Cultural Strategic Partnership Guidelines

2022

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CITY OF ADELAIDE

Image: Equaliser Adelaide Launch at The Lab delivered by Music SA in partnership with City of Adelaide, Music Development Office and Adelaide City of Music Limited. Photo: Samuel Graves.

City of Adelaide Cultural Strategic Partnerships

As one of the world's most liveable cities, Adelaide has an international reputation for its dynamic city culture. Arts and culture are essential enablers of diversity, creativity, healthy and resilient communities, environmental leadership, strong economies, and technological advancement.

The City of Adelaide's Cultural Strategy 2017–2023 celebrates the strengths and dynamism of Adelaide's creative cultural landscape. It recognises the City of Adelaide as a driver of our vibrant creative and making environment. Cultural Strategic Partnerships are a mechanism for the City of Adelaide to work as a genuine and trusted partner with organisations to achieve the vision of the Cultural Strategy alongside the ambitions of the partner organisation.

Cultural Strategic Partnerships must deliver on joint outcomes of the Cultural Strategy and the strategic objectives of the partner organisation. Cultural Strategic Partnerships must be delivered between January and December 2022 and must deliver at least one publicly accessible outcome in the City of Adelaide (including North Adelaide). Please refer to the City boundary map.

City of Adelaide is seeking to partner with cultural organisations and groups that submit proposals for activity that will:

- Respond to and deliver new, innovative ideas, unique or cutting-edge projects and or expand on and amplify existing programs in new and interesting ways
- Enable audiences to access, engage and participate in diverse, quality cultural experiences that are brought to life in the City of Adelaide and contribute to sustainable, positive longer term cultural outcomes
- Expand, cultivate, and enhance cultural experiences and opportunities that attract and connect with diverse, new and/or hard to reach audiences
- Strengthen and grow the partner organisation

City of Adelaide can provide a range of support and advice, including:

- One-year funding contribution, for delivery between January and December 2022
- Access to strategic input, support, and facilitation
- Assistance in leveraging and brokering support with City of Adelaide such as venues and spaces, marketing, and promotion
- Communicating and connecting across City of Adelaide networks in respect to the partnership

Definition

Cultural Strategic Partnerships are defined by the following attributes:

- Partner-led
- Mutual alignment of the strategic directions of both organisations
- Deliver on the City of Adelaide Strategic Plan 2020-2024 and City of Adelaide Cultural Strategy 2017-2023
- Delivers mutual benefit to the City of Adelaide and the partner, through projects or activities which are set out as agreed deliverables
- Commitment of in-kind resources and leveraging of the resources of both organisations
- Not only a financial transaction, not a grant or sponsorship
- Genuine partnership and commitment to working together
- Detailed through a formal agreement
- Managed through regular progress updates
- Includes risk mitigation strategies to safely deliver projects under varying levels of COVID-19 restrictions
- Can grow through co-designing additional opportunities through the life of the partnership

Opportunities

Cultural Strategy Driver	Opportunity	Description	Funding
Adelaide's Cultural Identity is unique and our creative reputation is renowned	Aboriginal and Torres Strait Islander Peoples and Cultures are strongly represented in the Creative Life of the City	Proposals that celebrate and enable Aboriginal and Torres Strait Islander creative cultural activity within the City, reflecting Adelaide's identity. Proposals could explore mentoring and learning opportunities for Aboriginal and Torres Strait Islander artists and makers, or something else. Preference will be given to partnership proposals that are Aboriginal and Torres Strait Islander led.	Up to $20,000
Adelaide's Cultural Economy is robust, sustainable, and easy to navigate	Studio Spaces for Artists and Artisans	Proposals that will develop, facilitate and provide studio space for artists, makers, and musicians to undertake creative practice in the City. Proposals that provide venue space in tandem with a supported residency model are preferred. This might include mentoring, networking, and public programming opportunities.	Up to $20,000
Adelaide has an engaged, collaborative, knowledgeable and Connected Cultural Community	Maximise the Wellbeing Benefits of Arts and Culture	Proposals that will improve access to creative cultural experiences leading to improved wellbeing among the people of the City.	Up to $20,000
Adelaide is recognised as a Cultural Incubator where people, enterprises, and audiences flourish	Creative Sparks (Public Art)	Proposals for an annual program that will enable cultural practitioners in the City to develop and thrive, through the delivery of public art experiences in City of Adelaide's civic and community spaces. The partner will activate and exhibit in the Mankurri-api Kuu (Reconciliation Room), Adelaide Town Hall first floor foyer, ArtPOD and City Library. Creative Sparks is a commitment in the City of Adelaide Public Art Action Plan 2019-2022.	Up to $40,000
	Entice audiences to attend and participate in arts and cultural experiences through creative storytelling and activation of public spaces and venues	Proposals that will nurture audiences and support them to confidently participate in the arts and creative cultural experiences in the City. Proposals that provide incubation opportunities for creatives. Proposals that provide access to and activation of arts and cultural experiences in City of Adelaide public spaces and venues.	Up to $20,000
Adelaide is famous for its authentic, vibrant, and diverse Cultural Experiences	New experiences, new audiences, new ideas	Proposals that celebrate our diverse City community, culture, and creativity. Potential partners may like to explore creative opportunities that activate the City, provide something beyond the everyday and build enduring connections to Adelaide. Or partners may like to propose something else that fills a gap or is considered valuable to the City and its people.	Up to $20,000

