

Report to the Future Melbourne Committee**Agenda item 6.5****Creative Funding Framework 2024-30****19 March 2024****Presenter:** Ludo Campbell-Reid, General Manager Business, Economy and Activation**Purpose and background**

1. The purpose of this report is to seek approval of a new Creative Funding Framework 2024–30 (CFF) (Attachment 2) to replace the current framework that expires in mid-2024.
2. Council endorsed the Creative Strategy 2018–28 in 2018, which recognises the importance of creative practitioners to Melbourne’s future economy and desirability as a globally competitive city.
3. The new CFF identifies an operational direction and outlines the priorities, funding principles, programs, governance and measures for the projects and programs Council funds to support this ambition.
4. Council currently allocates \$4.3 million to a wide range of funding programs. The new CFF increases responsiveness to the creative sector and proposes a more targeted investment post-pandemic.

Key issues

5. The development of the CFF was deeply informed by the arts community. Consultation included a digital survey sent to 793 successful and unsuccessful applicants, including multi-year, annual arts grant and quick response grant applicants. Of the 128 respondents, 42 arts organisations, 66 artists and seven peak bodies participated as detailed on page 5 of Attachment 3.
6. Nineteen one-on-one consultations occurred with leaders in access and inclusion, multicultural arts, Aboriginal arts organisations, and managers of state and federal arts funding programs. In addition, Council held a two-day in-person capital cities roundtable for arts funding leaders. Suggestions from all stakeholder groups and best practices have been considered and incorporated into the CFF.
7. The critical context for Council’s role and investment in arts funding compared to state, federal and local government arts funding is summarised on page 7 of Attachment 3. The new CFF clearly identifies Council’s role in the arts ecology and responds to it.
8. The new CFF will support and target six principles that reflect the feedback from the sector that can be regularly measured and reported on to Council. These are stated on page 9 of Attachment 3.
9. The proposed program streams include funding that responds to creative industry feedback and detailed consultation on investment levels across the streams. A summary of the proposed streams and overall funding is noted on page 10 of Attachment 3.
10. Consultation resulted in support for the CFF and the overall benefits of the improved program streams, measurement of outcomes, commitment to diversity and inclusion, and the need to sustain the creative sector. The multi-year funding stream in the CFF will provide support to small, medium and larger arts organisations that can deliver on Council’s agenda to strengthen new, emerging and established arts organisations.

Recommendation from management

11. That the Future Melbourne Committee:
 - 11.1. Approves the Creative Funding Framework 2024–30 (Attachment 2 of the report from management).
 - 11.2. Authorises management to make minor editorial changes, corrections, formatting and design necessary to finalise the Framework prior to publication.

Attachments:

1. Supporting Attachment (page 2 of 27)
2. Creative Funding Framework 2024-30 (page 3 of 27)
3. Creative Funding Framework 2024-30 Recommendations (page 15 of 27)

Supporting Attachment

Legal

1. No direct legal issues arise from the recommendation from management.

Finance

2. The cost of implementing the CFF will be met from the existing approved budget. The 2023–24 budget for these programs is \$4,316,162.
3. Funding levels in all streams will alter to reflect the consultation and current demands on the annual, quick response, multi-year funding and access costs within Council's approved budget.

Conflict of interest

4. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a material or general conflict of interest in relation to the matter of the report.

Health and Safety

5. In developing the CFF, no occupational health and safety issues have been identified that relate to the implementation of the CFF.
6. Throughout Council's consultation it was repeatedly noted that the creative sector and artists across all art forms are in crisis through the high demands on funding and emotional resilience in an environment where there is a very high cost of living. These issues particularly impact on the health of the arts community.
7. One of Council's very effective strategies in the CFF is to offer a range of programs that promote less outcome driven programs such as the development and testing of ideas; artist residencies and quick response funding. This approach supports artists' wellbeing.

