

## **City of Stonnington Arts and Cultural Grants 2021/2022 Guidelines Annual Grants (Venue Hire In-Kind)**

### **Timeline:**

Applications Open	Tuesday, 16 February 2021
Grant Information Session	Tuesday, 23 February 2021
Applications Close	Thursday, 22 April 2021
Assessment Period	May 2021
Council Endorsement	June 2021
Applicant Notification	Mid-July 2021

# Arts and Cultural Grants – Guidelines



## VENUE HIRE IN-KIND

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## Overview

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The City of Stonnington's Arts and Cultural Grants program (Venue Hire In-Kind) supports creative, innovative, dynamic and contemporary projects that enhance the cultural, community and economic development of the City of Stonnington.

The City of Stonnington Arts and Cultural Grants:

- provide one-off support to organisations, individuals and community groups wishing to present high quality art based projects
- support projects that reflect the diverse communities of Stonnington
- provide opportunities for people of all ages and abilities to participate in the arts
- bring new works, productions, exhibitions, curated programs and events to the Stonnington community
- support artists to develop and execute new ideas
- assist artists and arts organisations to be sustainable and financially viable
- ensure that there are a variety of art forms in the municipality that are accessible to the community.

## About Annual Arts and Cultural Grants (Venue Hire In-Kind)

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Annual Arts and Cultural Grants (Venue Hire In-Kind) are open to all artists and organisations wishing to deliver arts projects within Stonnington. Eligible art forms include; theatre, cabaret, dance, visual art, circus/physical theatre, live art, music, digital media/film, interdisciplinary/hybrid and arts festivals.

Please refer to the criteria below to see if you or your organisation is eligible to apply. Our grants are available to artists from across Australia but must be delivered within the City of Stonnington.

Please note this grant provides venue hire in-kind support for the following approved City of Stonnington venues only (excluding consumables and/or on-costs):

- Prahran RSL
- Phoenix Park Community Centre
- Malvern Town Hall
- Malvern Community Arts Centre
- Malvern Banquet Hall
- Grattan Gardens Community Centre
- Functions on Chapel

A separate application is required to be completed if you are seeking financial support (please see [terms and conditions](#)).

### Eligibility for Annual Arts and Cultural Grants (Venue Hire In-Kind)

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To be eligible for the City of Stonnington's Annual Arts and Cultural Grants (Venue Hire In-Kind):

- Groups and organisations **must** have an ABN, be not-for-profit, **and** be incorporated
- Individuals or groups without incorporation status **must** be auspiced by an incorporated, not-for-profit organisation (please see page 10 for more information on auspicing)
- Applicants must propose a project that does not exceed \$20,000 in Venue Hire In-Kind support
- Applicants must propose a project for an approved City of Stonnington venue between 1 July 2021 and 30 June 2022.
- Applicants must have no pending acquittals or debts to the City of Stonnington
- Applicants must provide proof of current Public Liability Insurance of no less than \$20,000,000.

**Additionally, please note:**

- The City of Stonnington will only accept one application per project.
- Auspice bodies may apply on behalf of multiple projects.

### Projects Not Supported by Annual Arts and Cultural Grants (Venue Hire In-Kind)

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The City of Stonnington's Arts and Cultural Annual Grants (Venue Hire In-Kind) do not support:

- projects taking place outside an approved City of Stonnington venue
- projects that have a party political purpose or applications made by political organisations
- projects that exceed \$20,000 in Venue Hire In-Kind support
- projects that do not occur within the grant period (either before or after)
- projects that rely solely on the City of Stonnington for funding (i.e. Applicants cannot apply for 100% of project costs)
- projects that have secured sponsorship from gaming, tobacco or alcoholic beverage companies
- activities of political, sexist, violent or religious nature.

