



Creative Hubs

Application Guidelines

Creative Hubs

Moirā Shire’s inaugural Arts and Culture Strategy 2020 – 2026 was adopted by Council in December 2019.

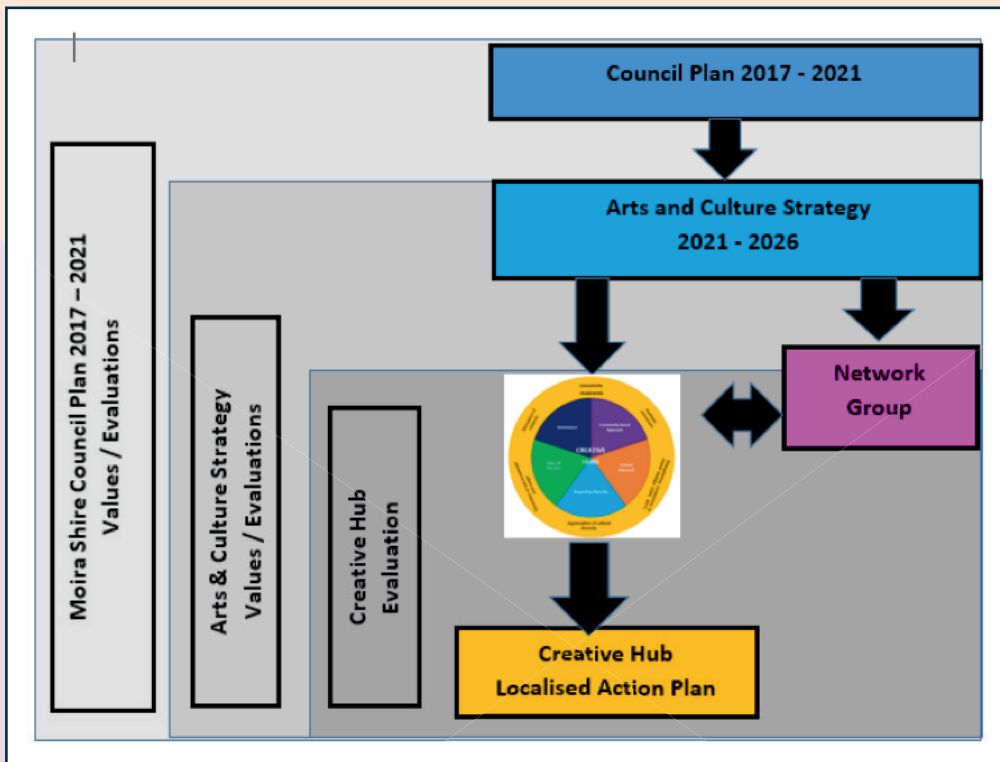
The Strategy aims to deliver, within the cultural and artistic context, the strategic intent of the strategies and goals articulated within the Moirā Shire Council Plan 2017 – 2021, specifically Strategic Goal of **A Great Place to Live** and the related objective of *‘We will have a connected and welcoming Shire for all by providing well planned places and quality services’*.

Central to this Strategy is the provision for the establishment of up to four Creative Hubs (Hubs), a Moirā Arts Network and the development of an Arts and Cultural Atlas. These Guidelines provide information to support our communities to make an application to form a Creative Hub.

Creative Hubs will be established across the Shire incorporating the major towns of Cobram, Nathalia, Numurkah, Yarrawonga and surrounds to deliver at the local level Moirā Shire’s Arts and Cultural Strategy and Action Plan through:

- Development of local Action Plans;
- Contribution to the wider artistic and cultural development of Moirā Shire through participation in the Moirā Arts Network; and
- Contribution to the development of the Arts and Cultural Atlas.