Stakeholder consultation

8. A full overview and report on stakeholder consultation is included in page 5 of Attachment 3.
9. The review of the CFF targeted seven Aboriginal arts leaders across all program types. This consultation was very valuable and many recommendations have been implemented with positive results.
10. During the review of the CFF, research was undertaken on best practices for the delivery of grants to Aboriginal artists. This research recommended scope for many improvements that have been shared with all funding administrators across Council.
11. Consultation with the City of Sydney occurred to learn about the recent review of their Aboriginal funding models and improvements made during 2022. This consultation was very valuable and aligned well to Council's aim for greater application numbers.
12. In addition, consultation with Aboriginal Melbourne occurred at several stages throughout the review.

Relation to Council policy

13. The CFF aligns to Future Melbourne 2026: particularly Goal 3: a Creative City; Council Plan 2021–25: all Council goals; and the Creative Strategy 2018–28.

Environmental sustainability

14. The CFF addresses the link to the Council Plan 2021–25 in prioritising the environment.
15. In all funding acquittals, artists and arts organisations address their approach to environmental sustainability when delivering their creative project or program.



Creative Funding Framework 2024–30

Acknowledgement of Traditional Owners

The City of Melbourne respectfully acknowledges the Traditional Owners of the land we govern, the Wurundjeri Woi-wurrung and Bunurong / Boon Wurrung peoples of the Kulin Nation and pays respect to their Elders past and present. We acknowledge and honour the unbroken spiritual, cultural and political connection they have maintained to this unique place for more than 2000 generations.

We accept the invitation in the Uluru Statement from the Heart and are committed to walking together to build a better future.

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Disclaimer

This report is provided for information and it does not purport to be complete. While care has been taken to ensure the content in the report is accurate, we cannot guarantee it is without flaw of any kind. There may be errors and omissions or it may not be wholly appropriate for your particular purposes. In addition, the publication is a snapshot in time based on historic information which is liable to change. The City of Melbourne accepts no responsibility and disclaims all liability for any error loss or other consequence which may arise from you relying on any information contained in this report.

To find out how you can participate in the decision-making process for the City of Melbourne’s current and future initiatives, visit [Participate Melbourne](https://participate.melbourne.vic.gov.au/) [1]

[1] <https://participate.melbourne.vic.gov.au/>

Creative Funding Framework

Foreword from Lord Mayor and Councillor

As the nation's undisputed arts capital, the City of Melbourne is committed to nurturing its independent artists and arts organisations through a diverse offering of grants and partnerships.

We distribute more than \$4 million in funding each year to foster an ever-growing, ever-inspiring suite of creative works and projects that ensure Melbourne remains one of the most exciting cities to live, work, play and visit.

In the years since this framework was first devised, the arts community has pirouetted through a number of transformations, and we wanted to ensure these guidelines reflected the needs of the community they were put in place to serve.

In developing this refreshed framework, we went back to the creative community – including artists, arts organisations, peak bodies and all tiers of government – to seek feedback and better understand the current role of our funding programs.

This new iteration re-affirms our responsibility to cultivating Melbourne's cultural identity, responds to what the sector needs most now and ensures support throughout the creative ecosystem.

For instance, it allows us to better nurture our individual artists and small-to-medium arts organisations who are often left behind in other funding programs. This fosters a more inclusive and equitable arts sector and enables a variety of artistic experiences and expressions.

As our city continues to flourish with renewed creative vigour, this new framework will guide how funding is allocated, give emerging artists and organisations a leg up and cement our reputation as a city that values the arts.

Sally Capp AO

Lord Mayor

Jamal Hakim

Councillor Chair

Creative Melbourne Portfolio Lead

Introduction

Melbourne has long been renowned as a culturally diverse metropolis with dynamic artistic energy. The history of the city and the land it stands on is interwoven with the vibrant tapestry of creative communities that have flourished and evolved here over many generations.

Acknowledging and respecting the ongoing presence and contributions of Melbourne's Aboriginal people is an essential part of recognising the city's true history and identity. Reconciliation and truth-telling efforts aim to foster a deeper understanding and respect for the Wurundjeri Woi-wurrung and Bunurong / Boon Wurrung people and their enduring connection to Melbourne's past, present and future.

