



The value we provide

- Foster creative, diverse and inclusive participation to our arts and culture sectors while supporting the heritage and unique identity of Port Phillip.

What we do

- Deliver programs, services and spaces and promote community participation and engagement in arts, culture and heritage.
- Provide funding support for artists and cultural organisations.
- Manage and develop the Port Phillip City Collection.
- Plan, develop and support new and existing creative industries.

Why we do it

- To foster a community that is socially diverse and inclusive, one that protects heritage, and brings arts, culture and creative expression to everyday life.

Activities that support this service

- Access arts (FOG, SPARC, The Music Network, etc.)
- Arts (Filming approvals and Shakespeare Grove)
- Arts collection and program
- Arts funding

Arts, culture and heritage



Our service at a glance

Service statistics

	2018/19	2019/20
Arts, culture and heritage		
• Filming permits issued	316	201

Service risk profile

Low/Medium

Strategic risks

Residual risk rating

- None specific to this service

Policies documents that support this service

[Art and Soul - Creative and Prosperous City Strategy 2018-22](#)

[Heritage Recognition Program Guidelines](#)

[Monuments and Memorials Guidelines](#)

[Port Phillip City Collection Policy 2019](#)

[Public Art Guidelines 2017](#)

How much it costs to provide the service

	Budget 2020/21			
	\$000		How the service is funded	\$000
Operating costs				
Employee costs	1,373	Rates		5,929
Contracts	1,152	Parking revenue		967
Materials and other expenses	2,813	Reserves		121
Operating projects	440	Fees and charges (incl. statutory)		100
Total operating expenses	5,778	Grants		0
Capital projects	1,436	Other income		97
Total expenses	7,213	Total funding		7,213

(expenses include management overhead allocation, exclude depreciation and project expenditure)

Revenue from parking fees and fines is allocated on a proportionate basis across all service categories.

FTE=11.0

\$4.71 is spent on this service out of every \$100 of rates we receive

3% of costs are funded from fees and charges, grants or other income

Arts, culture and heritage



How much it costs to provide the service

Further revenue and expense information on the service

Activity	Expenses \$000	Revenue \$000
Arts funding	1,481	30
Arts collection and program	728	15
Access arts (FOG, SPARC, The Music Network, etc.)	223	44
Arts (Filming approvals and Shakespeare Grove)	145	76
Rental subsidies	2,395	32
Operating projects	440	0
Management expenses	367	0
Total	5,778	197

Expenses exclude depreciation. Management expenses consist of apportioned costs for the Executive Leadership Team (CEO and general managers) and all department managers.

Major contracts (annualised expense) \$000

- None

Major property leases

	Most recent market rental estimate (\$000)	Rent per year (\$ excl GST)
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|---|-----|------------------------------|
| • Australian National Academy of Music (ANAM) | 450 | 1,022 + capital contribution |
| • Gasworks Arts Inc. | 653 | 104 |
| • Linden New Art | 340 | 104 |

Major financial contributions \$000

- | | |
|---|-----|
| • Gasworks Arts Park management and programming | 605 |
| • Linden New Art management and programming | 351 |
| • Local Festivals Fund | 135 |
| • Cultural Development Fund | 100 |
| • Pride March | 65 |
| • Indigenous arts | 20 |

Major assets

Council assets (June 2020)	Written Down Value \$000
• Art facilities (4)	6,696
• Art and heritage collection	20,544

Our Council Plan 2017-27 priorities

Completed

- Develop a Creative and Prosperous City Strategy that features all elements of our City's economy
- Develop a process to require developers to work with Council to commission art on hoardings.

Our Council Plan 2017-27 priorities

- Map the innovation and creative ecosystem of the City.
- Implement a new, competitive multi-year grant program for arts and cultural organisations.
- Optimise our investment in our key arts and culture venues.

In progress

- Work with inner city councils and Victorian Government to protect, promote and grow the local creative and innovation economy.
- Protect and develop the Port Phillip City collection.
- Reflect and interpret the City's history by installing plaques, memorials and monuments.

Our projects (* means 100% and ** means partial grant and contribution funding)

Capital projects \$000	2020/21	2021/22	2022/23
Art acquisition	30	30	30
Palais Theatre Toilets Refurbishment	733	0	0
South Melbourne Town Hall Renewal and Upgrade	640	3,000	3,000
Total capital projects (excluding Fleet Renewal allocation)	1,433	3,030	3,030
Operating projects \$000	2020/21	2021/22	2022/23
Creative and Prosperous City Strategy Implementation	440	290	0
Total operating projects	440	290	0

How we are performing

Recent highlights

- Delivery of Art and Soul - Creative and Prosperous City Strategy 2018-22 to create a thriving social, cultural and economic future for Port Phillip. Council has worked to invest and support the creative industries, deliver a concentrated placemaking effort, strengthen the creative industries of South Melbourne and Fishermans Bend, increase access to affordable spaces and funding for local creative industries, and plan for adequate employment opportunities in the creative industries
- Two mural artists worked to cover two walls in Clarendon Street, South Melbourne with their colourful artwork. Murals were also delivered in other locations as part of Council's public art program
- Results from the annual satisfaction survey of residents conducted in February 2020 indicated 90 per cent of residents agree Port Phillip has a culture of creativity. This is slightly below the target of 95 per cent, though an improvement since the previous year.
- Results from the annual satisfaction survey of residents conducted in February 2020 indicated 93 per cent of residents are satisfied with the delivery of arts and festivals, which is above the target and an increase on the previous year.

Recent challenges

- The COVID-19 pandemic called for us to be agile and flexible and to support the community where most needed. During the pandemic, Council adapted to innovate new ways of keeping

Arts, culture and heritage



How we are performing

safe and connected while maintaining our high standard of service delivery. In response to the COVID-19 pandemic:

- In-person art and heritage programs, including guided walks, were suspended and storytelling transitioned to digital channels on 18 March.
- Carlisle Street Arts Space closed until further notice on 23 March.
- The Cultural Heritage Reference Committee meeting commenced online on 14 May.
- Council's Arts Rescue Package was announced on 21 May. The \$250,000 Arts Rescue Package helped support members of our creative community hard-hit by the COVID-19 pandemic, comprising: \$100,000 to deliver the St Kilda Film Festival online, \$130,000 in arts grants and \$20,000 for 3D exhibition tool for three galleries.
- Additionally, \$180,000 grants, art acquisition and funding for virtual exhibitions was made available to local artists, cultural organisations and creative businesses. The Arts Response Grant applications opened on 21 May.
- Art Acquisition Reference Committee meeting held online on 11 June.
- In response to COVID-19, the remaining actions of the strategy will be evaluated for their relevance to recovery efforts and a reprioritisation of activities is likely to eventuate.

Measure	2017/18 result	2018/19 result	2019/20 result	2020/21 target	Metro councils 2019/20
Residents who agree Port Phillip has a culture of creativity	90%	85%	90%	No target	No comparison available
Resident satisfaction with delivering arts and festivals	92%	90%	93%	No target	