2020/2021 FLOURISH: Arts Recovery Grants Program

Wednesday 15 July 2020
The COVID-19 pandemic has had a significant impact on the Australian arts and culture sector, with local artists and arts organisations reporting considerable financial hardship due to event cancellations and loss of income. According to the Australian Bureau of Statistics, the arts industry has been one of the hardest hit by COVID-19. These grants have been designed to help the arts and culture sector of Moreland flourish.

The Moreland City Council Plan 2017 - 2021 and the Arts and Culture Strategy 2017 - 2022 both aim to ‘strengthen and invest in the significant creative sector in Moreland and enhance its standing as a destination for the arts’. Moreland City Council also recognises the challenges the sector is currently facing. Therefore, the Flourish: Arts Recovery Grants has been established as a once-off grant program to support the local sector during this crisis. The grant program will temporarily replace the 2020/2021 Arts Activation and Arts Investment Grants. The Arts Activation and Arts Investment Grants program will resume in 2021/2022.
Objectives

Applications need to address at least one of the following objectives:

• To support local artists and arts organisations to survive the impacts of COVID-19
• To strengthen the capacity of local artists and arts organisations to develop and deliver quality recovery projects for the wider community
• To support the local arts ecology in navigating new models of engagement
• To build connection and engagement through community led arts and cultural activities
• To support and encourage more people to engage with arts and culture in Moreland

Melbourne Artists for Asylum Seekers (2018 Arts Activation Grant Recipient)
Migrant Mothers Moreland Workshop
Grant Categories

- **Individual Artists (up to $5,000)**
  for individuals, sole traders and freelancers

- **Arts Organisations (up to $10,000)**
  for collectives, ensembles and not-for-profit arts businesses

This program is open to applicants whose primary business is in the arts sector. This includes literature, music, theatre, musical theatre, opera, dance, circus, comedy, puppetry, arts festivals, visual arts and crafts, community arts, experimental arts and Aboriginal and Torres Strait Islander arts.

Moreland City Council encourages applications from local creative practitioners who are members of culturally and linguistically diverse; LGBTQI+; Deaf; and/or disability communities and Moreland’s local Aboriginal and Torres Strait Islander people.

Applicants can only make one grant application annually to either of the categories.

Auspice bodies may apply on behalf of multiple applicants.

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Pink Embers (2018 & 2019 Arts Investment Grant Recipient)
Community members engaging with locally made art
Eligibility Requirements

Individual Artists (up to $5,000) for individuals, sole traders and freelancers

All applications must meet the following criteria:

• Be Moreland residents
• Individuals must apply for a grant through an incorporated auspice body
• Have appropriate public liability insurance or guarantee that it will be obtained upon notification of successful funding
• Have no outstanding grant acquittals or outstanding debts owing to Council
• Must address one or more of the objectives of the Flourish: Arts Recovery Grants program
• Demonstrate the proposed activity is consistent with Local, State and Federal laws including the Charter Human Rights and Responsibilities Act 2006 and the Victorian Equal Opportunity Act 2010
Eligibility Requirements

Arts Organisations (up to $10,000) for collectives, ensembles and not-for-profit arts businesses

All applications must meet the following criteria:

• Be Moreland based arts organisations
• Groups or organisations which are incorporated, cooperatives, charitable organisations or auspiced by an incorporated entity
• Have appropriate public liability insurance or guarantee that it will be obtained upon notification of successful funding
• Have no outstanding grant acquittals or outstanding debts owing to Council
• Must address one or more of the objectives of the Flourish: Arts Recovery Grants program.
• Demonstrate the proposed activity is consistent with Local, State and Federal laws including the Charter Human Rights and Responsibilities Act 2006 and the Victorian Equal Opportunity Act 2010
Preference will be given to applications which:

• Demonstrate financial hardship as a result of COVID-19 where applicants have been unable to obtain sufficient support through other COVID-19 support packages, relative to the needs of the artist/organisation

• Enhance Moreland’s profile as a vibrant arts locality

• Encourage and champion diversity and Aboriginal culture

• Demonstrate respectful partnerships with other artists/community groups/organisations

• Align strongly with commitments in Moreland’s Arts and Culture Strategy: Creative Capital

• Demonstrate clear potential for impact on and/or growth of the arts sector in Moreland

• Encourage environmental sustainability in line with Council’s policies
What Can Be Funded

- Events, Activities and Projects that respond to the current COVID-19 situation
- Events, Activities and Projects that provide an opportunity for community renewal post COVID-19 lockdown
- Events, Activities and Projects that support the generation of new and/or existing income streams
- Events, Activities and Projects that explore new ways of engaging audiences for new or existing work
- Events, Activities and Projects taking place between November 2020 and December 2021
- Purchase of capital equipment and infrastructure including online/digital technologies that will support the organisations survival
- Organisational costs including rent, utilities, wages etc. that will assist in an organisation’s survival beyond lockdown
What Will Not Be Funded