## Application Process

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1. Please read through these guidelines to get an understanding of what is required and assess whether the (Venue Hire In-Kind) grant is right for you.
2. Attend the information session. Council provides an information session for anyone who is considering applying for an Arts and Cultural Grant. **As the grant process has changed we encourage all applicants to attend, even if you have attended previously.**

This year the information session is to be held on:

### **Tuesday 23, February 2021**

The Chapel, Chapel Off Chapel – 12 Little Chapel Street Prahran  
6.00pm – 8.00pm

Please RSVP to [acgrants@stonnington.vic.gov.au](mailto:acgrants@stonnington.vic.gov.au) or 8290 1231.

3. Plan, research and gather information required for your application.
4. Further questions can be addressed by calling the Arts and Cultural Grants Team on 8290 1231.
5. Complete and submit an online application through SmartyGrants by **noon** on Thursday 22 April 2021. **No late applications will be considered.**

Only one application per project will be considered.

## What to Provide In Your Application

Providing relevant support documents is a critical part of an application which will be reviewed as part of the assessment process. All applications must include **both** support documents and artistic support material.

## Support Documents

- Certificate of Currency (Public Liability Insurance of \$20,000,000).
- Full budget (via the budget template provided in the application).
- Project timeline.
- Marketing plan.
- Support letter outlining a tentative booking / quotes from the City of Stonnington's Venues Team.
- A clear written agreement with your auspice organisation (if applicable).

### Artistic Support Material

- Examples of current, proposed or past works:
  - images (up to 5)
  - show reels/moving image excerpts (up to 5 minutes, submitted as direct URLs, including relevant passwords)
  - script excerpts (up to 10 pages)
  - audio tracks (up to 3, submitted as direct URLs, including relevant passwords)
  - direct website links (up to 3).
- Key artist biographies (max 150 words per artist).
- Support letters (up to 3).
- Festival support letter (if the project is proposed as part of a festival).
- Reviews (up to 3 articles).

Please submit all artistic support material as one PDF file. There is a maximum file limit of 25MB, however we recommend that you try to keep files under 5MB.

### Assessment Process

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Applications are assessed against the following criteria by a panel of external and internal panel members.

Theme	Criteria	Weighting %
<b>Artistic</b>	1. Provide clear and detailed information on the project including expected outcomes.	30%
	2. Propose an innovative project and prove your capacity to deliver it by, providing a project timeline and relevant artistic support material	
	3. Include and/or celebrate local or specific communities within the City of Stonnington.	
	4. Demonstrate potential or confirmed career advancement opportunities for artists involved in the project. This could be through an extension of skills or development of existing and new audiences.	
<b>Capacity</b>	5. Facilitate local business partnerships.	10%
<b>Financial</b>	6. Show a viable, accountable budget with diverse sources of income.	20%
<b>Marketing</b>	7. Demonstrate a commitment to maximising audience numbers and participation from the local community.	30%

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8. Provide a marketing plan.
9. Demonstrate a capacity to attract participation and audience numbers from the wider metropolitan area.
- Operational** 10. Propose projects that align with City of Stonnington Council Plan. 10%

Following the assessment process, recommendations will be made to Council, who make the final decision on funding of all projects in the Arts and Cultural Grants Program.

Applications are kept confidential and will not be disclosed to any person outside the application and assessment process.

## What Happens After the Assessment Process?

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### Applicant Notification

- Unsuccessful applicants will be advised by post or email in July 2021.
- Successful applicants will be contacted and required to enter into a contractual agreement with the City of Stonnington in accordance with the City of Stonnington Grant Policy.

### Venue Confirmation

In order for your venue hire to be confirmed, successful applicants must:

- return a signed copy of the Sponsorship Agreement
- return a completed Venues Booking Form
- meet with Arts and Cultural Grants Team, in person, to discuss your project and all requirements.

Note: Successful applicants will not receive funds for venue hire fees in-kind, all payments will be managed directly with by the Arts and Culture Grants Team, on behalf of the successful applicant.

### Changes to Your Project

The City of Stonnington requires written notification of any proposed changes to the concept as originally submitted as soon as they arise, including date changes should they occur before the activity is complete. Subsequent to any changes, the City of Stonnington retains the right to withdraw its support and request repayment of any funds.

