



G R A N T S

IN THE

C I T Y



The spirit of the grant

GOAL:

TO DEVELOP AND SUSTAIN AN ACTIVE CBD THROUGH AN ACCESSIBLE GRANT PROGRAM FOR CITIZEN-BASED PLACE-MAKING.

The program should realise a wide array of events and initiatives that grow with the CBD. This is about growing the CBD's cultural position and, within that, the specific reasons people come to the CBD. New projects should be nursed into unique activations, and established projects should be supported if they contribute to Canberra's culture.

The program should not be simply focused on attendance figures. Audience numbers at events do not translate to a more active city. Canberra's CBD needs a unique and exciting reputation to encourage return visitation. Events support this by showing or reminding audiences of the value of their venue and area into the future. Pulling people in once should translate to habitual visitation.

Grants In The City practises a decade of contemporary research into the values of cultural projects. This world-leading analysis by the Cultural Development Network clearly demarcates what will and will not enrich a city. It gives strength to a grant program in search of a culturally relevant destination. See attached paper by Cultural Development Network, Measurable Outcomes of Engagement in Cultural Activity.

This activation philosophy subsumes financial results. Economic outcomes are realised by matching shops with demographics, growing habitual visitation and strengthening word-of-mouth reputation beyond the reputation of other consumer precincts. An activation program is about putting somewhere on a specific map. In this case, putting In The City Canberra on the map of nationally valuable places to live, work and play. More than getting the average Canberran to visit the city for a bite to eat, Grants In The City should strengthen Canberra's national reputation and grow pride in the CBD as a place to be.



The (Holistic Evaluation)

Framework is intended to

assist managers, funders and

policy makers better determine

the impacts of the work they

support and thereby make more

judicious decisions about use of

resources.



KIM DUNPHY

CULTURAL DEVELOPMENT NETWORK



Grant Tiers

UP TO \$2,000: PUBLIC GRANTS

ANYONE CAN CREATE A PUBLIC ACTIVITY WITH UP TO \$2,000. YOU DON'T NEED TO BE AN EVENT MANAGER OR ARTIST TO BRING PEOPLE TOGETHER WITH THIS GRANT. MAKE A GREAT IDEA HAPPEN IN THE CITY BY COMPLETING A SIMPLE APPLICATION FORM.

Grants up to \$2,000 are now available to ignite a new idea or bring life to our city. These can be accessed by anyone if the concept is based in the city and brings cultural, civic, social, environmental or economic benefits. Local music in the park, interactive installations, public discussions, media campaigns or something a little different – you decide what your city does.

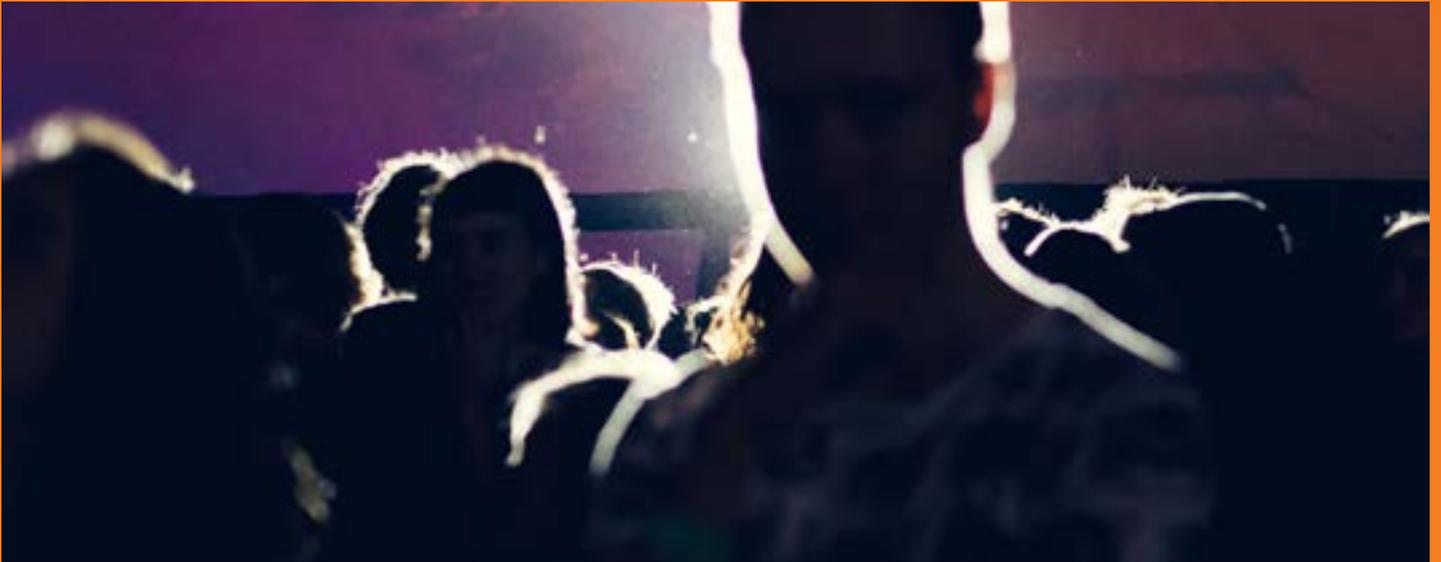
On top of the money, recipients get event advice, an easy-to-use marketing template and great marketing contacts.

