

ORDINARY MEETING**26 AUGUST 2015****4****GRANT SUBMISSION – APPLICATION TO CREATIVE PARTNERSHIPS AUSTRALIA FOR CAIRNS CHILDREN’S FESTIVAL**

Lesley Buckley | 10/25/3-03 | #4844542

RECOMMENDATION:**That Council:**

1. **Applies to Creative Partnerships Australia Plus1 funding stream to enable long term sustainability of the Cairns Children’s festival.**
2. **Delegates authority to the Chief Executive Officer in accordance with the *Local Government Act 2009* to negotiate and finalise all matters relating to the funding applications.**

EXECUTIVE SUMMARY:

Creative Partnerships Australia Plus1 Program is supported by the Australian Government through the Ministry for the Arts, Attorney-General’s Department to support arts and cultural organisations to:

- Leverage private sector support
- Build stronger and broader networks, and
- Develop fundraising skills

Cultural Services is seeking to apply to the program to support a fundraising campaign to establish new sponsorship arrangements for the Cairns Children’s Festival.

BACKGROUND:

The annual Cairns Children’s Festival enters its 3rd year in 2016 and Cultural Services is seeking to achieve long term growth and sustainability for the program by forming ongoing partnerships and local sponsorship. The Children’s Festival forms a key element in the ongoing commitment to children’s programming at the Tanks Arts Centre.

The 2015 Cairns Children’s Festival was attended by 2,500 visitors on the day and received outstanding public feedback through a Voice of Our Customer survey, with 91% of surveyed attendees satisfied or very satisfied with the overall festival.

In regard to the festival's long-term sustainability improved sponsorship has been identified as a key need. Plus1 funding will match dollar-for-dollar any private sector sponsors engaged by successful Plus1 recipients. The fundraising campaign for the 2016 Cairns Children's Festival will target local businesses to sponsor specific festival programs for a total of \$12,000. If successful this would then be matched by Plus1 funding.

COMMENT:

The fundraising campaign for the 2016 Cairns Children's Festival will target local businesses that align with, or have business interest in the outcomes of the Children's festival. This funding would enable Council to leverage private sector support and broaden community and business networks for the Cairns Children's Festival. The grant will ultimately enable Council to expand the program and engage a wider audience for festival.

The amount requested in the grant has been identified in accordance with the costs of presenting specific programs in previous festivals.

The grant will be compiled, managed and acquitted by Cultural Services officers.

OPTIONS:

Option 1 (recommended)

That Council applies to Creative Partnerships Australia Plus1 funding stream to enable long term sustainability for the Cairns Children's festival and the community that the event serves.

Option 2

That Council does not submit an application for this funding stream.

CONSIDERATIONS:

Financial:

Cultural Services operational budget 2015/2016 has provision for the \$12,000 required.

Corporate and Operational Plans:

This report was prepared in accordance with Corporate Plan Strategic Goal 1 (Community).

CONSULTATION:

Consultation in the development of this recommendation has occurred with Creative Partnerships Australia.

Lesley Buckley
Cultural Planner

Stephen Foster
Manager Cultural Services



Linda Kirchner
General Manager Community Sport and Cultural Services