## City of Stonnington Council Plan 2017-2021

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Stonnington's vision is for an inclusive, healthy, creative, sustainable and smart community. The four pillars; Community, Liveability, Environment and Economy, identify the direction that Council commits to pursue and should be considered when applying for your grant. Listed below are some of the objectives in the [Council Plan](#) which you could take into consideration when preparing your application:

- Strengthen Council's commitment to support diverse and inclusive communities.
- Enhance community engagement to ensure Council makes long-term decisions in the best interest of the community.
- Support local community organisations with equitable access to facilities, training and resources.
- Promote Stonnington's premier vibrant precincts, employment clusters and cultural assets as hubs for shopping, hospitality, entertainment and culture.
- Strengthen and maintain Chapel Off Chapel's unique identity and brand within the community and the Australian Arts industry and optimise attendance and usage.

Further, the following Council strategies, plans, services and ongoing activities support the Council Plan and may also be considered when preparing your application.

- [Access and Inclusion Plan 2019-2022](#)
- [Reconciliation Action Plan 2018-2020](#)
- [Public Health and Wellbeing Plan-2017-2021](#)
- [Victorian Charter of Human Rights and Responsibilities Act 2006.](#)

## Terms and Conditions

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Applicants are required to comply with the following terms and conditions. Council has the right to exclude an application if these terms and conditions are not adhered to.

- Canvassing or lobbying of Councillors, employees of the City of Stonnington or assessment panel members in relation to any grant application is prohibited during the application process. No further consideration will be given to an application submitted by an applicant that canvasses or lobbies a Councillor, City of Stonnington employee or assessment panel member in relation to their application.
- Applying for an Annual Arts and Cultural Grant (Venue Hire In-Kind) means that you are applying for venue hire in-kind support only. If you would like to apply for financial support you will need to complete a different grant application.
- An Annual Arts and Cultural Grant (Venue Hire In-Kind) application can be submitted along with an application for either an Annual Arts and Cultural Grant (under \$20,000) or



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Annual Arts and Cultural Grant (over \$20,000). It cannot be submitted with an application for a Triennial Arts and Cultural Grant.

- Upon successful application, applicants must sign a Sponsorship Agreement which details full grant obligations, and complete all other required documentation.
- The City of Stonnington has the right to request progress information such as financial records relating to the project at any time. This information must be provided within five business days of request.
- The City of Stonnington will not be responsible for shortfalls in project budgets if the grant recipient is unable to meet project costs.
- Receiving a grant from City of Stonnington in one financial year does not guarantee funding in subsequent financial years.
- Previously successful applicants are expected to outline long term planning, development and outcomes.
- Unsuccessful applications can be reviewed and resubmitted for future rounds of Arts and Cultural Grants. They will be reviewed against the new round of applications.
- Applicants must provide proof of current Public Liability Insurance of no less than \$20,000,000.
- The City of Stonnington must receive acknowledgement as a sponsor on all printed and digital promotional material.
- Applicants must present a completed application by the closing date and time, including attachments. No late applications will be accepted.
- A Venue Hire In-Kind grant provides support in the form of venue hire fees only (excluding consumables and/or on costs). Any unspent in-kind hire fees cannot be transferred to financial support.

## Other Information

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### Features of a Strong Funding Application

There are ways to make your funding application more competitive, including the examples below:

- Clearly outline what is proposed, why it needs to happen, how it will be achieved, who is involved and why the venue has been specifically chosen for the project.
- Provide relevant artistic support material that either shows the potential of the proposed activity or the strength of the artist's/organisation's practice through previous similar work.
- Have key artists and practitioners confirmed at the time of application.