This Creative Funding Framework places a strong emphasis on inclusivity, ensuring that a diverse range of voices and perspectives can thrive within Melbourne's creative community. This inclusivity enriches the city's cultural landscape, as it encourages a broader exploration of artistic expressions and a deeper understanding of its multicultural communities.

Melbourne's creative communities have left an indelible mark on both the city's identity and the global cultural landscape. Through the city's funding commitment, we hope to contribute to the continuation of this legacy.

Strategic context

The Creative Funding Framework 2024–30 is informed by a number of key strategy documents.

Future Melbourne 2026 is the second 10-year community plan developed by the people of Melbourne through an extensive engagement process. Goal 3 – A Creative City describes Melbourne as encouraging innovation and initiative. It describes Melbourne as a place that fosters and values its creative community, and a place that invests in the creativity of people of all backgrounds and ability, in all pursuits.

The **Council Plan 2021–25** outlines Council’s four-year objectives to achieve its vision. Objective 1 – Economy of the Future describes Council’s goal to harness and enhance the creative energy of the municipality, to define Melbourne’s unique character and contribute to the city’s ongoing economic resilience and viability.

Council’s upcoming **First Nations Strategy** will sit alongside the Council Plan. Aboriginal culture and heritage is more than reconciliation, which is why the new strategy will include initiatives that promote truth-telling and celebrate Aboriginal Peoples’ unique heritage and culture within the municipality.

Key to any creative city is a commitment to being inclusive, accessible and embracing of the diversity of our communities – as outlined in **Inclusive Melbourne Strategy 2022–23**.

Also, while the benefits of creatives to a city are well documented in both economic and non-economic terms, our **Economic Development Strategy 2031** articulates the commercial value of a creative resurgence to the city.



Our **Creative City Strategy 2018–28** takes a 10-year view on how we integrate creativity into everything we do – not as an “add-on” but planned from the start of a project, development or activity.

Cities that have creativity at their core are more likely to prosper. So we’re applying creative practice on a civic scale and initiating art at the outset of city projects to draw on the full potential of our extraordinary creative community.

In addition to this **Creative Funding Framework**, the **Creative City Strategy** informs a number of other key frameworks that contribute to arts in our city:

- **Creative Programming Framework** (in development)
- **Public Art Framework 2021–31**
- **Arts Infrastructure Framework 2016–21**
- **Future Libraries Framework 2021–25**

Council's commitment







The City of Melbourne is dedicated to the principles of good governance, transparency and accountability. We understand the importance of serving our residents, businesses, workers and visitors and upholding their trust.

We affirm our commitment to the following values when delivering creative funding:

- **Accountability:** As stewards of public funds, we are responsible and answerable for every decision made, ensuring that ratepayer interests are always at the forefront of our actions.
- **Good governance:** Our decisions will be guided by fairness, impartiality, and the long-term sustainability of our community.
- **Transparency:** We build and maintain trust by providing comprehensive and accessible information about our decisions, initiatives, and financial matters.
- **Arm's length peer assessment:** We acknowledge the importance of impartial evaluation and external perspectives to ensure expert insights when allocating grants.
- **Continuous improvement:** We are committed to a culture of continuous improvement and will regularly evaluate our practices, seek feedback from our community, and adapt to changing needs and circumstances.

Principles

Our guiding principles for creative funding have been developed in response to our extensive sector consultation process. Our principles will guide decision making and reinforce our commitment to the creative sector. These principles will guide the strategic choices we make about who and what we fund.

-  We **support** artists and small to medium arts organisations*
-  We **build** and strengthen relationships with Aboriginal artists and arts organisations.
-  We **prioritise** challenging, creative ideas and ambition.
-  We **support** creatives and projects that reflect the diversity of Melbourne.
-  We **encourage** participation and activation of the arts within the municipality.
-  We **prioritise** projects that contribute to the creative transformation of Melbourne.

