

CULTURAL GRANTS AND SPONSORSHIPS PROGRAM GUIDELINES

Sustainable Sydney 2030 identifies the value of culture and recognises that cities that nurture creativity and encourage cultural activity result in greater social cohesion and economic development. They challenge, inspire and engage their residents, workers, visitors, businesses and communities. The City of Sydney has an active cultural and social life enjoyed by its people, and it projects a sophisticated cultural richness to the world.

The Cultural Grants and Sponsorships Program provides support for cultural organisations, and organisations undertaking cultural activities, in or benefiting the City of Sydney's Local Government Area. The City takes a broad view of cultural activity, including performing and visual arts and crafts, literature, film, digital arts, design, architecture, history and heritage, food and wine, and their expression through public debate, festivals, exhibitions, performances, competitions and public celebrations of importance to individual communities and/or greater Sydney.

The Cultural Grants and Sponsorships Program provides funding over \$5,000 (excluding GST). It is an annual program for which applications are accepted once a year. Any applications over \$30,000 will require the applicant to have met with a Cultural Development Officer (or other relevant Council officer) to discuss their proposal.

If you are applying for funding for an outdoor event please also contact a Cultural Development Officer. You can also refer to the NSW State Government's Events Starter Guide at www.events.nsw.gov.au as a general resource on planning and implementing events.

Cultural Grants and Sponsorships Program Objectives

The Cultural Grants and Sponsorships Program aims to:

- enable all of our citizens and visitors to participate in and enjoy the widest cultural experience, including targeting initiatives to combat social exclusion;
- recognise and promote the importance of culture in the development of children and young people, and that cultural activities contribute to lifelong learning;
- support and develop those cultural activities that enrich and extend personal and community engagement, especially those which celebrate individual community identity;
- encourage the highest standards of creativity and excellence in all aspects of cultural activities;
- demonstrate the unique qualities of a community or city village/activity hub (as defined in Sydney 2030 strategy);
- foster partnerships with organisations working in, or supporting cultural activities such as universities, arts companies, museums, galleries, State and Federal Governments and business;
- develop lively and sustainable cultural industries, creative spaces, employment and infrastructure, including preserving and celebrating the City's heritage; and
- promote locally and internationally the expression of Sydney's cultural identity and recognise the reciprocal benefits of international cultural exchange.

Eligibility and Exclusions

To be eligible for funding, an organisation must:

- be not-for-profit;
- be an incorporated body, or be auspiced (sponsored) by one;
- offer a project in the City of Sydney, or primarily for the City of Sydney community (minimum of 75% participants from the LGA);
- acquit previous City of Sydney grants and have no outstanding reporting requirements; and
- have no outstanding debts, legal or compliance matters with the City.

Ineligibility

The City of Sydney does not provide grants for:

- projects that duplicate existing services or programs;
- projects that do not meet the identified priority needs of the Sydney Local Government Area;
- projects that will rely on recurrent funding from the City of Sydney;
- projects that directly contravene existing Council policy;
- individuals;
- general donations to charities (however, the City may provide grants to specific projects run by charities where they meet the criteria);
- ongoing operational costs including non-project staffing;
- capital expenditure over \$5,000 (equipment up to a cost of \$5,000 may be funded);
- overtly political activities or activities that could be perceived as benefiting a political party or political campaign; or
- overtly religious activities that could be perceived as divisive within the community.

Generally, the City of Sydney will not accept applications from:

- commercial organisations operating on an expected profit basis, unless there is a significant benefit to the City;
- unincorporated organisations, unless auspiced by an eligible incorporated organisation; or
- previous grant recipients who have not fulfilled the conditions of the particular grant.

The City will not;

- provide in house design, printing and distribution services;
- waive fees for cleaning and waste removal services; or
- waive fees including those for Development Applications, health approvals, Section 68 approvals, place of public entertainment approvals, temporary road closures and filming fees;

Organisations may apply for cash funding for these services as part of their grants or sponsorship request.

What Can the Grant be Used For?

Grants or Sponsorships can pay for any legitimate expense needed to carry out a project, including but not limited to:

- materials or equipment up to \$5,000 (ex GST) (two quotes are required for equipment/materials valued at \$1,000 (ex GST) or over);
- short-term or contract staff (eg. to provide expertise, present a seminar, workshop or project management);
- transport (eg. bus hire or travel reimbursement);
- information resources (eg. website development);
- to extend a national project to deliver specific local outcomes to the City community;
- festivals or events, performance seasons, exhibitions;
- workshops / training;
- strategic development;
- design development in support of public art initiatives; or
- activities not covered by other State or Federal funding arrangements.