The diagram below demonstrates how the Creative Hubs align strategically with Council’s Goals and objectives:



The establishment of the Creative Hubs will be via an open and competitive application process. Applicants must demonstrate capacity to develop and implement initiatives that deliver the actions and programs identified in the Arts and Culture Strategy 2020 – 2026, Action Plan in a localised setting. This includes a focus on the encouragement, development or enhancement of new or existing collaborations and creative opportunities.

What is a Creative Hub?

A Creative Hub is an organisation comprised of a broad range of members (not limited to members within that locality), to develop and implement an Action Plan that establishes a program of activities and events through which Moira Shire's Arts and Culture Strategy and Action Plan is delivered at the local level. This will include:

- Responding to the artistic and cultural needs of these communities and their visitors;
- Consideration and identification and/or creation of opportunities for professional development and economic opportunities for arts groups, emerging and established artists; and
- Opportunities that encourage the broader community and regional visitor's access to the arts in each local setting

And may include:

- Utilisation or development of a physical space from which the Creative Hub will operate and host events, exhibitions and performances.

Aims and Priorities

The Creative Hubs will deliver an agreed Action Plan that progresses at the local level, the directions of Council's Arts and Culture Strategy 2020 – 2026 and Action Plan.

To realise this vision Creative Hubs, through delivery of their local Action Plan, may work to:

- Support inclusive and connected communities by actively listening to their needs to meet community expectations;
- Develop inclusive programs and activities which value the culture of our First Nations Peoples;
- Build knowledge and understanding of our culturally diverse Moira identity;
- Support youth focused programs;
- Plan for or provide exhibition, studio and intimate performance spaces that enable artists and creatives to exhibit and perform in an affordable space;
- Collaborate with Council and other partners to plan for public spaces which engage visitors and encourage community connectedness;
- Identify and/or provide professional development opportunities to encourage and support emerging and established artists and creatives;
- Provide opportunities for artists to strengthen their engagement with community;
- Develop community programs to encourage community engagement and interaction;
- Identify, develop and/or provide sales opportunities to support artistic economic opportunities;
- Develop and support Creative Recovery initiatives and responses;
- Plan for broader community and regional visitors' access to the arts in each local setting;
- Support Cultural Mapping, an Arts and Cultural Atlas and an Arts and Cultural Register (the Register) to document Moira Shire's arts and cultural assets.

HINT: A strong application to form a Creative Hub will include proposed membership from a diverse and reflective range of stakeholders for that area or interest base.

Creative Hub Evaluation

As part of the establishment of the Creative Hubs and subsequent Action Plans, KPI's will be agreed and used to evaluate the success of these in delivering against the vision of the Arts and Culture Strategy. KPI's will be developed in accordance with, and to demonstrate progress in respect of, the five principles for evaluation in the Cultural Development Planning Framework (CDN) namely:

- Stimulation of creativity;
- Aesthetic enrichment
- Generation of new knowledge and insight
- Appreciation of cultural diversity
- Strengthening connections to shared heritage (CDN, 2017).

The way these elements fit together can be seen in the diagram below.



Eligibility Criterion – Creative Hubs

Eligible

For applicants to be eligible to apply to form a Creative Hub they must:

- Have an Australian Business Number (ABN) or have a community organisation who is willing to auspice the application and accept responsibility for the administration of the funding;
- Be an incorporated 'not for profit' community organisation with open membership to residents in Moira Shire or a Moira Shire Council delegated Committee;
- Hold public liability insurance to cover the project or event, up to \$10 million dollars minimum;
- Submit a compliant application;
- Agree to and act in accordance with:
 - All relevant Local Laws;
 - Federal and State legislation and Standards, including but not limited to
 - Accounting and auditing requirements
 - Equal Opportunity Act 2010
 - Anti-discrimination laws
 - Victorian Charter of Human Rights and Responsibilities Act 2006
 - The Disability Act 2006
 - Occupational Health and Safety Act 2004
 - Privacy, Confidentiality and Freedom of Information laws
 - Registration or accreditation of professional employees; and
 - Preparation and dissemination of annual reports.