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- Demonstrate how your project is innovative; is it a new work, progressive, contemporary, responsive or in response to lessons learnt from previous projects.
- Demonstrate how your project provides sustainable arts opportunities such as career advancement, mentorship and building new audiences.
- Provide details on collaborators and partner roles, their responsibilities and contributions as well as your capacity to deliver your project.
- Outline how your project will benefit the community e.g. is there a target group you are engaging (CALD, women, children, LGBTQIA+, people with a disability etc.), are you using a particular location to attract a certain demographic, are you wanting to engage the local community, the wider metropolitan or regional Victoria.
- Demonstrate that you have developed a project which is accessible to the community.
- Ensure you are realistic with what you propose, what you can achieve and complete within the timeframe.
- Provide a realistic and viable budget which includes other income sources both cash and in-kind and outline a contingency plan if you only receive part funding or were not successful.
- Pay artists in line with their level of contribution to the project.
- Provide a marketing plan highlighting how you are going to make the community aware of what you are delivering.
- Provide a realistic and viable project timeline.
- Link your project to address key strategies outlined in the Council Plan 2017-2021, highlighting how it is adhering to the Council Plan and how it will benefit the community.

## Auspicings

The City of Stonnington requires all individuals and groups without incorporation to be auspicings. Auspicings organisations are able to apply on behalf of applicants. If the application is successful, the Sponsorship Agreement is to be signed by the auspicings organisation and the individual or group. You will be required to provide a clear written agreement with your auspicings organisation.

## Acquittal Process

- The complete Project Evaluation Report must be received within 30 days of the project's completion or by 8 July 2021 whichever date occurs first. Answer all questions required and include final budgets, marketing material and photographs of your project (photographs may be used to advertise the Arts and Cultural Grants Program in the future - please provide all photography credits).
- Failure to acquit the grant may result in the City of Stonnington requesting repayment of all relevant Arts and Cultural grant funds.

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### Approved Venues

All applications must include a support letter outlining a tentative booking/quote from the [City of Stonnington Venues Team](#)

Venues bookings: T 8290 1246 [venues\\_booking@stonnington.vic.gov.au](mailto:venues_booking@stonnington.vic.gov.au)

Parks information: T 8290 1177 [recreationservices@stonnington.vic.gov.au](mailto:recreationservices@stonnington.vic.gov.au)

It should be noted that the demand for Malvern Town Hall is very high and is recommended that you enquire as to venue availability as early as possible.

In-kind support for venue hire will not be awarded to applicants who have not tentatively booked their venue in advance.

### Acknowledgement of the City of Stonnington

All successful applicants must provide the following acknowledgements of the City of Stonnington:

- Acknowledgment of the City of Stonnington as a sponsor on all printed and digital promotional material including, letterheads, invitations, posters, flyers and signage, media releases, video and digital materials.
- An opportunity for a City of Stonnington representative to speak at key events.
- All promotional materials, including design artwork and media releases, are submitted to City of Stonnington for approval before publishing. City of Stonnington retains the right to request changes.
- Invitations to the opening or complimentary tickets to your project (where applicable) will be made available to key City of Stonnington representatives (x20 tickets or as negotiated)
- When the recipient's project is a festival, the City of Stonnington will be recognised as:
  - a major sponsor of the specific event or project, and
  - a general sponsor of the festival (in entirety).
- Promotion of any subsequent productions of the project (after the initial season/performance/viewing) will contain the City of Stonnington logo and written acknowledgment.
- The provision of the below materials for potential inclusion in the City of Stonnington e-news, social media content calendar or any other City of Stonnington publications:
  - A brief description of your event including key dates, times and features.
  - At least three publishable, high-res images (300dpi or greater).
  - A website address.

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- Social media links.

### Other Funding Opportunities

The City of Stonnington offers other funding opportunities to the community. Details of these other opportunities can be found on our [website](#).

### How to Use SmartyGrants

To apply for an Arts and Cultural Grant you need to apply through Council's online system via SmartyGrants. The application link can be found on the City of Stonnington website.

For help on how to use SmartyGrants and ways to make your online application easier please refer to the SmartyGrants [help guide](#). If you are still having trouble completing your application please contact our office before the application closing date.

### Contact Details

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For further information about the Arts and Cultural Grants or to discuss your application, contact:

Arts and Cultural Grants Team  
City of Stonnington  
T 8290 1231  
[acgrants@stonnington.vic.gov.au](mailto:acgrants@stonnington.vic.gov.au)