



Maribyrnong  
CITY COUNCIL

**Arts &  
Culture**

1 July 2020 – 30 June 2023  
Triennial Arts Partners  
Funding Guidelines

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## **Introduction to Maribyrnong's Triennial Arts Partners Funding**

At the City of Maribyrnong, our vision is to help our communities flourish. We want to create a lively, enriched society that takes advantage of our greatest asset – our authentically diverse culture and dynamic arts sector.

In 2018 Maribyrnong Council endorsed its *Arts and Culture Strategy 2018-2023* which:

- Support our rich arts ecology of artists, arts organisation and the positive activities already occurring;
- Ensure that the stories and perspectives of First Nation artists are being told;
- Encourage participation of the diverse cultures of Maribyrnong in the arts;
- Develop facilities that ensure ready access to the arts by the whole community in this rapidly expanding municipality;
- Ensure that our creative industries thrive; and
- Ensure that Council takes a holistic and cross-Council approach in creating a vibrant arts and creative-industries sector.

[www.maribyrnong.vic.gov.au/arts-and-culture/About/Arts-and-Culture-Strategy-2018-2023](http://www.maribyrnong.vic.gov.au/arts-and-culture/About/Arts-and-Culture-Strategy-2018-2023)

In 2019 Maribyrnong Council also endorsed its *Public Art Strategy 2019-2029* to shape our city and significantly invest in a wide range of public art from major to ephemeral to integrated with urban design.

[www.maribyrnong.vic.gov.au/arts-and-culture/About/Public-Art-Strategy-2019-2029](http://www.maribyrnong.vic.gov.au/arts-and-culture/About/Public-Art-Strategy-2019-2029)

In order to future proof the cultural vibrancy of the inner West, Council cannot deliver the outcomes of these Strategies alone. We therefore seek to partner with key arts organisations based in Maribyrnong that make significant contributions to the arts, culture and/or heritage of our community and have the capacity to deliver a Three Year program that enhances the cultural, community and economic development of Maribyrnong.

Triennial Arts Partner Funding is designed to:

- Provide multi-year organisational funding to significant arts, cultural or heritage organisations in the City of Maribyrnong.
- Assist with their capacity to deliver programmes that support local artists, build new audiences and increase participation in the arts by the community.
- Increase partnership opportunities for key arts organisations through leverage and strengthening financial viability for not-for-profit organisations
- Enable forward planning for arts organisations with multi-year funding, reducing administrative processes and building organisational capacity
- Increase creative outcomes in Maribyrnong and extends our marketing reach
- Ensure that the outcomes of the *Arts and Culture Strategy 2018-2023* are realised

Key arts organisations based in Maribyrnong that have a strong track record of producing high quality work and who engage the community in a significant way may apply for amounts as follows:

**Professionally staffed arts organisations:**

- Apply for up to **\$40,000 per year** for three years from 1 July 2020 – 30 June 2023. (Applications for greater than \$40,000 is by written invitation from Council only).

**Volunteer-run arts, cultural or heritage organisations:**

- Apply for up to **\$15,000 per year** for three years from 1 July 2020 – 30 June 2023. (Applications for greater than \$15,000 is by written invitation from Council only).

**Key Dates**

<b>Project Proposals OPEN</b>	1 July 2020
<b>Project Proposals CLOSE</b>	<b>Midday 12pm 10 August 2020</b>
<b>Final decisions advised</b>	Week of 5 October 2020
<b>Three Year Programme to be delivered within the City of Maribyrnong</b>	1 July 2020 – 30 June 2023

**Maribyrnong City Council - Arts Partners Information Session**

3pm – 4:30pm on Wednesday 15 July 2020 (Delivered online)

**Maribyrnong City Council – Local Sector Capacity Building Workshops**

**Workshop 1: Pitches and Partners** (building sustainability)

3pm – 5pm on Monday 20 July 2020 (Delivered online)

**Workshop 2: Developing a Strategic Plan**

3pm – 5pm on Wednesday 22 July 2020 (Delivered online)

**ELIGIBILITY:**

Organisations must fulfil all of the following criteria:

- Not-for-profit arts, cultural or heritage organisations based in the City of Maribyrnong;
- Have a formal governance structure, annual audited financials;
- A legal constituted entity for at least two years;
- Have a strong track record of producing quality work and engaging the community in a significant way

- Have public liability insurance to the value of no less than \$20million, working with children checks (if the project involves young people) and all other legal requirements (such as licencing, workcover, superannuation).

## **Exclusions**

The following are excluded from applying:

- Non-arts-related businesses or for-profit organisations
- Academic institutions and schools;
- Projects which require retrospective funding, such as projects which have commenced or are completed
- Building, capital works\* or facility maintenance
- Competitions, prizes, award exhibitions or fundraising events
- Recipients who have not fully met previous funding or acquittal obligations.