Ineligible

Organisations and individuals in the below categories are ineligible to apply to form a Creative Hub:

- Private profit-making organisations and individuals *;
- Organisations, events or activities that are considered by Council to be the funding responsibility of other levels of Government (State or Federal government agencies, primary, secondary or tertiary educational facilities)*;
- Community organisations that receive direct income from electronic gaming machines*; or
- Political or Religious groups for the purposes of these activities

**Noting that these are eligible to be members of a consortia application.*

Funding

Moirira Shire Council will provide funding on a Triennial basis. The funding is intended to augment income derived from alternative sources which may include:

- Generated fees/income;
- Applicant cash contribution;
- Council's Community Strengthening and any other relevant Grants or sponsorships;
- Business sponsorship, and/or
- Grant income from other funding partners such as state or federal government or philanthropic organisations.

Moirira Shire will financially support the establishment, development and delivery of the four Creative Hubs and their programs over the financial years 2021 – 2024 inclusive. Each Hub will initially receive \$5,000 in Year 1 for establishment costs and receive annual funding of \$30,000 per year (on the basis of the establishment of four Hubs by area as detailed in Attachment 2). Applications can be made to form a Creative Hub spanning more than one area. If successful, the Creative Hub will be allocated the funds for each of the designated area covered (i.e. two areas = \$60,000 per annum).

HINT: A strong application will demonstrate capacity to generate funds to support delivery of the applicants proposed Creative Hub Action Plan.

Establishment and annual funds can be used to:

- Support projects that seek to activate unused or under-utilised assets/buildings.
- Contribute to operational expenses for new initiatives (e.g. facilities management, marketing and project specific staff wages), specific to the Hub.
- Contribute to set up and fit-out (e.g. new furniture, fittings and equipment).
- Business Plan development and Governance training.
- Programs and activities which deliver on the Arts and Culture Strategy 2021 – 2026 Action Plan *with the following exceptions:*

Projects, events or activities that:

- o Run at a profit that is not reinvested back into the community organisations or their next event;
- o Are being funded by other parts of Council (some exceptions may apply by agreement);
- o Have already started or have been completed (no retrospective funding);
- o Are run by (or involved with) political or religious groups seeking to promote core beliefs;
- o Are a clear duplication of existing local services (without relevant justification);
- o Are closed to the general public, in that relevant community members may not freely access them;
- o Use funds for interstate or overseas travel; and
- o Are for funding of prizes, sponsorships, donations or gifts (some exceptions may apply by agreement);
- o Will have a detrimental impact on the environment;
- o Spaces or projects primarily for non-creative uses;
- o Constitute business as usual services, activities and operations outside Hub operations, and/or
- o Constitute routine repairs and maintenance.

Council may consider funding projects/events held outside of Moirira Shire, particularly in the two cross border communities of Cobram-Barooga and Yarrawonga-Mulwala, where economic benefit to Moirira Shire can be demonstrated.

Triennial Agreement, Annual Acquittal and Reporting

Successful applicants will be required to enter into a Triennial Funding Agreement with Council. This document will detail Terms and Conditions of the grant including:

- o Evidence of risk, project, event, HR and financial management plans.
- o Management of payments and application of GST.
- o Requirements for the annual acquittal of all funds supporting the Creative Hubs activities as detailed in the Local Action Plan.
- o Requirements for annual program evaluation as described earlier in the **Evaluation** section of this document.
- o Timelines for reporting.

Application Process

Eligible applicants can apply to form a Creative Hub by completing an online application form in Council's SmartyGrants program. The website is <https://manage.smartygrants.com.au>. If you are a first time user of SmartyGrants you will need to register. We suggest you use an organisational email address to register to ensure all your applications are in one place and can be accessed over time by relevant committee members.