Ethics framework

The City of Sydney is committed to working towards Sustainable Sydney 2030. The City cannot achieve this vision on its own. Through the Grants and Sponsorship Program the City seeks to support enterprises and endeavours that will contribute to the actions, strategic directions and vision of Sustainable Sydney 2030 and which:

- contribute to human happiness, dignity and education
- reduce energy, water and waste demands
- encourage a sense of belonging and promote inclusiveness
- celebrate and support Aboriginal and Torres Strait Islander people and their culture
- support the dignity and well being of animals
- support the development of vibrant local economies and communities
- foster sustainable development, renewal and design
- promote a creative and cultural city
- are consistent with the City's espoused values and guiding principles of courage, innovation, integrity, collaboration and quality.

The City of Sydney will avoid supporting any enterprises which are considered to unnecessarily:

- pollute land, air or water
- destroy or waste non-recurring resources
- market, promote or advertise products or services in a misleading or deceitful manner
- produce, promote or distribute products or services likely to be harmful to the community
- acquire land or commodities primarily for the purpose of speculative gain
- create, encourage, or perpetuate militarism or engage in the manufacture of armaments
- entice people into financial over-commitment

- exploit people through the payment of below award wages or poor working conditions
- discriminate by way of race, religion or sex in employment, marketing or advertising practices
- contribute to the inhibition of human rights generally.

Goods and Services Tax (GST)

In preparing your project budget you will need to consider any Goods and Services Tax (GST) implications. For more information about GST implications you can visit the www.ato.gov.au website or call the Tax Reform Info line on 13 24 78.

It is recommended that you seek expert advice about how the GST may apply to your organisation and any grants you may receive.

Evaluation Criteria

The City has determined three categories of support for cultural activities. All organisations supported must also satisfy the following minimum criteria:

- foster or provide cultural initiatives and resources which address the needs of the City's communities;
- improve awareness of cultural services and resources in the City;
- provide creative opportunities which develop the knowledge and skills of community members;
- encourage participation in cultural activities; and
- sound management of the organisation.

Proposals should clearly describe:

1. *How the City's support will be acknowledged* (eg. signage at the cultural event, acknowledgement in a program, inclusion of the City of Sydney logo in press advertising or other promotional material, acknowledgement of the City of Sydney in media releases relating to the project including radio or television advertising, acknowledgement of the City of Sydney on any project specific website including a link to the City of Sydney's website).
2. *The proposed benefits that would be offered to the City community in return for the grant or sponsorship* - in particular benefits relating to audience development and improved accessibility for the city community (eg. subsidised tickets to selected performance for local residents, projects targeted at the city community, projects with a legacy for the city community).

A priority for the City of Sydney are projects that help the City further the aims identified in Sustainable Sydney 2030, information on this plan can be found on the City's website – www.sydney2030.com.au.

In addition, the inclusion of people with disabilities and innovative projects that consider the needs of people with disabilities, will be viewed favourably in this grants round.

Categories of Support:

Community Development

The City recognises that the arts and culture can provide significant social capital and contribute greatly to community well-being, engagement and skills development.

Participation in cultural activities can reduce isolation, encourage community participation and provide opportunities for all members of the community to articulate and express their life experiences, aspirations and visions.

Category specific guidelines:

- measurable benefits back to communities within Sydney, building a greater sense of community and providing new or supporting existing cultural resources;
- emphasis on community participation and social inclusion;
- development of cultural programs to build knowledge and skills in the community;
- provide opportunities for new audiences to be exposed to the cultural life of Sydney;
- contribute to a vibrant cultural and community life;
- demonstrate the unique qualities of a community or activity hub/city village (as defined in the Sydney 2030 strategy);
- demonstrate excellence in content and delivery; and
- showcase creative development and innovation.

Priority will be given to projects that address the needs of the communities identified in the City's *Social Policy and Social Plan 2006-2011*, which you can view at www.cityofsydney.nsw.gov.au/Council/FormsPoliciesPublication/SocialPlan.asp.

Artistic Development

The City recognises that cultural projects, events or activities are powerful, inspirational and life changing. Through the arts and culture, society shapes its future, re-evaluates its past and holds a mirror to the present. The arts give expression to the most important issues of our time. To allow a flourishing, rich and vibrant artistic and cultural community, the City supports artistic development in the form of new productions, creative spaces, exhibitions, events, creative development and innovative projects that demonstrate excellence in content and delivery.