*\* Capital works are defined as projects undertaken to create a new permanent asset or space, or to permanently change the use, function or layout of an existing asset or space.*

## **Triennial Arts Partner Criteria**

The Selection Panel will prioritise organisations that rate highly across the following criteria:

### **CAPACITY**

- Excellence in artistic and/or cultural development practice;
- Proficient in administration, project and/or production management;
- A commitment to rigorous processes and evaluation;
- Organisational structure, staffing and resources required to successfully undertake the proposed three year programme of activities; and
- A complete, balanced, and realistic three year operating budget.

### **RELEVANCE AND ARTISTIC IMPACT**

- The organisation is located in Maribyrnong and the proposed three year programme of activities is undertaken primarily in Maribyrnong
- A significant number of the creative teams or project participants in the proposed three year programme of activities must live, work, study or have deep connections to Maribyrnong;
- The three year programme engages widely with members of the community to offer engaging, high calibre artistic, cultural or heritage outcomes;
- The three year programme of activities contributes to and reflects local culture, identity and diversity;
- The three year programme increases the City's profile as a vibrant and diverse destination;
- The three year programme demonstrates a commitment to the Actions of either *Arts and Culture Strategy 2018-2023* or *Public Art Strategy 2019-2029*;

## **CAPACITY BUILDING**

Three year funding will also make a significant difference to one or more of the following:

- Economic, tourism, creative and cultural impact and growth;
- Local skills and knowledge development;
- Community social cohesion and well-being;
- Organisational and/or program development, promotion and sustainability;
- Initiatives that address sustainable practices;
- Best practice in Occupational Health and Safety and Risk Management.

### **Application Assessment Process**

Applications are assessed by a panel of arts sector specialists and staff from Arts and Culture Maribyrnong who will support and promote the initiative. The success of applications is determined by the application's merits against the funding criteria and program objectives, and in competition with other applications.

Should any panel member be part of, or associated with, an application, they will exclude themselves from discussion of that proposal.

All funding recommendations are referred to a meeting of Council for approval.

Please note: Triennial Arts Partner Funding will be highly competitive and Maribyrnong City Council cannot fund all the applications it receives. Funding provided for three years does not ensure that funding will be available in future years.

## HOW TO APPLY:

### **Professionally staffed arts organisations will be required to address the following:**

- Organisation information (contact details, ABN)
- Description of your organisation covering:
  - Brief statement of the role and work of the organisation including any significant achievements over the last few years
  - Artform, activity locations and demographic focus
  - Brief details of Board and key staff (including EFT)
- About Your Programme
  - Outline a three year Strategic or Business Plan of high quality arts activity in Maribyrnong (with one year of your Artistic Plan detailed in full)  
(Note: due to the extraordinary circumstances of Covid-19, we understand that the 1<sup>st</sup> year of your plan may be focused on recovery/re-emergence with altered programming)
  - Demonstrate how your organisation fosters development of the City's creative people and culture
  - Articulate in your Artistic Plan your strategies for professional practice, community participation and engagement
  - Indicate any partnerships in place or levels of financial leverage that will be targeted for specific projects
  - Ensure your Strategic plan has a marketing plan or outline your strategies for audience development and promotion
  - Demonstrate how your three year programme responds to Actions in Maribyrnong City Council's *Arts and Culture Strategy 2018-2023*
- Request for funding from Maribyrnong City Council
  - Amount requested and purpose
  - Impact – what would this funding mean for your organisation?
  - Future funding commitments or partnerships secured for this three-year period
  - Budget 2021, 2022, 2023 (a budget template is provided)
- Support Material relevant to building a case for partnership
  - Confirmation of commitment from supporting venue (s) if relevant
  - Most recent annual report and audited financials
  - Letters of support from organisations or partners
  - Proof of public liability cover to the value of \$20million
  - Creative Team biographies (1-2 paragraphs maximum each) in the detailed year of the Artistic Plan
  - Up to 6 examples of previous work including: Photographs, reviews, media, links to vimeo, etc for music, film or performance examples (maximum 5-6mins duration)

## HOW TO APPLY:

### **Volunteer arts, cultural or heritage organisations will be required to address the following:**

- Organisation information (contact details, ABN)
- Description of your organisation covering:
  - Brief statement of the role and work of the organisation including any significant achievements over the last few years
  - Artform, activity locations and demographic focus
  - Biographies (1-2 paragraphs maximum each) of your Management Committee
- About Your Programme
  - Outline a three year programme of community engaged arts activity in Maribyrnong  
(Note: due to the extraordinary circumstances of Covid-19, we understand that the 1<sup>st</sup> year of your plan may be focused on recovery/re-emergence with altered programming)
  - Demonstrate how the organisation fosters development of the City's community;
  - Outline your marketing strategies for audience development and promotion
  - Demonstrate how your three year programme responds to Actions in Maribyrnong City Council's *Arts and Culture Strategy 2018-2023*
- Request for funding from Maribyrnong City Council
  - Amount requested and purpose
  - Impact – what would this funding mean for your organisation?
  - Outline any other sources of support secured for this three-year period
  - Budget 2021, 2022, 2023 (a budget template is provided)
- Support Material relevant to building a case for partnership
  - Most recent audited financials
  - Letters of support from organisations or partners
  - Proof of public liability cover to the value of \$20million
  - Up to 3 examples of previous work including: Photographs, reviews, media, links to vimeo, etc for music, film or performance examples (maximum 5-6mins duration)

## **How to apply**

Funding applications are submitted using the Smartygrants online application system. Interested applicants are strongly advised to attend the Arts Funding Information Session to find out more about the application process.