The process of developing a proposal should include a conversation with the City of Adelaide Creative City team prior to lodgement. We want to make this process as easy as possible, please contact Creative City Case Management Officer Malia Wearn to start the conversation (see page 4 for details).

All applicants must complete and submit an electronic (online) application via SmartyGrants. You must register if you are a new SmartyGrants user. If you have an existing SmartyGrants account, you can use it to log in and complete an application. Your application form can be saved and updated at any time until you click “Submit”. Applicants will receive an automated response once an application has been submitted.

Eligibility

Proposals will be considered from:

- Not-for-profit organisations and groups including:
    - Incorporated associations and companies limited by guarantee
    - Aboriginal and Torres Strait Islander Corporations (under the Aboriginal and Torres Strait Islander Act 2006)
    - Unincorporated groups auspiced by an incorporated association that will take legal and financial responsibility for the administration of funds
- Commercial organisations and social enterprises may also be considered where they deliver opportunities outside their usual business that focus on the arts, community benefit and demonstrate strong alignment with the Cultural Strategic Partnerships program priorities

Proposals will not be considered for:

- Organisations with City of Adelaide overdue acquittals
- Organisational core operational activity
- The purchase of large capital items or renovations
- Activities already completed or due to be completed before the commencement of the funding period (January 2022)
- Costs already funded by City of Adelaide
- Proposals with safety or environmental hazards
- Proposals that do not meet COVID-19 requirements

Assessment

Assessment Criteria	Weighting
Cultural Strategic Partnership viability and partner organisation willingness to work in partnership	20%
Cultural Strategic Partnership delivers new ideas and collaborations, enables growth and capacity building within the partner organisation, and offers engagement opportunities for new audiences	60%
Cultural Strategic Partnership aligns with the City of Adelaide Cultural Strategy 2017-2023 driver for the chosen opportunity	20%

- Proposals will be eligibility checked once submitted
- Eligible applications will be assessed against the assessment criteria
- City of Adelaide reserves the right to request further information in considering any application, as well as the right to reject any application that does not meet the criteria
- Multiple applications from the same applicant (for different projects) in multiple City of Adelaide funding categories or programs will be considered and assessed on their individual merits
- Successful partnerships may receive full or partial funding

Notification

The funding decision made by the City of Adelaide is final. The City of Adelaide will endeavour to adhere to the following timelines for assessment and notification:

- Cultural Strategic Partnerships 2022 proposals can be submitted via SmartyGrants between 17 August and 14 September 2021
- Assessment will occur between 15 September and 30 September 2021, with organisations notified by 30 October 2021

Agreement

Once notified of the acceptance of the proposal to proceed, City of Adelaide and the partner organisation will negotiate a suitable agreement for the implementation of the proposal. This formal agreement will outline the deliverables and benefits the partner organisation will provide, and the financial contribution and other benefits City of Adelaide will provide, within the agreed timeframe.

Payment

For major partnerships, payments may be split into two instalments. Prior to payment, all successful partners will be required to:

- Enter into a formal agreement with the City of Adelaide detailing the partnership terms and conditions
- Provide a copy of their public liability insurance Certificate of Currency for a minimum of $20 million
- If paid staff are employed, provide a copy of the organisation's Return to Work SA certificate of registration, or similar employee insurance policy
- Provide a tax compliant invoice for the agreed funding amount (plus GST if applicable)

Reporting and Acquittal

Successful partners are encouraged to explore dynamic ways of evaluating impact in partnership with the City of Adelaide. At the minimum, successful partners will be required to provide:

- Progress reports including participants' quotes, stories, and images
- A post-program report to Council no later than six weeks after completion of the partnership including a summary of the outcomes, future opportunities, visual documentation, and evaluation results

Contact

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