* Small-to-medium arts organisations are defined as those up to nine full-time equivalent staff, and with a total annual operating budget of \$100,000 to \$2.9 million (source: NAVA)

Arts funding programs

The City of Melbourne's arts funding programs are informed by guiding principles that reflect our role in the arts eco-system and extensive sector consultation. Our funding programs are designed to focus support on individual artists and small-to-medium arts organisations. Through the selection process, we will prioritise challenging, creative ideas and ambition. Funded arts projects will reflect the diversity of Melbourne and encourage participation and activation. Council's budget allocation is shown in the below table.

Our arts funding programs include:

- **Annual Arts Grants**

Grants for one off arts projects to occur in the following calendar year.

- **Annual Aboriginal Arts Grants**

Grants for Aboriginal artists for one off arts projects to occur in the following calendar year.

- **Quick Response Arts Grants**

Small grants for one off arts projects or creative development.

- **Access Funding for Artists with Disabilities**

Funding to assist artists with disabilities to deliver funded arts projects (additional to grant funding).

- **Arts Residency Funding**

Grants and in-kind venue support for artists to develop and test their practice.

- **Multi-year Arts Grants**

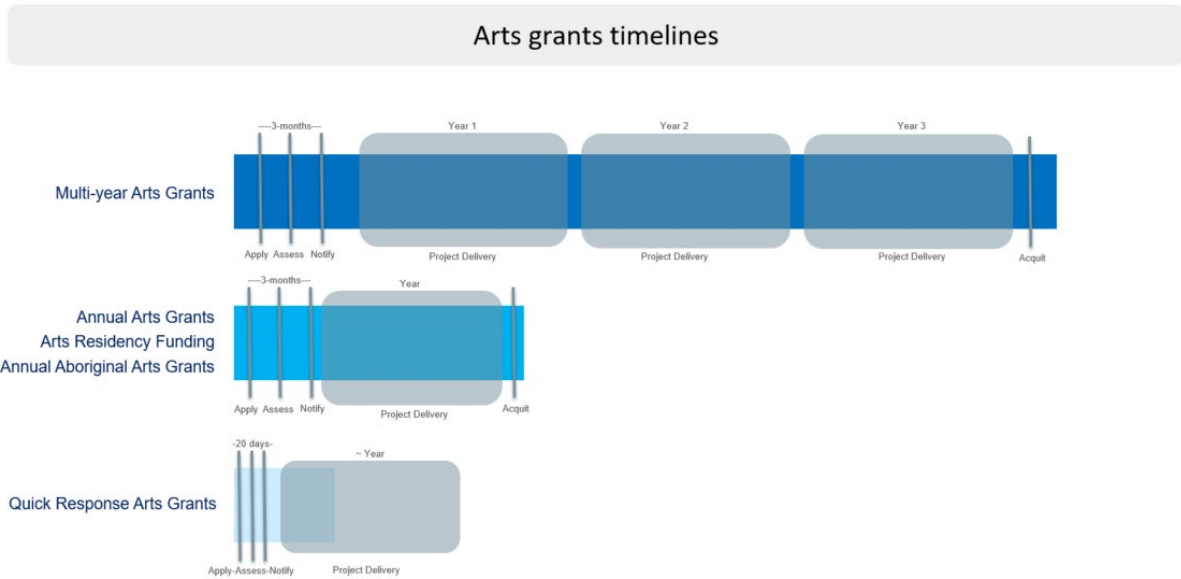
Three year funding to small, medium and larger arts organisations.

	Quick Response Arts Grants (including Development Grants)	Arts Residency Funding	Annual Arts Grants	Annual Arts Grants for Aboriginal Artists	Multi-year Arts Grants (3year)	Access funding for Artists with Disabilities
	\$5k (fixed)	\$5k + In-kind (fixed)	Up to \$20k	Up to \$20k	Up to \$300k per year	Up to \$2k
Individual artists e.g. solo practitioner (dancer, visual artist, musician etc.)	✓	✓	✓	✓	✗	✓
Small arts organisations (1-3 FTE up to \$350k ops budget)	✓	✓	✓	✓	✓	✓
Medium arts organisations (4-9 FTE \$350k-\$2.9m ops budget)	✓	✓	✓	✓	✓	✓
Medium-large arts organisations (10+ FTE and \$3m+ ops budget)	✗	✗	✓	✓	✓	✓
Aboriginal artists & organisations	✓	✓	✓	✓	✓	✓

Application assessments and timelines

The assessment of all arts grant applications will be conducted by a panel of independent peer-assessors. Budgets submitted may be queried or amended during the application and assessment process and partial funding may occur.