EXAMPLES OF PUBLIC GRANT INITIATIVES:

Matt runs a bass music crew in Canberra. Every month he releases new music by local producers online and occasionally has gatherings and parties at his house. To make the music and his brand more public, Matt applied to run a series called Beats In The Park.

Each warm month he sets up a sound system and picnic blankets in Glebe Park for a free afternoon of locally made beats. The sound system was the only real cost, and he had a great contact who'd set it up cheaply (\$200), so Grants In The City was able to give him marketing support and \$1,200 for the whole idea to come to life. He spent \$200 each month for five months and had a small contingency for blankets, flyers and Facebook promotions.

Once the day-parties were done, he just filled out a simple form on the In The City Canberra website called an Acquittal with photos of each event, an estimate of how many people attended and what they got out of it. That's it. Matt can now apply for more money from Grants In The City if he wants to grow Beats In The Park.



\$2,000 - \$80,000: GRANTS FOR POPULAR & PROFESSIONAL OUTCOMES

If you have a proven idea or experience in delivering the proposed style of project, a more significant grant may suit your project.

Less than \$10,000 is more easily rewarded and should be the target of most applicants. Applications for over this amount will need to demonstrate an exceptional concept, tangible delivery pathway and, in most cases, additional revenue streams beyond the grant.

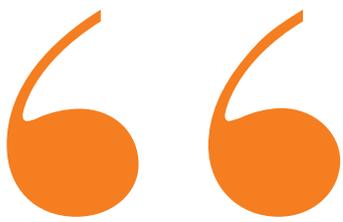
Less than \$10,000 might be applied for events for more than 500 people, regional tourism drivers, semi-permanent installations or media campaigns.

Established festivals and rare events coordinated by professionals can apply for \$50,000 - \$80,000. These grants require a professional application including a business case.



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Cultural and Creative Industries make cities more liveable, providing the hubs and many of the activities around which citizens develop friendships, build a local identity and find fulfilment.



CULTURAL TIMES:

THE FIRST GLOBAL MAP OF CULTURAL AND CREATIVE INDUSTRIES

Criteria

GRANT APPLICATIONS ARE PRIMARILY JUDGED ON THEIR DIVERSE IMPACTS ON THE CULTURAL, SOCIAL, ECONOMIC, ENVIRONMENTAL AND CIVIC VALUES THEY OFFER. EACH APPLICATION IS ASSESSED WITH SCORES AGAINST CRITERIA AND SUITABILITY ACCORDING TO THE PANEL.

The scores guide the panel assessment process. Scores ensure wide-perspective decision making and filter grant money to initiatives that achieve more than audience numbers. The city will not become a better place simply by attracting a large number of people for single initiatives. The criteria target 25 ingredients of good place-making including creativity, beauty, diversity, habitual visitation, expenditure, social capital, active citizenship and a sense of belonging. These are drivers of a more active and sustainable place.