Category specific guidelines:

- partnerships with other major organisations such as the State and Federal Governments and corporate partners in funding and development;
- provide an international profile for the City;
- presentation of work of export standard;
- provide a platform for Sydney to present internationally recognised works and artists;
- showcase Australian work or artists;
- commission new work;
- commitment to community participation;
- contribute to a vibrant cultural and community life in Sydney;
- excellence in content and professional delivery;
- showcase for innovation and creative development;
- creation of employment and career opportunities for artists and arts practitioners; and
- development of creative spaces for arts practitioners to create and present work.

Audience Development

The City supports audience development for arts and culture activities. Through creating audience development programs and opportunities for new audiences to access the arts, many community benefits are realised including social well being, community participation and economic development.

Category specific guidelines:

- measurable benefits back to communities within Sydney, building a greater sense of community and providing new or supporting existing cultural resources;
- commitment to community participation;
- contribute to a vibrant cultural and community life in Sydney;
- excellence in content and professional delivery;
- showcase for innovation in audience development;
- increase the marketplace for the arts and cultural activities; and
- creation of employment and career opportunities for artists and arts practitioners.

Your application **MUST** identify which category of support you are applying for and address the criteria in that category.

Assessment process

The City of Sydney will write to inform you that your application has been received.

All grants and sponsorship applications received by the City are assessed by a panel of at least three relevant City of Sydney officers. If considered relevant, some applications may be assessed by external parties who have skills and professional expertise that adds beneficially to the assessment process.

Recommendations for all cash programs over \$1,000 are presented to Council for approval. All applicants will be advised in writing whether or not their application has been successful.

Use of Funds and Accountability

If your organisation's application has been successful you will be required to:

- provide a current Public Liability Insurance Certificate of Currency for a minimum of \$10 million;
- sign a contract acknowledging the grant and accepting the conditions of the grant;
- complete the project for which funds have been granted. If you wish to vary the project after you have received a grant, you must get the City's permission in writing before you vary the project;
- complete an evaluation report and financial acquittal for the City after the funds have been spent and the project is complete;
- permanently mark and identify any equipment purchased using the grant and ensure that it is securely stored; and
- describe how the City's support for the project will be publicly acknowledged. Successful applicants can make use of the City's logo and advice can be sought on how to do so. Any use of the City's logo must be approved by the City.

Variations

The City reserves the right to vary the level of funding in the Cultural Grants and Sponsorship Program in line with variations to corporate priorities and budget decisions.

The City reserves the right to assess an application under an alternative funding program (eg. the Local Community Grants Program) if it is considered to be better suited to that program. Applicants will be advised if this occurs.

The City does not guarantee to fund any applicant, and does not guarantee to fund any applicant to the full amount requested.

Definitions

Auspice - Under most of the City's grants programs, only organisations that are legal entities are eligible for funding. This is because the City of Sydney can only enter into a funding agreement with a legal entity.

This means that individuals, partnerships, groups and unincorporated organisations seeking funding must apply for funding under an incorporated auspicing organisation. In most cases, auspice organisations are non-government, non-profit organisations.

The role of an auspicing organisation is to take responsibility for the City of Sydney funding, provide project management assistance to those being auspiced and keep financial records on the funded project for acquittal purposes.

This arrangement is used to ensure there is monitoring of the management of the finances and the maintenance of proper financial records, and in turn assists the City to meet its audit requirements.

Auspices are required to:

- enter into a written funding agreement with the City;
- accept grant funds and pay these to the auspiced organisation;
- monitor the use of funds to ensure compliance with the funding agreement; and
- ensure the funding is acquitted to the City at the completion of the project.

Triennial Funding – is defined as three consecutive years of funding. Triennial agreements are available under all three funding categories. If you are applying for triennial funding you will also need to include information on:

- the development of the project over a three year period;
- your plan to make the project self sustaining after the funding period so that it does not become dependent on assistance from Council; and
- the benefits to the City of Sydney and the city community that you anticipate through entering into a triennial agreement.

Cash and Value in Kind - The City provides grants and sponsorships through cash and through value in kind. Value in kind is defined as items the City would normally charge for, but which it provides at a reduced rate or free of charge. The City can offer value in kind for:

- park hire waiver;
- venue hire waiver; and

- banner pole hire waiver (however, you will be required to meet the costs of producing, installing and dismantling the banners).

Value in kind for the above items is valued at the commercial rate of hire.

Any services that are a real cash cost to the City, such as cleansing and waste, should be included in your budget – these items can not, and will not be provided as value-in kind by the City of Sydney.

Requests for value in kind contributions must be clearly specified in the application form budget and are subject to availability.