The assessment process for Quick Response Arts Grants applications will be completed within 20 business days, while for other grant programs, notification will occur within three months of application.



Measures of success

We will know we have been successful when we see benefits created for Melbourne’s creatives and the city via the funding programs. This includes income generation, career progression among diverse emerging artists and locally-developed works reaching national and international audiences.

Melbourne is renowned for the diversity and boldness of its creative community, whose work reveals, reimagines and enriches our city. Whether emerging or established, creative people find many opportunities to develop and apply their talents in Melbourne. Diversity of artists and art forms will remain a cornerstone of successful applications.

Through our consultation process, we heard that the creative community would like to see more new grant recipients, so we will monitor the number of recipients receiving City of Melbourne funding for the first time.

Who was funded	<ol style="list-style-type: none"> 1. Diversity of successful applicants (artists and arts organisations), including recipients who are Aboriginal, living with disability or from the LGBTQIA+ community 2. New grant recipients – recipients funded by the City of Melbourne for the first time 3. Applicant success rate – artists/ arts organisations as a percentage of total applications
What was delivered	<hr/> <ol style="list-style-type: none"> 4. Diversity of art forms funded, ensuring a spread of representation across visual arts, dance, literary arts, music, theatre, film and beyond 5. Total number of activities delivered across the municipality 6. Total number of audience members who attended funded projects 7. Total number artists supported by projects delivered
Benefit created	<hr/> <ol style="list-style-type: none"> 8. Total of projects that would not have gone ahead without funding support from City of Melbourne 9. Likelihood that recipients would recommend arts grant funding to friend or colleague 10. Case studies showcasing funded artists' careers and success stories

How to contact us

Online:

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In person:

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Interpreter services:

We cater for people of all backgrounds. Please call 03 9280 0726.

National Relay Service:

If you are deaf, hearing impaired or speech-impaired, call us via the National Relay Service:
Teletypewriter (TTY) users phone 1300 555 727 then ask for 03 9658 9658
9am to 5pm, Monday to Friday (Public holidays excluded)
<https://www.melbourne.vic.gov.au/Pages/home.aspx>

Creative Funding Framework 2025-30 | Recommendations

Dates: FMC 19-Mar-2024
Version: final



Today

- Project background
- Why arts grants?
- Consultation overview
- Insights summary
- Principles
- Proposed changes
- Governance
- Measurements



Project background

- The Creative Funding Framework 2019-24 was endorsed by FMC on 6 August 2019.
- New Council Plan, Inclusive Melbourne Strategy and Economic Development Strategy.
- COVID-19 pandemic significantly weakened the creative sector.
- Quick response grants attracted high numbers of applicants.
- Changing needs of the sector informed robust consultation process.
- Grants were critical to sustaining artists during the pandemic.
- Changes proposed for a new framework are not radical – rather, consultation was an affirming process.
- Changes proposed will however better meet needs of the creative sector.

