

CONSULTATION SUMMARY

Context

Council requested a review of its current program and development of an overarching Funding Programs Policy applicable to all areas of Council and its subsidiaries, distributing funding through grants, sponsorships, incentives or strategic partnerships.

The development of a Funding Programs Policy will ensure a more consistent approach to the management and distribution of funding across Council programs, enabling improved communication, reporting, streamlining, and aligning of approval pathways.

The draft Policy provides a unifying framework for the provision and management of multiple Funding Programs across the City of Adelaide and its subsidiaries. It informs a collaborative and integrated approach to the development of Operating Guidelines for all City of Adelaide Funding Programs by clarifying the alignment with Council's strategic priorities and establishing a general eligibility framework for applicants.

This is outlined in the draft policy through the following sections:

- Funding Priorities
- Funding Program Principles
- Eligibility Framework
- Funding Programs Management Process

Purpose

The purpose of this engagement was to:

- Inform key stakeholders of Council's new draft Funding Programs Policy.
- Seek feedback on the proposed Policy to ensure it is in line with the needs and expectations of the community.

Use of Feedback

Public consultation on the Draft Funding Programs Policy occurred between 8 March 2024 and 5 April 2024. Consultation findings along with a revised policy will be presented to Council seeking their approval to adopt the policy in June 2024.

Timeframes and Engagement Approach

Formal consultation on the Draft Funding Programs Policy occurred between 8 March 2024 and 5 April 2024.

Key Stakeholders were previous and future grant applicants. Direct emails were sent to over 2000 previous grant applicants registered in SmartyGrants in the first and final weeks of the consultation period. The email linked directly to the online Your Say Adelaide page.

In addition, information was provided to stakeholders in the Community Impact and Arts & Cultural grant programs via their regular e-news updates as well as the monthly Your Say Adelaide e-newsletter.

Adelaide West End Association promoted the Draft Funding Policy YourSay page in their March newsletter.

Feedback Summary

Feedback received included:

- 20 Survey responses via online Your Say Adelaide Survey
- 7 written responses via email to the project lead

This was enabled by Council's Your Say Adelaide page:

- **889 'Aware' visitors:** These are unique visitors, which could be individuals or individuals visiting on behalf of organisations.
- **212 'Informed' visitors:** These are visitors that explored the available consultation materials more closely to learn more about the project.
- **20 'Engaged' visitors/participants:** These visitors submitted feedback through the online survey.

What we heard?

From the 20 survey responses, we heard:

- 75% of survey responses agreed with the Funding Program Principles.
- 70% of survey responses agreed with the Eligibility Framework.
- 75% of survey responses agreed with the Funding Management Process.

Primary Themes

The primary emerging themes from all points of feedback received (surveys and written submissions):

Transparency:

30% of respondents provided supportive feedback on the transparency of and encouraged by the Policy. Some feedback referred to ensuring transparency in the way the policy is adopted across different Funding Programs.

Restricting Eligibility:

30% of respondents provided feedback focused on eligibility being either too restrictive or not restrictive enough. One respondent was not supportive of 'for-profit' organisations being eligible to apply for funding, but another felt that core business activities should be supported. Other comments focussed on difficulties in restricting organisations to one successful application per year per program and another did not agree with projects focusing on gender, culture, sexuality or religion being eligible.

Clear and Concise:

25% of respondents provided complimentary feedback of how clear and concise the Draft Funding Programs Policy was, allowing for a better understanding for potential grant applicants.

Good Community Representation:

25 % of respondents provided feedback supporting funding being available to community organisations, but one respondent raised concern with linking outcomes of applications to the city community.

Measure of value for money:

20% of respondents wanted more clarity on what value for money or good return on investment represents for Council and how this would be measured.

Secondary Themes

The secondary emerging themes from all points of feedback received (surveys and written submissions):

Process Improvements:

25% of respondents provided feedback relating to individual Funding Programs that were not relevant to the consultation. These were provided to the relevant Funding Programs, but customers will have the opportunity to provide this feedback through annual feedback surveys.