Those using the assessment criteria should note:

- Scores are judged against the requested amount of money. This allows for Grants In The City to leverage its funding pool. A \$60,000 festival that requests \$10,000 should be judged against a \$10,000 cost. This can mean the festival scores very highly.
- Scores are subjective and should be averaged across the panel of 4+ members. The average score relates to the following categories:
 - » Low: under 12
 - » Reasonable: 12-15
 - » Good: 16-18
 - » Excellent: 19-23
 - » Holistically excellent: 24+
- Whilst the maximum score is 30, percentages are not helpful because the assessment allows for extreme diversity. Few initiatives will score well against the breadth of criteria and this is not the Grant's goal. Individual events will have individual strengths and lack in some areas. Over the year, the panel can analyse the consistently low scoring criterion and target these areas. For example, if 'employment enhancing skill development' rarely marks over 2 in a year, a mentorship or internship initiative might be prioritised.
- Grants should not be given to any event scoring less than 16. Events scoring less than this amount should either be offered less money than requested (if that will not jeopardise the score further) or not be funded. If applications are consistently below 'Good', the panel may consider commissioning initiatives to maximise the funding pool in collaboration with the In The City Canberra Board. Any commission should score highly.
- Assessments can be made before and after each event, however the small grants may be too numerous for the panel to have this luxury. Small grants have little risk and thus should not come with laborious administration requirements.
- The assessment score should naturally penalise major financial peculiarities if they are too expensive, but still requires the panel to be on the look-out for unreasonable quotes. The panel should also ensure budget items are not too cheap to avoid the initiative becoming undeliverable.

The criteria derive from Cultural Development Network's latest documentation of how to assess cultural projects. This directly relates to project funding for place-making and can be used to judge all culturally-relevant projects anywhere in the world, from small campaigns to festivals and national cultural institutions to annual cultural programs for any place (precinct, city or country). The use of a consistent and systematic set of cultural measures means we can improve practice and articulate the impact of funding resources in an evidence-based manner. Sooner or later, the entire country will move towards the systematic evaluation of cultural funding outcomes. Grants In The City is one of the first.

Despite a decade of research, the exact criteria are not final. Currently, Cultural Development Network is suggesting users to add their own criteria if a specific goal is intended. The panel is therefore given freedom to modify the criteria upon unanimous agreement, and may use the assessment scores as guides rather than directives. But a low score is a serious sign of unworthy expenditure, no matter the attendance.

Project Criteria

APPLICATIONS TO GRANTS IN THE CITY ARE ASSESSED AGAINST THIS BROAD RANGE OF POSSIBLE STRENGTHS. PROJECTS ARE NOT EXPECTED TO SCORE HIGHLY ACROSS THE BOARD. THE BREADTH OF CRITERIA GIVES IMPORTANCE TO AN EQUALLY WIDE RANGE OF PROJECTS. ASSESSMENTS ARE RELATIVE TO THE AMOUNT OF FUNDING REQUESTED (NOT THE TOTAL COST OF THE PROJECT). THE PANEL USE THIS SHEET AS A GUIDE, NOT AS A DIRECTIVE, TO ASSESS PROJECT APPLICATIONS.

ECONOMIC

Score: / 10

Item	Details
Employment-enhancing skill development facilitated	Development of skills or knowledge that enhance the capacity of an individual or group to obtain employment in the future. Could apply to anyone related to the project: technicians, performers, cooks, participants etc..
Direct employment provided	Jobs directly generated as a result of the project: participants, contractors and coinciding industries related to the project.
Direct expenditure generated within project	Amount of money spent within the project, including sales, commissions, subscriptions etc..
Indirect hospitality expenditure generated - outside project	Amount of money spent indirectly as a result of the initiative on hospitality, including accommodation, food and drinks outside the project (e.g. CBD businesses).
Indirect non-hospitality expenditure generated - outside project	Amount of money spent indirectly as a result of the initiative on non-hospitality business, including retail, service industries and entertainment outside the project (e.g. CBD businesses).
Future business patronised - new and habitual visitation	Local businesses that experience an increase in patronage after the project.

CULTURAL

Score: / 5

Item	Details
Creativity enacted during the project	Creative expression of an individual or group to produce something new, e.g. new methodologies, arts and performance, creative approaches to communication etc..
Creativity encouraged into the future	Stimulation of creativity by the project after that project. The creativity inspired.
Experience of beauty and emotion	Emotive experiences (of beauty, awe, joy, captivation and other aesthetic positives) of participants. Includes celebration that is familiar or new/challenging. A desired endpoint is more and richer experiences of aesthetic pleasure.
New ideas and insights gained	The generation of new knowledge, prompted by the project, linked to self-knowledge, intellectual stimulation. The degree to which the performance or exhibition triggered thinking about the art, issues or topics, caused critical reflection, and self-knowledge and self-development.
Cultural diversity appreciated	Appreciation of different ways of doing, seeing or representing things as a result of cultural engagement through the project. May include appreciation of spirituality. The desired endpoint is change in the appreciation of existing diversity.
Connection with a shared past	This is about a sense of shared belonging and connection to others through past experiences brought up by the project.