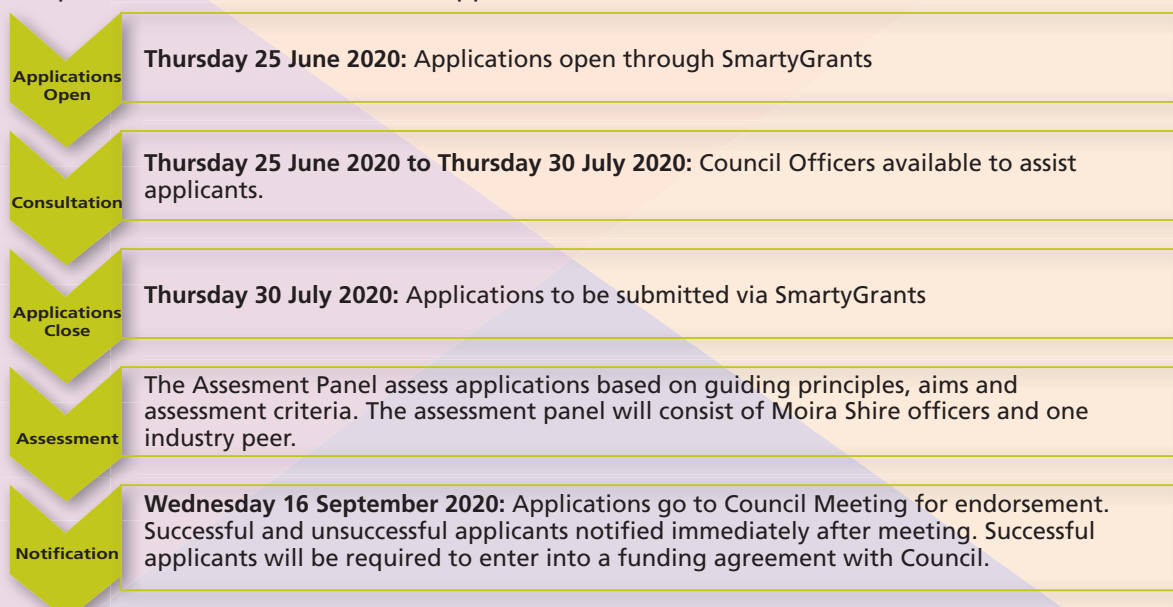
It is important that each of the sections above are completed fully and that all supporting documentation is attached.

To prepare your application, applicants should:

1. Read Triennial Creative Hub Funding Guidelines, Community Strengthening Grants Guidelines and the Application Form thoroughly;
2. Refer to Moira Shire Council Plan 2017 – 2021 and Arts and Culture Strategy 2020 – 2026 for background and referencing information;
3. Discuss your application and questions with Moira Shire Council Officers – Team Leader Arts, Culture and Events or Administration Support Officer – Community Development; and
4. Fill in the application form through SmartyGrants using these guidelines;
5. Submit application by the nominated closing date.

Applications close 4pm, Thursday 30 July 2020.

The process and timeframe for the applications are as follows:



It is important to Moira Shire Council that applicants are able to submit a well thought through and well developed application that answers all questions, addresses all criteria and provides the evidence and support documentation required.

For further guidance on these Guidelines or in completion of an application, please contact Marilyn Gourley (Team Leader, Arts, Couture and Events) or Sarah Matthews (Administration Support Officer – Community Development).

Completing the Application form and Assessment Criteria

The application is formatted as follows:

- Section 1: Information and Eligibility
- Section 2: Applicant Details
- Section 3: Creative Hub Establishment
- Section 4: Creative Hub – Draft Action Plan – Year 1
- Section 5: Assessment Criteria

This section relates both the establishment of the Creative Hub and the Action Plan and will be the information used by assessors to assess the applications.

