**Purpose:**

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:**

- 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

**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 businesses

**Funding Preferences:**

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

**Cover Image:**
Emerging Writers Festival 2019 Closing Party: Stay Gold
Recipient of 2018 Arts Investment Grant
Artist: Matka of Precog
Photograph: Zack Ahmed
Eligibility Requirements:

This program is only 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.

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

Individual Artists (up to $5,000)

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

Arts Organisations (up to $10,000)

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

Auspice bodies may apply on behalf of multiple applicants.

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
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.

**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

**Timeline:**

<table>
<thead>
<tr>
<th>Grant Type</th>
<th>Grants Advertised</th>
<th>Applications Due</th>
<th>Expected Notification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Artists (&lt;$5,000)</td>
<td>July</td>
<td>August</td>
<td>October for projects undertaken between November 2020 and October 2021</td>
</tr>
<tr>
<td>Arts Organisations (&lt;$10,000)</td>
<td>July</td>
<td>August</td>
<td>October for projects undertaken between November 2020 and October 2021</td>
</tr>
</tbody>
</table>

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.
Applications:

Applications need to be submitted online via Moreland City Council’s Smarty Grants administration system. Council can accept video applications through Smarty Grants however please check with the Arts Officer for details on how to submit your video application.

The online application form will include the questions outlined below:

**General Information**
- Artist / Organisation Name and address
- Title of Event / Activity / Project
- Date(s) and location of Event / Activity / Project

**Your Proposal**
- Brief description of Event / Activity / Project
- How does it meet at least one of the objectives of the Flourish: Arts Recovery Grants?
- Provide evidence of the need for your Event / Activity / Project within the City of Moreland.
- What will be achieved through this proposal and how will you demonstrate that these outcomes have been achieved?
- Who is your Event / Activity / Project for?
- What opportunities does it provide for people to engage with arts and culture which would otherwise not be possible?
- How will you ensure your Event / Activity / Project is accessible to people?
- Who is involved in delivering the event or activity? Who is in your project team and what are their roles? Provide evidence of their relevant experience and ability to deliver the proposed Event / Activity / Project; list any artists you are hoping to work with or have confirmed; outline any collaborations or partnerships with other groups or organisations.
- Describe the measures you will undertake to ensure your Event / Activity / Project adheres to COVID-19 rules and restrictions in place at the time of your Event / Activity / Project.
- Briefly describe how this project might adapt should the COVID-19 pandemic prevent your Event / Activity / Project from going ahead as proposed in this application.

**Budget**
- Please submit a full project budget using the SmartyGrants template provided. Your income and expenditure must total the same amount for your budget to be accepted as part of your application. The budget needs to be realistic, show other income sources (including in-kind support) and demonstrate why you need the grant.
- Please show evidence of any financial support you have received through other COVID-19 support packages.
Support Documents

- Please supply letters of support from partner organisations, community groups, artists or anyone else who can validate that your proposal will make a valuable contribution to the arts sector in Moreland. Letters of support should be submitted as a single document labelled as follows:
  - Letters of Support – (insert artist/organisation name)
- Current Public Liability Certificates (or a quote for a new policy) should be submitted as a single document labelled as follows:
  - Public Liability Certificate – (insert artist/organisation name) or
  - Public Liability Quote – (insert artist/organisation name)
- A maximum of 5 images should be submitted as follows:
  - Project Name – Artist/Organisation name – Photographers credit
- Applicants should submit a full budget including supporting data proving that the project is adequately costed (recent quotes); artists are paid in accordance with relevant awards; and evidence demonstrating any financial hardship experienced because of the COVID-19 pandemic. The budget and notes should be submitted as an excel or pdf document labelled as follows:
  - Full Budget – (insert artist/organisation name)
- Additional support material may also be required depending on the nature of the Event / Activity / Project being submitted. These may include, but are not limited to, a copy of your business lease agreement (showing a minimum 3 year lease); a letter of permission from your landlord to undertake structural work; a list of contractors undertaking work (including Company Name, Website and Contact Number); relevant permits (where required); site plans and details of proposed layout/modifications to be undertaken; and/or a copy of your financial statements (2018/2019). Contact the Arts Officer to discuss your project if you are unsure what support material is required for your project.

Assessment Process:

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.