ENVIRONMENT

Score: / 5

Item	Details
Positive sense of place engendered: physical	Inspiration created through exposure to the built environment, including designed and natural locations such as parks, public areas and architecture. This is about inspiration towards return visitation. (Negative impressions should be scored accordingly.)
Positive sense of place engendered: non-physical	Building a sense of respect, responsibility and pride in the community, happenings and options of the city. This is about inspiration towards return visitation. (Negative impressions should be scored accordingly.)
Awareness of environmental issues raised	Care and concern raised for the environment, including natural and urban environments.
Contribution to neighbourhood character, including regeneration made	Uniqueness and potential of the project and its impression on the city. This potential may be realised after the project, but must be created or furthered by the project.

SOCIAL

Score: / 5

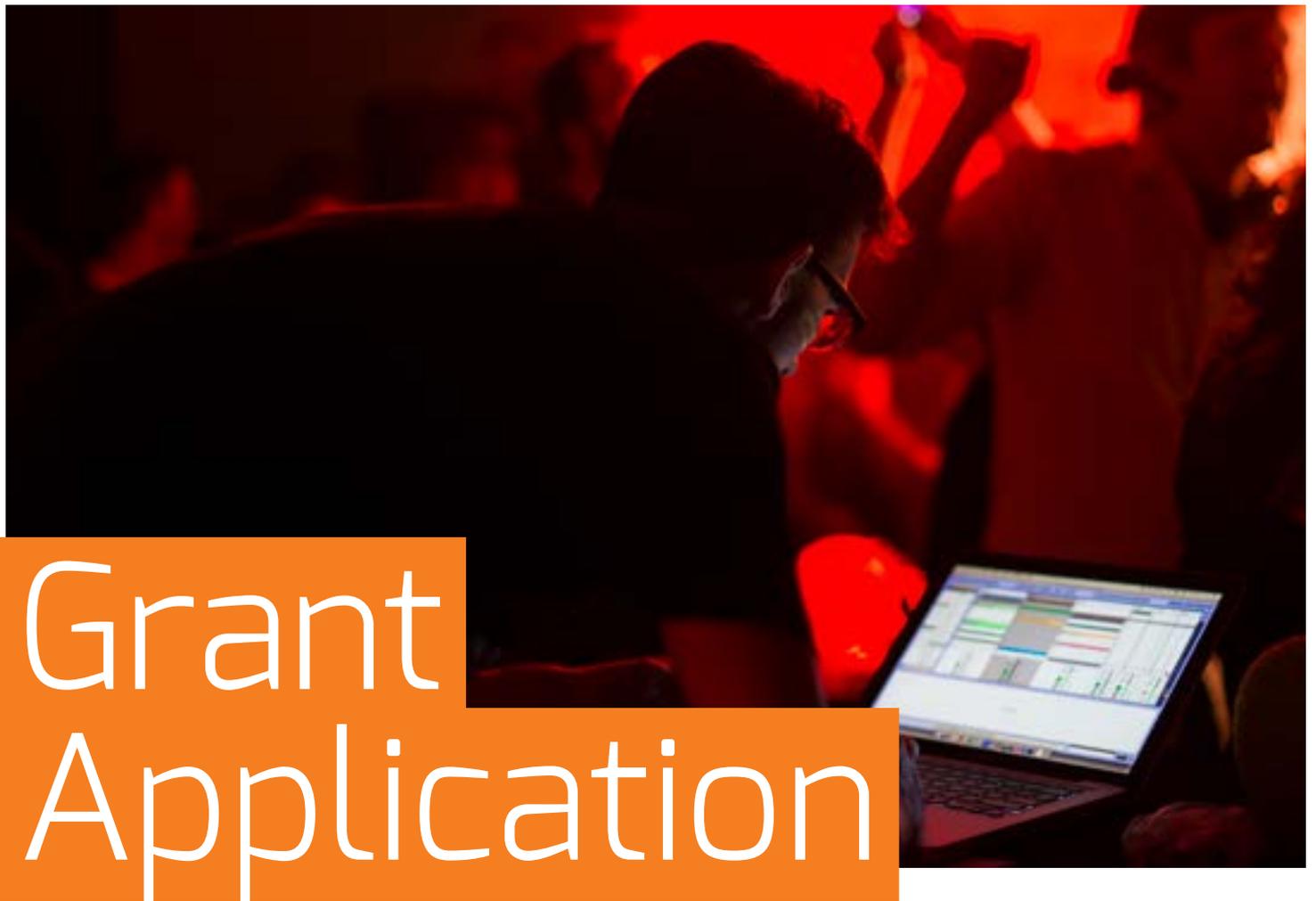
Item	Details
Equality of opportunity for all people in the community	Accessibility and relevance of the project to a diverse community.
Bonding social capital increased	Strengthening of bonds within the community.
Bridging social capital increased	Creation of links between communities.