- Section 6: Application Checklist and Declaration

Each Application will be assessed against the following criteria:

ASSESSMENT CRITERIA
<p>AIMS:</p> <ul style="list-style-type: none"> • Demonstrate how the establishment of the Creative Hub and the implementation of the Action Plan will deliver on the vision of the Moira Shire Arts and Culture Strategy. • Provide details of expected outcomes and evaluation methods.
<p>COMMUNITY NEED:</p> <ul style="list-style-type: none"> • Demonstrate and provide evidence of the local community needs the Creative Hub will meet and how. • Demonstrate the capacity the Creative Hub has for future growth. • Demonstrate consideration of sustainability.
<p>BENEFICIARIES:</p> <ul style="list-style-type: none"> • Demonstrate understanding of local demographics and emerging cohorts.
<p>PARTNERS:</p> <ul style="list-style-type: none"> • Demonstrate and provide evidence of partners and collaborative relationships.
<p>MANAGEMENT:</p> <ul style="list-style-type: none"> • Demonstrate expertise and capacity to successfully manage and evaluate the Creative Hub.
<p>ACCESSIBILITY AND INCLUSION:</p> <ul style="list-style-type: none"> • Demonstrate opportunities to promote accessibility, inclusiveness and/or equity.

HINT: A quality application will consider and respond to the components of a Creative Hub detailed in Figure 1. Further detail which are drawn from Making Art with Communities – A Work Guide can be found in Attachment 1.

Assessment Panel

The Assessment Panel is made up of relevant Officers and one independent industry peer. The Assessment Panel will conduct the initial assessment of the applications. Recommended applicants will be presented to Council for adoption.

Notification Process

Notification of successful and unsuccessful applications will take place immediately following the Council Meeting.

Successful applicants will be notified by:

- Email notification via SmartyGrants. Successful applicants will be required to enter into a funding agreement with Council.

Unsuccessful applicants will be notified by:

- Initial email via SmartyGrants including details of Contact Officer to discuss the application and provide feedback.

Feedback

All applicants are encouraged to call for feedback on their application prior to submitting or post-outcome if not successful.

In order to continually improve the manner of funding allocations, feedback from the community regarding the criteria, timing and targeting of this funding is encouraged. Any comments regarding these matters should be directed to:

Manager Community Development
Moirá Shire Council
PO Box 578, Cobram VIC 3644
Email: grants@moira.vic.gov.au