The link to the online application will be accessible from **Wednesday 1 July 2020** and will automatically close at **midday 12pm Monday 10 August 2020**.

For help accessing the online application or problems in uploading your documents, please contact the Coordinator Arts and Culture on 03 96880200 Monday to Friday 9am-5:30pm.

Unfortunately no hard copies or late applications will be accepted.

## **Funding Agreement**

Successful applicants will be required to enter into a formal agreement with the Maribyrnong City Council before receiving support.

The Funding Agreement will outline:

- Schedule of payments and deliverables
- Key Performance Indicators that will reflect the objectives of the program and measurements of impact
- Accountability and reporting schedule
- Review timeline

Each year of funding in the three year funding period will be reviewed.

## **Grants as taxable income and GST (Goods & Services Tax)**

Any monies received by a grant recipient will be considered as taxable income unless the Australian Taxation Office has declared the organisation a tax-exempt body. For more information visit the [Australian Tax Office](#) website.

## **Other legal requirements**

### **Legal and insurance standards**

All applicants must ensure that they comply with all legal and insurance standards. Successful applicants will be asked to produce proof of public liability insurance (certificate of currency). For any legal queries please check this website: [www.artslaw.com.au](http://www.artslaw.com.au).

### **Government legislation**

Successful applicants must ensure they act with fairness and equity in all matters concerning staff recruitment and management, for both paid and volunteer staff. Funded applicants are required to comply with relevant Acts such as:

- Fair Work Act 2009
- Equal Opportunity Act 2010
- Charter of Human Rights and Responsibilities Act 2006

- Victorian Privacy and Data Protection Act 2014
- Disability Discrimination Act 1992
- Occupational Health and Safety Acts, Regulations and Codes of Practices
- Worksafe Victoria
- Child Safe Standards Victoria

### **Paying Artist Fairly**

Arts and Culture Maribyrnong support the fair payment of professional artists. Please make sure that your fees and wages are in alignment with NAVA recommended rates or MEAA weekly award wages.

### **Permits and Local Laws**

Events in Council open spaces such as parks or along the river will need permits or other permissions. Applicants proposing projects which include the installation of artworks or the building of temporary structures, or performances or events in public and open space, may need advice regarding the permit or permissions process prior to application submission. Please contact the Coordinator Arts and Culture on 03 9688 0200 to discuss your project idea prior to contacting other Council departments.

## **Handy tips for your Funding Application**

### **Planning your project**

- Check that your timeline gives you plenty of time to contact and engage with potential project partners, other supporters or funders.
- Find out if there are other grants that you could potentially apply for to support your programme. Additional support will be looked on favourably.
- If your project is in public space, find out what Council permits may be required.
- Find out if there are organisations or businesses that might be interested in giving in-kind support to your project.

### **The guidelines and application form**

- Read the Guidelines and criteria thoroughly.
- Preview the application form thoroughly before you begin writing. There are hints in the application form to help you provide important information.

### **Describing your project**

- Be clear and succinct, articulating what the outcomes will be.
- Tell the story of your organisation: who you are, what your Three Year Programme is about, what people will see and experience, why you want to do it, who will be involved, where and when it will be.
- Clearly describe how your organisation will meet the eligibility criteria.
- Ask someone else to read your application and give you feedback.
- If you intend to work with diverse groups in the community, explain how you will reach them.
- Have a plan for supporting artists or community members with a disability/language barrier who might be participating in your programmes.
- Find out about key community or other arts organisations that would make strong partners.
- Demonstrate that you understand any legal requirements that may be needed in working with volunteers or community participants.

### **Using the online application form**

- Preview the online form. It contains hints about what you need to consider for each section of the application.
- Write an initial draft of your project description and Timeline in a WORD document and edit inside this to meet the word limits.
- Then cut and paste text from your draft word document to the appropriate question field in the electronic document.
- Prepare a budget in Excel first to make sure it balances and then add it to the online budget page. The budget page has automatic addition capacity.
- Save a pdf copy of electronic version of your completed application prior to final submission
- Most of questions in the online form are compulsory fields, noted with an asterisk. The application cannot be submitted unless all compulsory fields

are completed. A dialogue box will appear on clicking the submit button on the final page if there are any empty fields.

- Remember to click on SAVE at the end of each page.

### **Find out what you need to support your application**

- Make sure that the support material you submit directly relates to your programme. If it doesn't enhance your case for funding, don't submit it.

### **The budget**

- Be realistic about your three year projections costs
- Make sure your staffing included on-costs for superannuation, work-cover and other entitlements
- Check that your income total and expenditure totals match.

### **Contact Us:**

Applicants are strongly encouraged to contact Kate Shearer, Coordinator Arts and Culture on 03 9688 0200 to discuss their Triennial Arts Partner proposal before submitting an application.