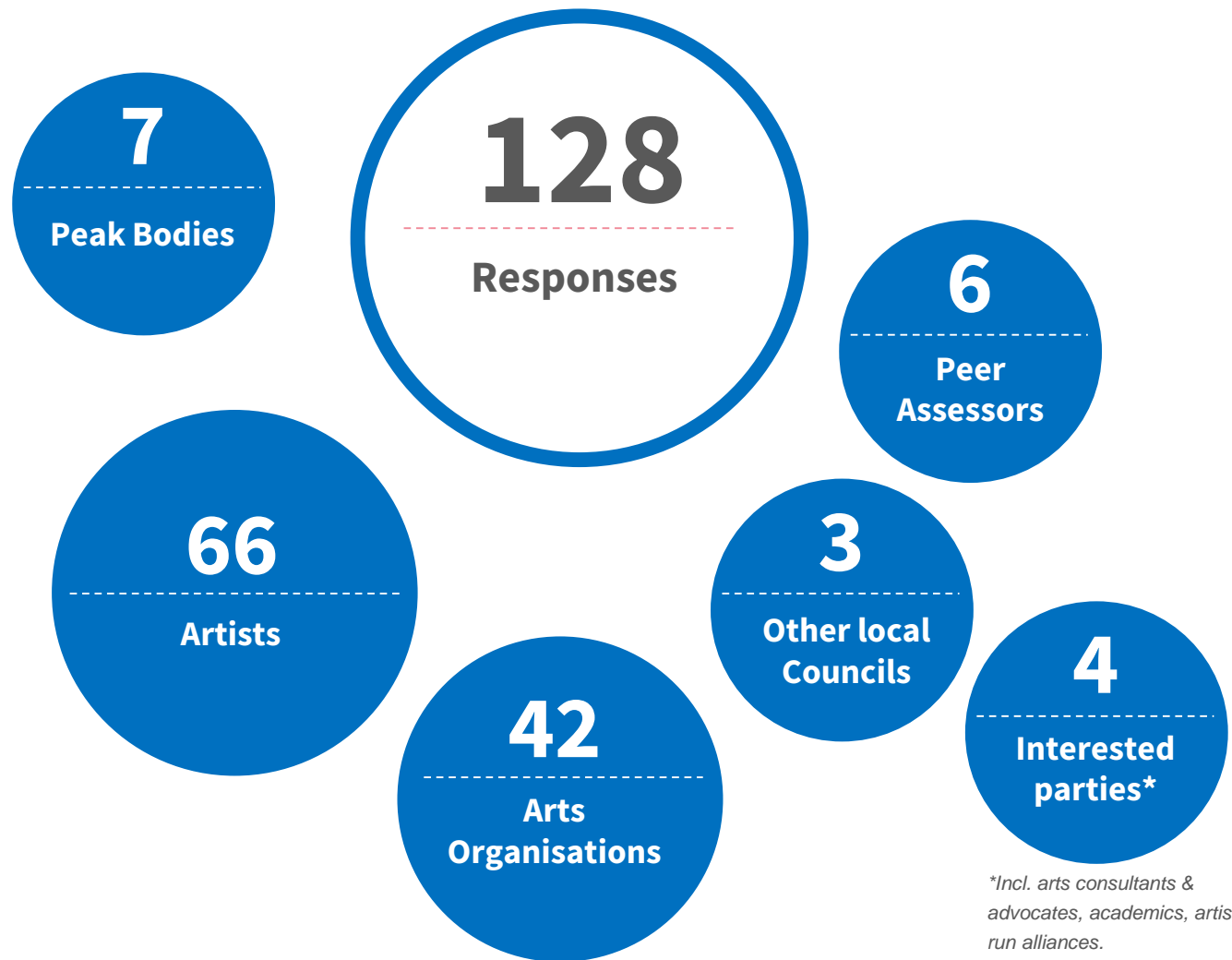


Why arts grants?

- Grant funding is often used as an **important lever by Councils to increase engagement in arts and culture** by under-represented groups, either as audiences or in the production of cultural assets.
- **Different motivations exist within the three tiers of government**, which can influence the allocation of grant funding. Unlike other tiers of government, local government may allocate funds for activities which have a significant social impact for local communities.
- The **pandemic magnified the precarious nature of the arts sector** that has existed for years – low wages, under funding, insecure work.
- Yet during this unprecedented period of disruption, arts and culture was and continues to be, a lifeline for many.
- The sector provides **unquantifiable cultural and social value** to our health and wellbeing, society, education and Melbourne's identity.
- For the City of Melbourne, **it is recommended that the total funding budget of \$4.3m remains unchanged** in order to meet the current existing high-demand.*
- Council has received an ask of over \$15.1m in the past cycle of arts funding, **representing \$10.8m of unmet need**.
- Sustainability of the creative sector relies heavily on Council funding and support, which in return helps to maintain **Melbourne's position a cultural capital city**.
- Council has demonstrated extraordinary leadership for over 25 years in offering artists and arts organisations funding to present and deliver unique creative ideas in all art forms across the municipality.
- The work showcased through this investment has cemented Melbourne as the cultural capital of Australia and this commitment encourages huge audiences to seek out and enjoy the arts all year round.