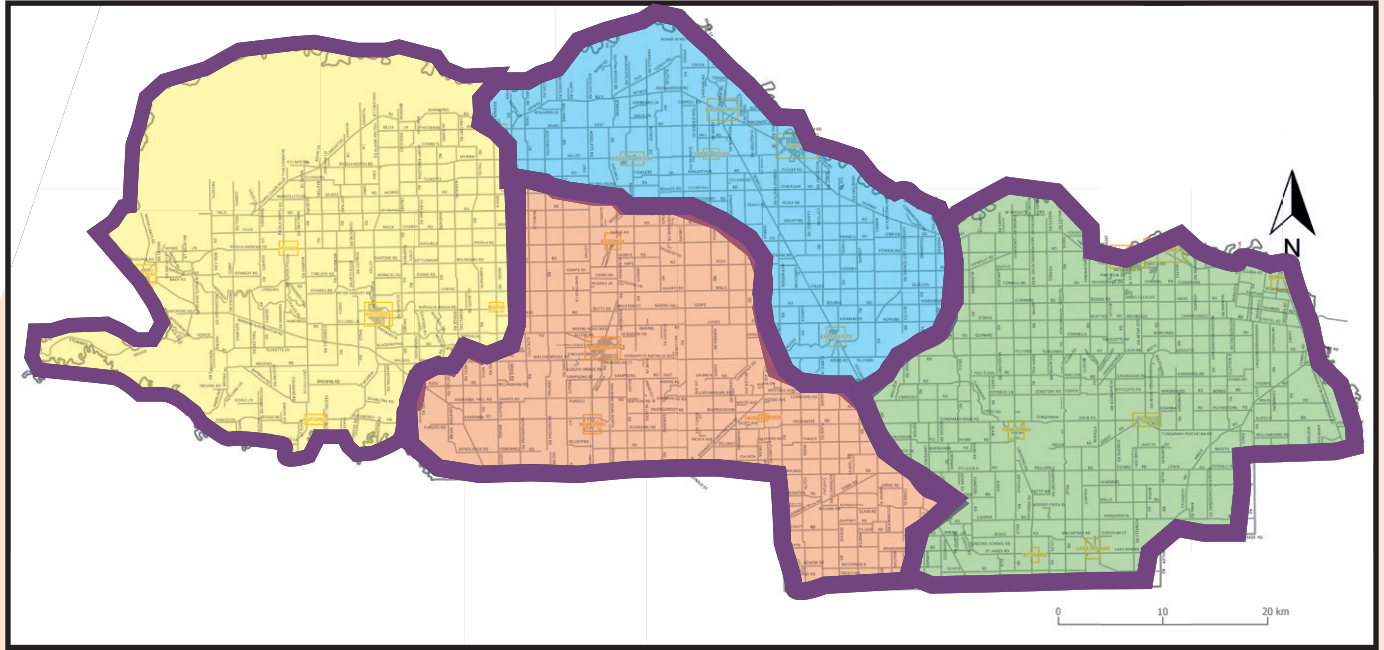
Attachment 1

CREATIVE HUBS	THIS MEANS....	DEMONSTRATED THROUGH ACTIVITES AND PROGRAMS WHICH
Community Based Arts Approach	Arts and Culture programs which meet the shared values and qualities of art making, participation, inclusion, mutual respect, self-determination, dialogue, democracy, collaboration and empowerment, build a healthy, safe and inclusive society.	<ul style="list-style-type: none"> • Meet community values and demand. • Provide and plan for access to creative spaces and or programs of activities which meet the shared values and qualities of art making, participation and inclusion. • Develop creative industries employment and experience opportunities. • Develop new partnerships.
Cultural Approach	A vibrant and rich Culture is intrinsic to communities and art is an important aspect of culture. Focus on our First Nationals People and Moira Shire unique culture.	<ul style="list-style-type: none"> • Deliver innovation in creative activities, processes and/or services. • Provide an inclusive environment and program that is welcoming of and responds to the expressed values of our First Nations people, youth, and CALD communities. • Showcase Moira's unique physical and intangible cultural assets.
Respecting Diversity	Defining and respecting characteristics of different cultural values, protocols and behaviours. Providing an inclusive and safe environment for all.	<ul style="list-style-type: none"> • Define and respect characteristics of different cultural values, protocols and behaviours. • Provide an inclusive and safe environment for all.

CREATIVE HUBS	THIS MEANS....	DEMONSTRATED THROUGH ACTIVITES AND PROGRAMS WHICH
Value of the Arts	Recognise the value of vibrant artistic and cultural outcomes which enable people to share their experiences, thoughts, feelings and imagination to express their identity, connect with others and enrich their lives to build a dynamic and resilient local economy and a flourishing and fulfilled community.	<ul style="list-style-type: none"> • Provide opportunities which enable people to share their experiences, thoughts, feelings and imagination. • Provide access to and participation in activities and programs that recognises the value of vibrant artistic and cultural outcomes which connect communities and enrich their lives.
Governance and Sustainability	Aspire to best practice management focused on efficient clear communication, honest and transparent organisational policy and procedure, and sustainable programs and built and natural environment.	<ul style="list-style-type: none"> • Deliver a value-for-money proposal relative to the scale and impact of activity being undertaken. • Outline how the Creative Hub is designed to test ongoing sustainability. • Outline best practice governance and OHS policies. • Outline how the funding will assist in leveraging additional financial support from the private sector and/ or generate income, to support ongoing growth and development of the Creative Hub.

Attachment 2

Indicative Creative Hub boundaries.



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