

Creative and Cultural Sector Grant

Knox is home to a diverse mix of creative and cultural industries that have been highly impacted by the current pandemic. 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 have been significantly impacted by COVID-19.

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.

The objective of this grant was to support cultural and creative sectors in Knox – a sector that is heavily reliant on patron numbers, events/ festivals and tourism. There were two streams of funding within the grant: Industry Facilitation and Placemaking and Liveable Communities.

Successful Recipients

Grant Stream	Business Name	Funded Project	Grant Amount
Industry Facilitation	Ferntree Gully Arts Society Inc	Update website to reflect the contemporary image of the Arts Society, that is easy for users to navigate and can be maintained by members. Training in social media.	\$5,000
Industry Facilitation	The Food Affectionist	Develop The Flavour Forest, a 10 week online interactive 'plot to pot' culinary course	\$5,000
Industry Facilitation	Rachel Phillips Photography ¹	Undertake courses to learn to use photography tools purchased to operate remotely during COVID-19	\$1,148
Industry Facilitation	Vanessa Russell	Develop digital marketing strategy to promote her new narrative, non-fiction book which is due to be published in February 2021	\$4,966
Industry Facilitation	One step at a time like this	Redevelopment of online presence and capabilities in order to respond to new online engagement with the Arts	\$4,900
Industry Facilitation	The 1812 Theatre Ltd	Develop social media strategy and upskill staff in delivery	\$4,840

Industry Facilitation	Fab Nobs Theatre Inc	Upskill staff in knowledge and application of digital marketing strategy and delivery	\$5,000
Industry Facilitation	Freedom Music Studios	Develop a new form of delivery of musical performance to new audiences	\$5,000
Industry Facilitation	Ferntree Gully Village Traders Association Inc	Develop social media and networking for Ferntree Gully Village to promote local traders and support the monthly Gourmet Trail project	\$5,000
Placemaking and Liveable Communities	Muddy Girl Studio	Create and install five drum-like ceramic chairs in The Basin Triangle Park	\$10,000
Placemaking and Liveable Communities	Fab Nobs Theatre Inc	Deliver a Summer Pantomime at The Basin Triangle in January 2021	\$9,938
Placemaking and Liveable Communities	Ferntree Gully Arts Society Inc	Develop a Village Gallery Trail in Ferntree Gully Village to utilise occupied and unoccupied properties for artwork displays for six months	\$8,650
Placemaking and Liveable Communities	Ferntree Gully Village Traders Association	Develop a gourmet trail around Ferntree Gully Village	\$10,000