Arts and Culture sector:

20% of respondents advocated for more support of the Arts and Culture Sector both in Council's Strategic Plan and through Funding Programs.

Budget:

15% of respondents provided feedback regarding Funding Program budgets including suggestions of more budget to allow more larger multiyear applications to be successful.

The following sections provide a more detailed analysis of the consultation feedback.

Survey Responses

The City of Adelaide provides an online Your Say community engagement platform that enabled the sharing of information, capture and collation of feedback from community members on the Draft Funding Programs Policy. Community members indicated their views on specific elements of the Draft Funding Programs Policy and contributed further comments.

Respondents

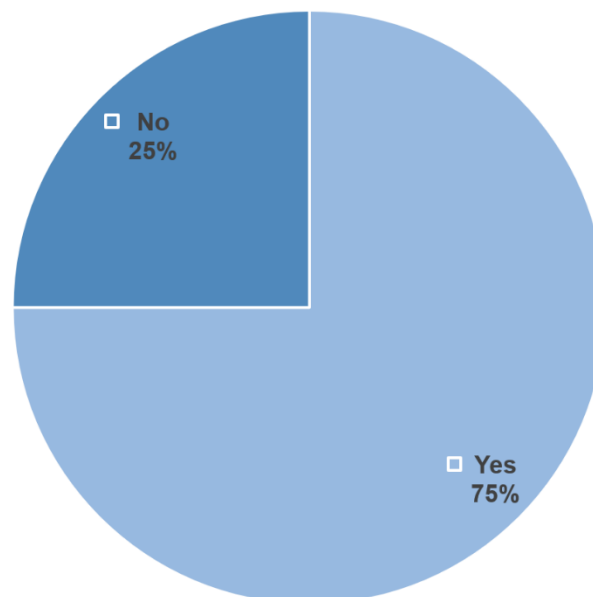
Respondents were able to provide select demographic information in submitting a survey.

Ratepayers: 25% (5) identified as a ratepayer of the City of Adelaide.

Residents: 40% (8) identified as a City Resident

Representing Businesses or Organisations: 75% (15) provided feedback on behalf of a business or organisation.

Table 1: Are providing feedback on behalf of a business or organisation?