**Subject to Council's annual planning and budget commitments/ processes*

Consultation in numbers | Digital Survey



- **793 digital surveys** sent via Participate Melbourne.
- Artists surveyed from diverse art forms and included **successful and unsuccessful** grant recipients.
- Above national average response for people who identify as **living with a disability**. 22% compare to national average of 18%.
- Just below the national average for those who **identify as Aboriginal** with 2.38% compared to national average of 3.8%.
- **Strong multi-cultural communities** representation with 18% speaking a language other than English at home and 17% born overseas.
- **Strong LGBTQI+ representation** with 30% response.
- Responses **balanced in both gender and age** diversity.
- **Strong connection to the city** with respondents living/working across the municipality. CBD is best represented with 30%.

Consultation in numbers | F2F Interviews

19 hrs

1:1 consultation

Peak Bodies

Music Victoria, Arts Access Victoria, National Association of Visual Artists, Multicultural Arts Victoria, Theatre Network Australia

Peer Assessor

Focus group

First Nations

Aboriginal Melbourne, Koorie Heritage Trust, Ilbijerri, Creative Victoria, EcoDev (DJSIR) and First Nations Artists

2 Days

Capital Cities Forum

Access & Inclusion

Arts Access Victoria
Artists who identify as living with disability

State Government

Australia Council, Creative Victoria, Sustainability Victoria, EcoDev (DJSIR)

In-person Capital Cities Grants Forum

Melbourne, Sydney, Perth, Adelaide, Hobart, Brisbane, ACT

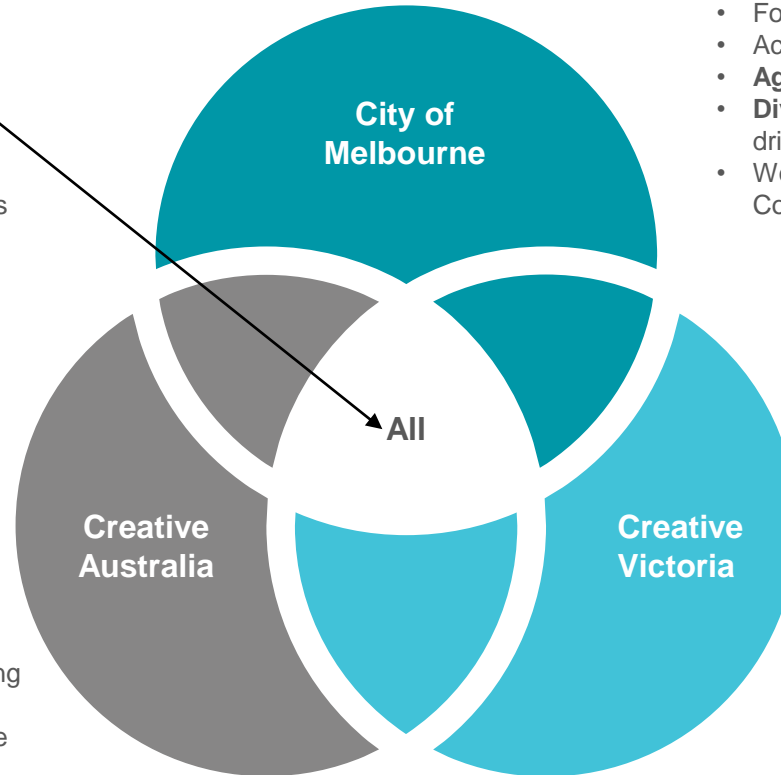
Arts eco-system

All tiers of Government

- Arms-length peer assessment
- Fund artists and arts orgs
- First Peoples focus
- All art forms funded
- Funding for access costs
- Considers public outcomes
- Funding for development as well as presentation