CIVIC

Score: / 5

Item	Details
Community belonging enhanced	Building a sense of relevance, belonging or interest of oneself.
Active citizenship stimulated	Inspiring or actively creating a sense of ability or leadership.
Membership of local organisations and decision-making bodies encouraged	Joining or supporting local organisations that improve the community and city.
Engagement in political processes enhanced	Education or other engagement with political processes or issues relevant to the community.
Positive future for the city inspired	Inspiration for the future of the community or place in the city.
Collaboration between groups in the community increased	Collaborations that may endure beyond the project that would not have happened otherwise.

PROJECT SCORE: / 30



Grant Application

APPLICATIONS ARE ONLINE AT
INTHECITYCANBERRA.COM.AU/GRANTS

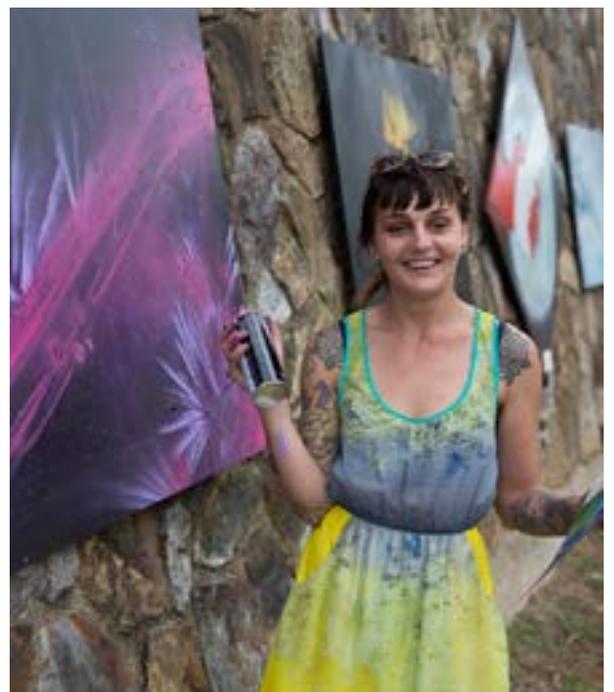
GRANT QUESTIONS:

- Executive Summary - explain the project (400-500 words)
- Complete all of the criteria-related questions (300 words per question)
- What are the costs and expenses of the project? Include a clear budget and explain any areas that are unclear. (Spreadsheet + 400 words)

Attachments are welcome and there is a field for links to video. Please give a clear vision of your project in your application.

See the Frequently Asked Questions on the website for more information.

INTHECITYCANBERRA.COM.AU/GRANTS





Acquittal Form

GRANT RECIPIENTS WILL BE REQUIRED TO ACQUIT THE PROJECT TO RECEIVE THE FINAL 50% OF THE GRANT. AQUITTAL INVOLVES ANSWERING THE FOLLOWING QUESTIONS, WITH MORE DETAIL EXPECTED OF LARGER GRANTS:

- Was the project conducted as per your application, or were major variations made? Specifically include financial details.
- Explain the outcome of the project - include statistics such as audience numbers, participants and any survey results along with a sense of success or the need to improve.
- How could the project been improved?
- Please email these answers to grants@inthecitycanberra.com.au and include links to photos and videos.



Events

Advice

Research

Cultural Development