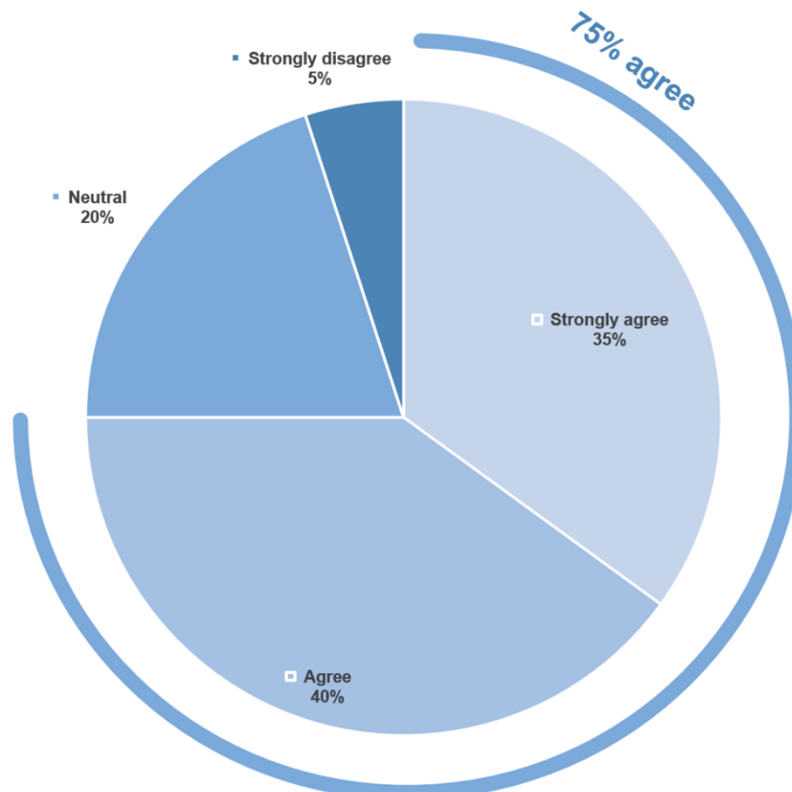
Organisations Providing Feedback

- Bund der Bayern Incorporated
- Adelaide Jazz Festival
- Adelaide Philharmonia Chorus
- Adelaide Festival Centre Trust
- Adelaide University Swimming Club
- Adelaide Vocal Union
- Adelaide Fringe Inc
- Chamber Music Adelaide
- The Mill
- Scots Church Adelaide
- Alexandra Lingerie
- Pashtun Association of SA
- Adelaide Tamil Association Inc
- Communication Language & Culture Network
- Torrens Rowing Club Incorporated

Summary of Specific Feedback:

The Your Say page asked specific questions regarding support for the Draft Funding Programs Policy. The following tables outline the responses to these questions.

Table 2: To what extent do you agree/disagree with the Funding Program Principles?

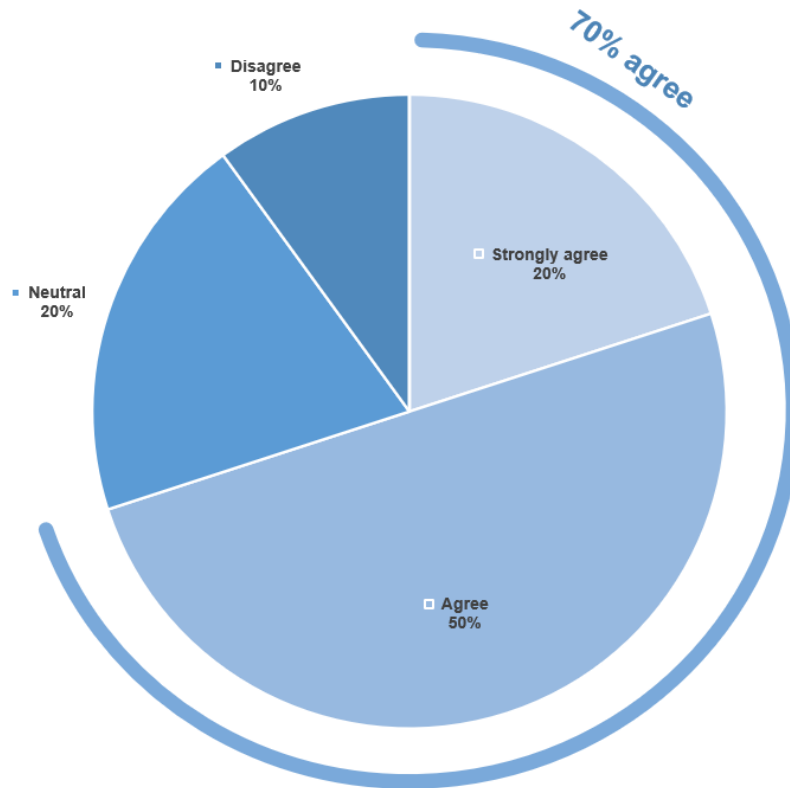


- 15 respondents or 75% indicated that they agree with the draft Funding Program Principles.
- 1 respondent or 5% indicated they do not agree with the draft Funding Program Principles.

In answering this question, respondents made the following observations:

- Principles seem to cover everything, of particular importance I feel is transparency and open governance.
- For Diversity Access and Respect, I especially agree with this:
Council understands that the formal application and acquittal processes through the SmartyGrants ICT platform do not meet everyone's access needs and provides support to individuals or groups to ensure the Funding Programs are accessible on a case-by-case basis.
- It covers important principles to ensure the strategic plan is complied with.
- Valued relationships, diversity, value for money and governance. Each is equally well described. One query might be to ask what criteria will be used to assess value for money, which can be strongly subjective.
- Inclusive community is at the heart of city resident resilience.

