Vic Gov grants, philanthropic grants and a range of in-kind contributions.
- 2.9 The recommended events will take place in St Kilda, St Kilda East, South Melbourne, and Port Melbourne with the bulk of applicants focussed on St Kilda.

3. RECOMMENDATION

That Council:

- 3.1 Notes the successful applicants proposed by the internal officer panel for the Cultural Development Fund – Festivals and Events Grant 2023/24 Round One as outlined in Confidential Attachment 1.
- 3.2 Endorses the recommended successful applicants as proposed by the Cultural Development Fund Reference Committee for the Cultural Development Fund – Festivals and Events Grant 2023/24 Round One as outlined in Confidential Attachment 2.
- 3.3 Releases details on the successful recipients of the Cultural Development Fund – Festivals and Events Grant 2023/24 Round One from confidence once all applicants have been advised of the outcome of their application and those successful have confirmed their ability to proceed with their application.
- 3.4 Thanks the Cultural Development Fund Reference Committee for their work in assessing applications and making recommendations to Council.
- 3.5 Thanks all applicants who participated in the 2023/24 fund Round One for the Cultural Development Fund – Festivals and Events.

4. KEY POINTS/ISSUES

- 4.1 The purpose of the 2023/24 CDF-Festivals and Events Round One fund is to support arts, cultural and community organisations to develop creative events in the City of Port Phillip that engage our community, between November 2023 and December 2024.
- 4.2 The grant round can include all artforms and cultural activities and is designed to support festivals and events that celebrate the creative and cultural life of the City.
- 4.3 CDF – Festivals and Events program objectives:
 - 4.3.1 Leverage and support events that drive economic growth by increasing visitation and tourism to the City, enhancing its reputation as a destination.
 - 4.3.2 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.
 - 4.3.3 Support capacity building, mentoring, partnerships or collaborative development.
 - 4.3.4 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.
- 4.4 Selection is based on:
 - 4.4.1 Eligibility
 - Incorporated not for profit arts, cultural or community organisations. Organisations from outside City of Port Phillip may apply if the festival or



event is held in the City of Port Phillip and engages significantly with Port Phillip participants and community

- Have organisational Public Liability Insurance to the value of \$20 Million
- Able to provide an ABN
- Event participants living or working in the City of Port Phillip are involved in the event
- Applicant must be able to demonstrate that the project can proceed if other funding applications are unsuccessful.

4.4.2 The CDF Reference Committee will assess eligible applications against the program objectives.

4.6 The process for application is as follows:

- A call for applications was advertised through Divercity, CoPP Community sector news, Council's website, partner newsletters and a social media campaign from July 2023.
- Applicants could access the guidelines and application form through the website and receive assistance by contacting staff.
- Applications were made using the online grants management system, Smartygrants.
- Applications opened on 31 July and closed on 28 August 2023.
- Applications were assessed according to the criteria by Council's internal officer panel who provided four applications to recommend to Council.
- Remaining applications were assessed by the Cultural Development Fund Reference Committee according to the criteria and recommended a further five applications at a meeting on 28 September 2023.

5. CONSULTATION AND STAKEHOLDERS

5.1 The Cultural Development Fund Reference Committee is constituted through its Terms of Reference and is comprised of an independent community panel of experts with Councillor representation.

5.2 The CDF Assessment Panel assessors recommended that applicants be further encouraged to seek other funding sources.

6. LEGAL AND RISK IMPLICATIONS

6.1 There are no known risks to Council in adopting this recommendation.

7. FINANCIAL IMPACT

7.1 The total amount of funding recommended for the 13 projects is \$113,463, which is provided for in the 2023/24 budget.

7.2 Creative practice is recognised as making a valuable contribution to the City of Port Phillip's economy. As a sector, creative and cultural practice and industries are the second largest employer in the City of Port Phillip. Small to medium community cultural events engage with local business community as supporters but also draw community and broader audiences to business precincts.



8. ENVIRONMENTAL IMPACT

- 8.1 Cultural and community organisations will be made aware of Council's commitment to environmental sustainability through the Council Plan and Cultural Development Fund Guidelines.

9. COMMUNITY IMPACT

- 9.1 2023/24 CDF- Festival and Events Round One grants will support community and cultural groups to celebrate community culture and connection, including as continued recovery from Covid19.
- 9.2 Community engagement and cultural participation are contributing factors to community health and wellbeing.
- 9.3 Funded projects 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 Endorsed recipients will contribute to the local economy by generating precinct activity 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.

11. IMPLEMENTATION STRATEGY

- 11.1 TIMELINE
- 11.1.2 The successful applicants will receive their funding by end January 2024.
- 11.1.3 Funded projects will be acquitted within eight weeks of completion.

12. COMMUNICATION

- 12.1 Applicants will be advised of the outcome of their application soon after Council decision.
- 12.2 Details of funded projects will be available on the Council website.
- 12.3 Unsuccessful applicants are notified in writing and are invited to receive feedback from Council Officers.

13. OFFICER DIRECT OR INDIRECT INTEREST

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

ATTACHMENTS

1. **Confidential-** Internal Panel Recommendations summary list
2. **Confidential-** CDF Reference Committee Recommendations summary list