

MEETING OF THE PORT PHILLIP CITY COUNCIL

16 NOVEMBER 2022



10.1

LOVE MY PLACE RECOMMENDATIONS 2022/23

EXECUTIVE MEMBER: KYLIE BENNETTS, GENERAL MANAGER, CITY GROWTH AND DEVELOPMENT

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1. PURPOSE

- 1.1 To present the recommended Love My Place grant recipients for 2022/23 for Council's approval.

2. EXECUTIVE SUMMARY

- 2.1 At the 29 June 2022 Council Meetings, Council endorsed \$100,000 to fund the fourth iteration of the Love My Place Grants Program (LMP/the Program).
- 2.2 The Program seeks to activate public spaces within the City of Port Phillip through unique events, experiential public art, and experimental installations and ideas.
- 2.3 This report presents Council with a list of proposed grants recommended by the Love My Place Evaluation Panel. Funded projects will take place between November 2022 and June 2023.
- 2.4 A total of \$100,000 in grants were recommended to fund 9 projects for this round. Two runner ups are also being put forward to account for recipient withdrawals, should it be needed.
- 2.5 18 eligible applications were received, requesting a combined funding of \$240,142 for projects valued at a total of \$546,209.
- 2.6 The 9 recommended projects have a total value of \$259,822. Representing an average of \$1.6 for every \$1 invested by Council.
- 2.7 Other applicant funding sources include Palais Theatre Community Fund, Cybec Foundation, William Angliss Charitable Fund, and Friends of St Kilda Botanical Gardens. Private sponsorship, ticket sales, and in-kind support from local businesses were also included as funding sources.
- 2.8 Projects were selected based on a 12-point criteria that includes identification of a community need, project uniqueness, applicant's resources and experience, equitability and inclusivity, and value for money. Projects have also been selected in order to distribute the funds across the municipality with projects to take place in Port Melbourne, South Melbourne, Albert Park, Fitzroy Street, St Kilda, St Kilda East and Elwood.

3. RECOMMENDATION

That Council:

- 3.1 Endorses the recommended successful applicants as proposed by the Love My Place Evaluation Panel as outlined in Confidential Attachment 1.
- 3.2 Releases details on the successful recipients of the Love My Place Grants Program from confidence once all applications have been advised of the outcome of their application and those successful have confirmed their ability to proceed with their application.
- 3.3 Thanks all applicants who participated in the 2022/23 round for Love My Place Grants Program.



4. KEY POINTS/ISSUES

- 4.1 With the LMP program, the City of Port Phillip (CoPP) encourages our community to trial new ideas through creative activities within the public realm.
- 4.2 LMP was created to support local businesses through the activation of public spaces within the City of Port Phillip.
- 4.3 Selection criteria includes:
- How the grant application (the Project) meets the objectives of the Program, including activation of public space and its support of local community and businesses.
 - How the Project addresses Council's strategic directions.
 - Whether the project has resulted from an identified community need and how effectively the project addresses this need.
 - The expected benefits delivered through the project to the City of Port Phillip community and businesses e.g., increasing the time spent in an area, benefiting local business precincts or neighbourhoods or encouraging visitation to the project from locals and visitors.
 - A creative approach has been considered to deliver a unique/one-of-a-kind experience.
 - The environmental sustainability of the project. i.e., measures taken during an event to manage and reduce waste, end-of-life cycle of the project, source and travel distance of supplies, as well as other general considerations to mitigate the environmental impact caused by the initiative.
 - That the applicant has the necessary resources and experience to manage and deliver the project.
 - That the project has been fully planned to include budgets, deliverables, timeframes, risk management, and contingencies.
 - How well the budget allocation reflects the most value for money (economic, social, and environmental sustainability).
 - That a clear evaluation methodology has been put in place to assess the project's success and participant/audience engagement.
 - How easily can the project be altered in response to Panel and community feedback.
 - That the project promotes equitability considering universal design, accessibility, and inclusivity.
- 4.4 The process for application is as follows:
- A call for applications was advertised through, Council's website, Businesses newsletter, Auspicious Arts media channels, Mainstreet Australia Media channels, as well as a CoPP social media campaign from 16 August 2022.
 - Applicants could access the guidelines and application form through the website, attend to a Q&A session on 18 August 2022, and receive assistance by contacting staff.
 - Applications were made using the online grants management system, Smartygrants.
 - Applications closed on 12 September 2022.



