

Arts Rescue Package



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.

The package has 3 components:

- a) Virtual reality and 360-degree gallery
- b) Online St Kilda Film Festival
- c) Grants program

Other assistance available to CoPP creative community:

This package will aim to complement but not replicate the \$16.8 million rescue package recently announced by Creative Victoria (nor the \$2m announced by the City of Melbourne).

The Creative Victoria package includes a \$13 million Strategic Investment Fund which will boost support to almost 100 non-government arts and cultural organisations – however we do not believe any of these are located within CoPP.

A \$2.2m initiative – Sustaining Creative Workers – will offer quick response grants for Victorian-based independent creatives and micro-organisations – however, applicants will need to have 5 years of experience to qualify so emerging artists are excluded. Individuals can apply for up to \$5k, micro-orgs up to \$10k and there are also additional grants of \$2.5k available for Deaf and Disabled creatives and Disability-led organisations.

The City of Melbourne has allocated \$2m in grants for artists and creatives to invest in new works and digital presentations of works and performances. The successful applicants have been notified.

The Sidney Myer Fund announced a \$1m National Assistance Program for the Arts on Monday 26 April. This will offer quick-response \$1k grants to cover food, rent, phone bills and interest access for arts workers but does not cover creative projects.

Budget

The total budget assigned to CoPP's Arts Rescue Package is \$250k.

This will be taken from a combination of operational and Creative and Prosperous City Strategy savings that have been made due to both internal and external program cancellations/suspensions.

The existing St Kilda Film Festival will be used to fund the virtual Festival project with savings made.

PROGRAM STRANDS

1. Taking our local creative and cultural institutions online with virtual reality and 360 video

Although the current health crisis has closed the city's museums and galleries, many of them have responded to the situation by moving online, some creating various virtual experiences that include tours of institutional exhibitions and collections, as well as online viewing rooms that allow you to visit shows at galleries.

In these virtual experiences, you use your mouse to enter the show and stroll around while turning in all directions. Buttons next to each artwork provide pop-up labels and let you zoom in for a closer look.

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.

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

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.

Total cost = \$17,000

2. Virtual St Kilda Film Festival

The St Kilda Film Festival is a vital part of the Australian film industry, screening an impressive 100 Australian short films each year in competition alongside professional development opportunities, special events and retrospective programs. The Film Festival is unable to proceed in its usual format due to restrictions on mass gatherings, leaving a significant gap in support for filmmakers and the local film industry that has already been hit so hard in current circumstances.

Taking the Film Festival online will allow filmmakers to screen their work in competition and open up access to 100 Australian stories for the community to access. It will allow professional development programs to continue and celebrate our local industry through special events and screening opportunities.

The St Kilda Film Festival will be broadcast online from June 12 – 20, with full program to be announced in May. The St Kilda Film Festival is also funded by Film Victoria and Screen Australia.

A more comprehensive proposal on the virtual St Kilda Film Festival will be delivered separate to this paper.

Total cost = Net cost to Council will be \$80k (comprised of \$160k expenditure and \$80k income).

Note that as part of supporting the industry Council will also be refunding entry fees to all filmmakers who submitted their work, regardless of whether they are selected for the Festival or not, at a cost of approximately \$20k (not included in the budget above, but used to get the \$100k overall figure)

3. Arts COVID-19 Response Package – Initial Grant Round

Objective: To support local artists, cultural organisations, and creative businesses dealing with the immediate and ongoing impact of COVID-19.

Aims: Informed by work undertaken by the arts-team already, and by the Australia Council, Creative Victoria, and City of Melbourne models, 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

Strands

a) ADAPT quick response grant

- Assists all artists, arts organisations and creative industries to develop online capacity and content
- Application process through Smartygrants. Short, targeted application form for quick turnaround
- Internal panel assessment and Manager sign off modelled on Local Festivals Fund. Can all be done online/via Teams and Smartygrants

b) ADAPT FIRST PEOPLES quick response grant

- Dedicated stream for First People artists with delivery promoted through Mabo Day, Reconciliation Week and NAIDOC week, Yalukut Weel-am Ngargee Festival website and social media. First Nations artists who live and work in CoPP or Boon Wurrung artists living in Victoria to produce online work.
- Application process through Smartygrants with off-line option.
- Internal panel assessment and Manager sign off modelled on Local Festivals Fund. Can all be done online/via Teams and Smartygrants.

c) ADAPT & THRIVE LOCAL quick response grants

- Dedicated stream for artists with disability / deaf artists
- Application process as per THRIVE mode, with additional funding for access considerations (Auslan, Easy English, emphasis on visual content) and video application
- Internal and artist with disability peers panel assessment and Manager sign off modelled on THRIVE.
- Provides an opportunity to exhibit online, partnering across the city to create various virtual experiences that include tours of exhibitions and collections, as well as online viewing rooms that allow anybody to visit exhibitions and galleries

Activities Supported in all grant programs:

- 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

Additional criteria for all grants:

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

Relationship to the Cultural Development fund:

Applications to the cultural development fund were already received prior to the COVID-19 impact on future budgets and its ongoing impact on the Cultural Development Fund. To minimise rework from applicants we would allow resubmission of CDF applications along with a minimal response to explain delivery of the project with reduced scope or budgets

Consultation:

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

Impact:

Short term

- Artists, cultural organisations, and creative businesses are provided relief funds to sustain activity and connection to community
- Council is recognised as acting in the best interests of the community

Medium term

- Development of new, digitally enabled work engages new audiences and develops the digital skills of practitioners
- Artists, cultural organisations, and creative businesses remain active, continuing their existing community engagement and building new opportunities

- New relationships between artists and creative businesses and the wider Port Phillip community formed
- Council's role in sustaining activity is recognised through the capture and sharing of supported stories

Long term

- Artists, cultural organisations, and creative businesses enter a post COVID-19 phase of recovery from a position of strength
- Research and development work into new practices, audiences, partnerships, community and business opportunities supports the rapid growth and regrowth of local practitioners
- New partnerships between the arts and creative industries and a wide range of community groups sustained and delivering innovative projects
- Council is recognised and championed as a key factor in the recovery process

BUDGET = \$133k

Timeframe

The Arts Rescue package will be implemented immediately after necessary approvals are gained