Table 3: To what extent do you agree/disagree with the Eligibility Framework?

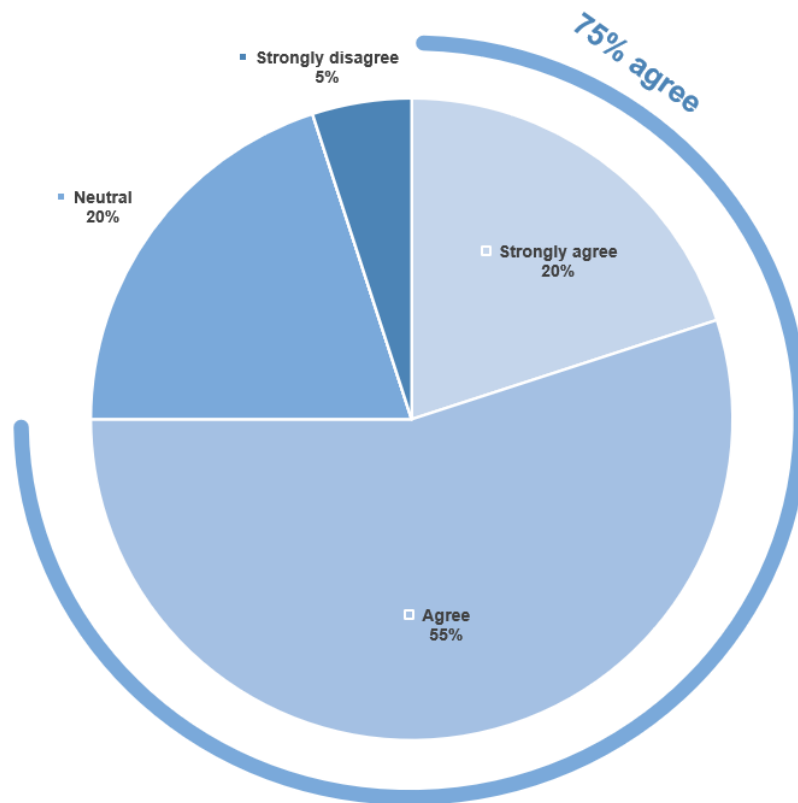


- 14 respondents or 70% indicated that they agree with the draft Eligibility Framework.
- 2 respondents or 10% indicated they do not agree with the draft Eligibility Framework

In answering this question, respondents made the following observations:

- As the City of Adelaide has extensive parklands and community areas it is good to see community participation in development of activities and sensible funding provided where appropriate.
- I think there needs to be instances when operational funding is allowed. Many organisations, particularly not-for-profit, struggle to secure operational funding or to grow this. As a result these organisations can stagnate, as they can't invest in staffing, tech or resources to grow complementary income streams.
- As noted above, the restriction on receiving only one grant per year will negatively impact a number of small organisations contributing to a vibrant city life.
- This section stipulates the responsibilities of the fund receiver for them to follow accurately which is very good.
- We disagree that for-profit organizations should be eligible, e.g. Australian Private Company, Australian Public Company. This Council funding program should only be for not-for-profit organizations and individuals.
 - The opportunity to apply for funding for core business activity should be extended to more funding programs.
 - Better understanding of independently owned and operated venues and events being able to apply for funding and sponsorship, despite operating within the Fringe season

Table 4: To what extent do you agree/disagree with the Funding Management Process?



- 15 respondents or 75% indicated that they agree with the draft Funding Management Process.
- 1 respondent or 5% indicated they do not agree with the draft Funding Management Process.

