

# Creative & Cultural Sector Grant

## Placemaking & Liveable Communities

### Round 2

#### Background

Knox is home to a diverse mix of creative and cultural industries that have been highly impacted by COVID-19. Analysis of data in the creative and cultural sector shows that there are well over 700 local creative and cultural businesses that are registered for GST, however there are many other smaller creative and cultural businesses that will also be significantly impacted by COVID-19.

The State Government's agency Creative Victoria undertook significant research into the sector in 2013-2015 and estimated that Victoria's creative and cultural economy contributed \$22.7 billion to Victoria in 2013 – representing 8% of the State's total economy, which was more than construction (\$19.8 billion).

The creative and cultural industries also have a much deeper role in our community and are central to expressing identity, liveability, and are linked to social practices and traditions. Many people that work in the creative and cultural sector also have secondary employment in retail trade or accommodation and food services – sectors that are also heavily impacted by COVID-19.

As a sector where there are a number of start-ups, sole traders/micro-businesses and freelancers, the cultural and creative sector is unlikely to have had business continuity and financial measures in place to meet the challenges of COVID-19.

#### Aims

The objective of this grant is to support cultural and creative sectors in Knox – a sector that is heavily reliant on patron numbers, events/ festivals and tourism.

#### Fund Principles and Scope

The Knox Creative & Cultural Sector and Place Activation Grant is underpinned by the following principles:

1. A responsive and equitable process; and
2. Accountability for funding.

Knox Creative & Cultural Sector and Place Activation Grant will have the following parameters:

- Creative and cultural businesses will be able to apply for up to \$10,000;
- Needs to demonstrate partnerships and community outcomes; and
- Council will reserve the right to part-fund projects.

Placemaking and Liveable Communities Grant will enhance placemaking/liveability and activity centre renewal activities, in Wantirna, Bayswater, Boronia and Ferntree Gully Village, post COVID-19 restrictions.

With COVID-19 having a deep impact on retail, hospitality and community arts and recreation services, this grant recognises the link between vibrant retail and activity centres and the creative and cultural sectors.

These initiatives could include:

- Funding neighbourhood pop-up activations, community art projects/ installations, and cultural development activities;
- Running events/performances/multimedia/digital exhibitions that are connected to the activity centres;
- Supporting partnership arrangements between artists and traders to improve visual merchandising/rejuvenation of shopfronts, activity centre beautification or marketing; and
- Footpath, trading and dining displays that compliment commercial and community activity in these centres.

## Eligibility

To be eligible for funding, the following requirements must be met:

- Hold an Australian Business Number (ABN);
- Be currently operating within the cultural and creative sector
- Be an Australian owned business or organisation;
- Be located in or operating within Knox; and
- Hold all relevant licences, permits and approvals necessary to be operating
- Funding may be granted to an auspice organisation if the applicant does not meet the above eligibility requirements

## Application and Assessment Process

- Applications will be received via Council's SmartyGrants software. Applicants will need to provide proof of eligibility.
- An assessment panel of Council officers and an external member will be convened to assess applications on an ongoing basis. A recommendation will be made to Council's Chief Executive Officer, or Delegate, for determination.
- An overview of the project will be required to explain how the project will improve outcomes due to the impact of COVID-19, as per the Principles and Scope of the grant.
- Due to the nature of this grant, supporting documentation can include a budget prepared by the applicant incorporating estimates of costs. Quotes and/or proposal will be required for projects engaging providers of professional services (training, marketing & communication services etc.).

## Submission Period

- The grant program will be open for applications will be open from 28 June 2021
- Applications will be assessed in the order that they are submitted
- The grant program will be closed once the budget has been allocated

## Assessment Process

On receipt of application for the Knox Creative & Cultural Sector Grant the Economic Development and Business Recovery teams will assess the eligibility of the applicant. Only eligible applications will be progressed for assessment. Council officers can seek further information from an applicant to confirm eligibility.

Applications will be assessed on the following criteria:

- The level of benefit to the business or organisation;
- Clear overview of proposed project objectives;
- The capacity of the business or organisation to deliver the project and manage the grant; and
- The capacity to operate within Council's arts and events policies and regulations

The assessment panel (outlined below) can choose to part fund projects in order to fund a higher number of projects. Applications will be ranked by score and the highest ranked projects will be recommended for funding, until the funding allocation has been exhausted.

The panel's recommendations will be made to Council's Chief Executive Officer, or Delegate, for determination. All funding will be allocated under the delegation of the Chief Executive Officer. Once a decision has been made, the applicant will be informed of the outcome. Officers will provide Council with a report advising of outcomes.

## Assessment Panel

A temporary panel will be formed to assess all applications. The Assessment Panel will comprise the following members:

- Manager City Futures (Chair)
- Senior Program Lead Business Recovery
- Senior Program Lead Economic Development
- Coordinator Arts & Cultural Services
- Industry Advisor – Danielle Storey (CEO, Eastern Innovation)

## Successful Applicants

Successful applicants will be required to enter into a funding agreement with Knox City Council to define the terms and conditions of the funding and ensure appropriate accountability for public funds. Funding agreements will be issued for a one-year period based on the agreed funding objectives. Successful applicants will be expected to inform Council of significant changes within their organisation (e.g. governance, financial) which may impact on the achievement of Funding Agreement objectives and the delivery of service priorities.

## Payment of Grants

Grant monies will be paid by electronic funds transfer (EFT) to the funded organisation. Funding payments will be made in accordance with agreed timeframes specified in individual funding agreements, subject to the provision of relevant documentation and reporting.

## Acquittal

Successful applications will be required to submit an acquittal report outlining:

- Outcomes for the business
- Financial acquittal