- Applications were assessed by the Love My Place Evaluation Panel according to the 12-point criteria. Assessors met online on 21 September 2022 where eligible applications were presented and assessors declared to have no conflicts of interest. Individual assessment through SmartyGrants took place between 21 September and 17 October 2022. The Panel reconvened on 20 October where combined scores and funding were discussed.
- The Evaluation Panel voted to fund 9 projects. 8 for the full requested amount and 1 a partial amount. 2 runner ups were also put forward as one of the applications was simultaneously being evaluated for the Cultural Development Fund. Guidelines stipulate that applicants may request funding from different Council Programs but can only get funded by one stream per project.

- 4.5 All the applicants not recommended for funding were St Kilda based, with one also having presence in South and Port Melbourne.
- 4.6 The Panel considered that the unsuccessful applications strongly lacked on one or more of the 12-point assessment criteria or aligned better to a different Council funding program.

5. CONSULTATION AND STAKEHOLDERS

- 5.1 The Love My Place Evaluation Panel is comprised of a member of the Business Advisory Group, a CoPP Councillor, and three Council officers in the areas of Arts, Events and Activation.
- 5.2 The projects invited a broad level of engagement and opportunities for community reach through different media channels.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 There are no known risks to Council in adopting this recommendation.

7. FINANCIAL IMPACT

- 7.1 The total amount of funding recommended for the 9 projects is \$100,000 out of the \$100,000 allocated in the 2022/23 budget.
- 7.2 Creative practice is recognised as making a valuable contribution to the City of Port Phillip's economy. As a sector, creative and cultural practice and industries are the second largest employer in the City of Port Phillip.
- 7.3 Public space activation such as community events and art installations engage with local business community as supporters but also draw community and broader audiences to business precincts.

8. ENVIRONMENTAL IMPACT

- 8.1 Cultural and community organisations will be made aware of Council commitment to environmental sustainability through the Council Plan.
- 8.2 Recommended projects selection process included their demonstrated ability to reduce and offset their environmental impact.

9. COMMUNITY IMPACT

- 9.1 The Love My Place Grants Program delivers community lead projects that enliven our Local Activity Centres.

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- 9.2 Community engagement and cultural participation are contributing factors to community health and wellbeing.
- 9.3 Funded projects offer free or low-cost access to diverse cultural activities across the municipality.
- 9.4 Community members of all abilities and diverse backgrounds are encouraged to participate in funded programs.
- 9.5 The projects directly and indirectly benefit our local businesses and promote utilisation of public space.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

10.1 Funding under the Cultural Development Fund delivers on the Council Plan 2021-31:

- Vibrant Port Phillip – A City that has a flourishing economy, where our community and local businesses thrive, and we maintain and enhance our reputation as one of Melbourne’s cultural and creative hubs.
- Liveable Port Phillip – A City that is a great place to live, where our community has access to high quality public spaces, development and growth are well-managed, and it is safer and easy to connect and travel within.

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

- 11.1.1 Successful projects will be listed on Council’s website and promoted through the community events listing.
- 11.1.2 The successful applicants will receive their funding by end November 2022.
- 11.1.3 Funded projects will be delivered between November 2022 and June 2023 and acquitted within eight weeks of completion.

11.2 COMMUNICATION

- 11.2.1 Applicants will be advised of the outcome of their application soon after Council decision.
- 11.2.2 Details of funded projects will be available on the Council website.
- 11.2.3 Unsuccessful applicants are notified in writing and are invited to receive feedback from Council Officers.

12. OFFICER DIRECT OR INDIRECT INTEREST

- 12.1 No officers involved in the preparation of this report have any material or general interest in the matter.

ATTACHMENTS 1. **Confidential- Love My Place 2022-23 Recommended Applications**