2 Auspicious Arts have provided a number of great resources on their website including a budget template: https://www.auspicious.com.au/s/AAP-BudgetTemplate-2019-b9jr.xlsx
**Assessment Criteria:**

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

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Score</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>The proposed activity aligns with the Grants objectives</td>
<td>Yes or No</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>Professional Merit</strong></td>
<td>Score out of 5</td>
<td>25%</td>
</tr>
<tr>
<td>The applicant demonstrates an appropriate level of professional merit, in relation to their career stage and type of practice.</td>
<td>Score out of 5</td>
<td>25%</td>
</tr>
<tr>
<td><strong>Potential Impact</strong></td>
<td>Score out of 5</td>
<td>25%</td>
</tr>
<tr>
<td>• The application demonstrates significant benefit to the applicant’s own professional creative practice.</td>
<td>Score out of 5</td>
<td>25%</td>
</tr>
<tr>
<td>• Where applicable, the application demonstrates a positive impact on the local Moreland community through the creation of new arts experiences and engagement.</td>
<td>Score out of 5</td>
<td>25%</td>
</tr>
<tr>
<td>• Where applicable, the application supports local artists and arts organisations to survive the impact of COVID-19</td>
<td>Score out of 5</td>
<td>25%</td>
</tr>
<tr>
<td><strong>Capacity</strong> - The application outlines roles and responsibilities of a project team who will manage and deliver the arts activities; demonstrates a collaborative approach with a range of partners; builds the capacity and experience of community organisations to deliver arts activities; engages local artists</td>
<td>Score out of 5</td>
<td>25%</td>
</tr>
<tr>
<td><strong>Budget</strong> - The budget is balanced, realistic, shows other income sources, including in-kind support</td>
<td>Score out of 3</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Support Documents</strong> – Is the application supported at a community level? Have they supplied letters of support?</td>
<td>Score out of 2</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>Score out of 20</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Please Note:** Due to the large volume of applications we anticipate receiving, application feedback may not be provided for this program unless requested.

**Conflict of Interest**

All those involved in the assessment of applications must declare any conflict of interest that exists, including but not limited to, personal or business connections with any applicant. The Assessment Panel member is required to step down from participating in any vote or decision-making process undertaken in regard to the specific applicant.
Terms and Conditions:

Successful applicants will be required to:

- Enter into a funding agreement with Council which sets out the conditions and reporting requirements.
- Use the grant funding for the project outlined in the application only and in line with the budget submitted in the application.
- Be covered by an appropriate public liability insurance policy.
- Acknowledge Arts Moreland and Moreland City Council by using logos on all promotional material relating to the activity with the accompanying text ‘This event has been proudly supported by Moreland City Council through the 2020 Flourish: Arts Recovery Grant program’.
- Obtain any relevant legal permissions with regards to copyright and intellectual property rights.
- Submit an Acquittal Report including a financial report (a true statement of actual income and expenditure after the activity is completed, including receipts upon request); and a brief written report via Smarty Grants.
- Ensure a representative attends at least 3 Community of Practice Group meetings (4 scheduled annually) This meeting is held with other Arts Moreland Grant recipients and constitutes part of the grant acquittal. It is also an opportunity to reflect on the activity and share experiences with other grant recipients.
- Obtain an event permit if the event is held on Council owned open space. The event permit cost is waived for successful grant applications however each event permit also requires a bond which cannot be waived.

Copyright and Intellectual Property

Where an activity will use copyright material, or another entity’s intellectual property, it is the applicant’s responsibility to seek and obtain all the necessary permissions. All intellectual property rights within the application and delivery of the Event / Activity / Project will be held exclusively by the applicant/s.

Capacity Building

A number of capacity building activities are offered to the community as part of the Flourish: Arts Recovery Grants. These may include, but are not limited to:

- Professional Development Workshops including the Making It in Moreland professional development series.
- Participation in quarterly Community of Practice meetings, a networking/professional development event with other Moreland Arts grant recipients.

Lobbying

Lobbying or canvassing Councillors or Council Officers in relation to any grant application is prohibited. This includes asking Councillors or Council Officers to recommend your project to assessment panel members or to discuss the application with assessment panel members on your behalf. Any application submitted where the applicant, or applicant’s representative, has canvassed or lobbied a Councillor or Council Officer will be deemed ineligible.