In answering this question, respondents made the following observations:

- Fair and thorough.
- While we understand that the Council wants to ensure fair distribution of funding, we are concerned about the impact of the new policy that 'applicants may only receive funding from a single Funding Program once per financial year.' REDACTED as a significant cultural organisation and supports over 1000 artists per/year across our multi-arts programming, which is made possible and sustainable by multiple income streams, including grants from City of Adelaide's Arts and Cultural Grants program. We urge you to reconsider this particular part of the policy to allow single applicants to be able to receive both a strategic partnership and grant from a single funding program in one financial year.
- The detailed Funding Management Process outlined in the policy, with its focus on transparency, good governance, and value for money, provides a clear pathway for organizations like ours to engage with the City's funding programs. The process ensures that projects with tangible community benefits, such as ours, can be effectively supported. We appreciate the commitment to fair and transparent funding processes, as this aligns with our values of integrity and accountability in all our endeavours.
- Honestly and transparency are key to successful fundraising projects and programs.

Additional Feedback

Each respondent was provided an opportunity to provide written feedback on the draft Funding Programs Policy and further feedback in response to their answers to the survey.

The Draft Funding Policy was very well received by the community with the majority of submissions acknowledging the opportunity to provide feedback.

Respondents were very supportive of the development of the Draft Funding Policy and agreed that it would ensure a more consistent, clear and transparent approach to distributing funding.

Respondents felt that the Draft Funding Policy aligned very well with Council's strategic aims but were also pleased to see their individual sector had been considered and represented, such as city community or small businesses.

In answering this question, respondents made the following observations:

- Great initiative for residents and good benefits for visitors to the City of Adelaide.
- The policy is clearly defined.
- Fair, clear and transparent.
- The policy has many admirable attributes and ambitions. The 2 general goals - change behaviour to make something happen and support organisations that make something happen - show positive support for action. The details of eligibility, financial acquittal and management process are understood and workable. If enacted as set out, it will provide support to the 4 pillars of the strategic plan.
- Seems well thought through, appreciate the emphasis on small business business-as-usual, would love to see a push for small business growth or events.
- It's extremely satisfying and very useful for us as an organisation.
- There are many excellent aspects - it has been well thought through with clear priorities. I am concerned that culture is not a key pillar - this is such an important part of what makes our city wonderful. I am also concerned that groups can only receive one grant per year - small organisations depend on a range of grants from multiple sources to support sustainable careers for artists.
- We recognise the importance of this policy in ensuring consistency across grant making programs within council. We note that 'dynamic city culture' is no longer one of CoA's strategic priorities, as it has been in the past. This impacts arts and cultural organisations who now need to focus on community and place making ahead of authentically expressing their role as cultural producers. While absolutely, Arts organisations do play integral roles in community and placemaking, the move away from specifically speaking about culture erodes some of the benefits that cultural organisations provide intrinsically through their contribution to culture. Simultaneously, cultural organisations need to work harder to prove their value.

Written Responses

An opportunity was provided to write in (email and post) general submissions, separate to the online surveys provided. Seven individuals/organisations took an opportunity to do so but some did not provide their name.

Feedback was supportive of the policy and mainly focused on thanking Council for funds received or included feedback specific to an individual funding program or previous grant received, rather than the policy itself. Small businesses were pleased to see they were acknowledged in the policy.

The following organisations provided feedback:

- SA Disc Golf
- @ Wine Hub

Respondents made the following observations:

Dear Sir/ Madam, I am very appreciative of the funding for grants to provide incentive to go to renewables and provide a safer environment for my home. I have more projects at my Cottage like going to Solar Hot water and changing from Gas stovetop to Induction stovetop. My Solar system is going well saving me Electricity costs and wish to put another battery in to utilize the extra power I am producing. Thank you very much for the continuing support for my projects.

As a small business owner whose core business - independent bookshop - contributes greatly to Adelaide's culture I am greatly pleased with the statement copied below. This means we can better access support in future. Principle 1 – Valued Relationships. 'Council recognises that small businesses, through their business-as-usual activities, make impactful contributions to the community and help our city thrive. This will be encouraged where linked to Funding Program outcomes.'