City of Melbourne

- Focussed on municipality of **Melbourne**
- Activation and visibility of work in the city
- **Agility** – quick decision making
- **Diversity** and **community** are important drivers
- Work directly with artists/arts orgs and Councillors



Creative Australia

- Focussed on ‘**excellence**’ and experimentation
- **National** and **international** standing of the arts
- Supports **arts infrastructure** (large cultural institutions)
- Influences Federal Government of the day (**policy**) and private sector re: funding
- New National Cultural Policy—
Revive: *a place for every story, a story for every place*

Creative Victoria

- **Whole of state** focus - Inner/ outer metro and regional arts
- Support **new and unique** work
- Supports state **arts infrastructure** (e.g. NGV)
- Gaming and screen strategic focus
- Influences State Government of the day (**policy**)

Insights summary

Insight 1

Re-frame how Aboriginal Grants are delivered

Opportunity to improve trust and cultural safety, understand 'First Peoples Ways of Working' and move from being transactionally focussed to building relationships.

Insight 2

Be clear about our role in the arts funding ecosystem

With a finite budget, arts funding cannot be everything to everyone. Be clear about who/ what is funded and how this aligns to Council goals.

Insight 3

The current funding mix feels about right

While the current funding mix feels about right at the macro level, there's an opportunity to tweak the selection criteria and ensure the same artists and arts organisations are not repeatedly funded.

Insight 4

Make applying for grants simpler and easier

The administrative burden of applying for grants is detracting some from applying. This is an issue if we want to attract a diverse audience and ensure true inclusion and accessibility for all grant recipients.

Insight 5

Be a match-maker and build relationships

Grant applicants want a relationship with City of Melbourne. They have a genuine desire for us to interact with ongoing intent.

“I feel like City of Melbourne has a good grip of the kind of work that artists do. We are currently trying to communicate that to federal Government where there's a miscommunication. They think all artists just paint.”



We **support** artists and small to medium arts organisations*



We **build** and strengthen relationships with Aboriginal artists and arts organisations.



We **prioritise** challenging, creative ideas and ambition.



We **support** creatives and projects that reflect the diversity of Melbourne.



We **encourage** participation and activation of the arts within the municipality.



We **prioritise** projects that contribute to the creative transformation of Melbourne.

* Small to medium arts organisation defined as 1-9 FTE Staff (Full Time Equivalent) and Total annual Operating Budget of \$100k - \$2.9m (source: NAVA)

Programs (proposed)

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Aboriginal artists & organisations	✓	✓	✓	✓	✓	✓

ANNUAL BUDGET current \$4.3m

ANNUAL BUDGET proposed \$4.3m
(subject to Council approval processes)

*Council may flex budgets according to demand



Council's Commitment Statement:

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Sandra Githinji, *Bloom Collection*

Measures

Who was funded

1. **Diversity** of successful applicants (artists and arts organisations), including recipients who are Aboriginal, living with disability or from the LGBTQIA+ community
2. **New grant recipients** – recipients funded by the City of Melbourne for the first time
3. Applicant **success rate** – artists/ arts organisations as a percentage of total applications

What was delivered

4. Diversity of **art forms** funded, ensuring a spread of representation across visual arts, dance, literary arts, music, theatre, film and beyond
5. Total number of activities **delivered across the municipality**
6. **Total number of audience members** who attended funded projects
7. **Total number artists** supported by projects delivered

Benefit created

8. Total of projects that would **not have gone ahead** without funding support from City of Melbourne
9. **Likelihood that recipients would recommend** arts grant funding to friend or colleague
10. Case studies showcasing funded artists' careers and **success stories**



CITY OF MELBOURNE