- Events, Activities and Projects held outside Moreland
- Events, Activities and Projects that breach State Government and Commonwealth Government public health measures and restrictions to slow the spread of COVID-19, in place at the time of the event or project
- Living expenses that can be covered by the Commonwealth Government’s JobSeeker package
- Business expenses (including ongoing staff salaries or rent) that have been covered by the Victorian Government’s Business Support Fund or the Commonwealth Government’s JobKeeper package
- Competitions, awards, fundraising activities, fetes, reunions, amateur or hobby pursuits
- Tertiary education qualifications, including projects or work that will be used for the purposes of academic assessment
- The entire cost of an initiative/project/program
- Reimbursement for Events, Activities and Projects that have already occurred, or due to be complete before the funding period (no retrospective funding)
- Initiatives that will require ongoing funding from Council to be sustained
- Applicants seeking funding to cover outstanding loans or debts
- Events, Activities and Projects already partially or wholly funded by Council via other funding streams for the same activity in the same financial year
- Applicants who have lobbied or canvassed Councillors or Council Officers
- Applicants that have an outstanding Moreland City Council acquittal
- Applications where the recipient organisation/s promote and/or benefit directly from electronic gaming machines or from any form of gambling including sports betting and lotteries
Assessment

Criteria:

The applications will be assessed and scored by an assessment panel who will examine how clearly it shows these qualities:

• The proposed activity aligns with the Grants objectives

• Professional Merit: The applicant demonstrates an appropriate level of professional merit, in relation to their career stage and type of practice.

• Potential Impact: Benefit to Applicant / local Moreland community / local artists and arts organisations

• Capacity: Ability for the applicant and their team to deliver the proposed arts activity.

• Budget: Balanced, realistic, and shows other income sources (C or NC).

• Support Documents: including any permits and permissions required.

Janet Watson Krause (2018 Arts Activation Grant Recipient)
The Ettie Project, Theatre Performance – October 2019
Council is committed to ensuring that the assessment of all grant applications is coordinated in a fair and transparent manner. The Assessment Process will therefore be as follows:

1. An Officer from the Arts and Culture Unit will assess each application to confirm that it is eligible. This officer will be the main contact officer for questions and assistance while applications are open, and this officer will not participate or have any authority or decision-making responsibilities regarding the assessment panel process.

2. A panel of at least four (4) officers from across Council and one representative of the Moreland Arts Advisory Committee will assess the eligible applications against the Assessment Criteria. The panel will be Chaired by the Unit Manager Arts and Culture.

3. A report from the panel with recommendations for funding will be made to the Director Community Development for endorsement.
Applications Open: Thursday 9 July 2020
Applications Close: Sunday 9 August 2020

Expected notification: October 2020 for projects undertaken between 1 November 2020 and 31 December 2021

Acquittal:

- Financial Acquittal via SmartyGrants to be submitted within 30 days of project completion.

- Attendance at a minimum of three acquittal meetings scheduled through-out 2021. These meeting are held with other program participants and makes up part of the grant acquittal.

Moreland City Council understands that we are all currently experiencing unprecedented change due to COVID-19 and this may affect your Event / Activity / Project in the future. Council is committed to working with artists and arts organisations and have in place a number of processes should you need to alter your project to ensure it meets all State and Commonwealth Government public health measures and restrictions aimed to slow the spread of COVID-19. Please make sure you get in touch with the Arts Officer to discuss any issues.
WHAT TO EXPECT IF SUCCESSFUL:

- Notification of success (October)
- Signing of Agreement through SmartyGrants.
- Payment of grant. (November)
- Project Delivery (1 Nov 2020 – 31 Dec 2020)
- Acquittal
  - Financial Acquittal (Due 30 days from project completion)
  - Written report (Due 30 days from project completion)
  - Community of Practice Meetings
    (tentatively scheduled for Feb/May/Aug/Nov 2021)
Moreland Council Marketing

What's On Calendar

Arts Moreland E-newsletter

Social Media
- Facebook @ArtsMoreland and @Morelandcitycouncil
- Instagram @morelandcouncil
- Twitter @morelandcouncil

During COVID-19 the Arts Moreland media channels including Facebook and Arts Moreland e-news are being used to profile stories, online events and opportunities by our local Moreland-based arts sector. If you are pivoting your practice or creative business during COVID-19, we want to know about it. To submit, send the following through to arts@moreland.vic.gov.au

- A short description of what you’re doing
- A link to your work or event that contains key information
- An image (1080 px h x 1080 px w)
- Selection is subject to availability and curatorial guidelines.
Other Moreland Opportunities

• Community Grants
  In addition to the Arts Activation and Arts Investment grants managed through Arts & Culture, Moreland City Council also has a number of grant opportunities through its Community Grants program open to Artists. [https://www.moreland.vic.gov.au/about-us/community-awards-grants-and-funding/](https://www.moreland.vic.gov.au/about-us/community-awards-grants-and-funding/)

• Arts and Creative Sector COVID-19 Support webpage
  Our local arts and creative sector is one of the most prominent and active in the country. We recognise the challenges the sector is currently facing. In response, the Arts and Creative Sector COVID-19 Support webpage will be regularly updated to provide a central hub for you to access a range of updates, resources, information and opportunities specific to our local sector. [https://www.moreland.vic.gov.au/events-recreation/arts-and-gallery/arts-and-creative-sector-covid-19-support](https://www.moreland.vic.gov.au/events-recreation/arts-and-gallery/arts-and-creative-sector-covid-19-support)

• Business Moreland
  Business Moreland is sharing extensive relevant resources and opportunities specific to our local commercial sector, including arts and entertainment businesses. If you haven't already, give them a follow and take a look at their website. [https://www.businessmoreland.com.au](https://www.businessmoreland.com.au) - Also check out their Made In Moreland campaign. [https://www.businessmoreland.com.au/programs/moreland-made-campaign](https://www.businessmoreland.com.au/programs/moreland-made-campaign)