

FACT SHEET

Arts and Culture Stream

The Arts and Culture Funding Stream of the Annual Grants Program is the way Council supports the creation and public presentation of arts and cultural projects, activities and works.

Arts and Cultural Vision

The City of Yarra is a leading place for diverse and vibrant arts, cultures and communities.

Arts and Cultural Mission

To work with communities, artists, organisations, business and government to achieve community wellbeing, economic strength and cultural vitality within Yarra, through:

Goal 1: Involving local people

Goal 2: Investing in local practice

Goal 3: Supporting a shared sense of place.

Funding Categories

The three categories within the Arts and Culture Stream are:

- Arts Development;
- Cultural Festivals;
- Community Arts; and

It is a **requirement** that prior to proceeding with your **Arts and Culture application** you discuss your project during the application period with the relevant project officers. The project officer contact information is listed in the ***Annual Grants Program 2010 Guidelines and Information*** on page 6.

Arts Development

The Arts Development stream supports small to medium projects for practising artists and art workers to produce and present new and innovative work in any medium. Applications for a grant through the Arts Development category must show that the project meets one or more of the following objectives and priorities in order to be considered for funding:

- artistic merit;
- an innovative and contemporary approach to the *production* of the proposed art form and project, preferably within Yarra;
- an innovative and contemporary approach to the *presentation* of the proposed art form and project, within Yarra;

Arts Development continued

- a well considered approach to attracting new local audiences;
- an imaginative and creative use of public spaces and places in the municipality, for example Yarra's town halls, community facilities, streets and open spaces; and
- encourage a shared sense of place by building on the community's social, cultural and built heritage.

Cultural Festivals

The Cultural Festivals category supports a diverse range of events that showcase, celebrate and support local cultures, people, places and arts practice. Cultural Festival grants are available only to incorporated groups and organisations.

Applications for a grant through the Cultural Festivals category must show that the project meets one or more of the following objectives and priorities in order to be considered for funding:

- a program with artistic or cultural merit, which is the primary focus of the festival;
- a program which showcases and supports local arts practice within Yarra;
- a program which draws upon and celebrates local character including Yarra's diverse communities, places, history and neighbourhoods;
- a program which uses partnerships between organisations and communities to deliver innovative arts and cultural programs;
- A commitment to attracting new local audiences and increasing community access and participation; and
- An imaginative and creative use of public spaces and places in the municipality, for example Yarra's town halls, community facilities, streets and open spaces.

Community Arts

The Community Arts category is open to incorporated community groups and organisations for projects that use arts and cultural practice to enhance community participation, creativity and wellbeing.

To meet the criteria for this category, applications must show that the project meets one or more of the following objectives:

- provide new opportunities to express and celebrate cultural diversity;

Community Arts continued

- increase awareness, appreciation and involvement in arts and culture by the Yarra community, and in particular by communities not professionally or regularly involved in local cultural activity;
- develop partnerships between artists or arts and cultural organisations and the wider community on projects that nurture community creativity and expression;
- create and promote a sense of local community and connectedness, a sense of place and heritage;
- provide project participants with opportunities to develop new skills; and
- identify imaginative and creative use of public spaces and places in the municipality, for example Yarra's town halls, community facilities, streets and open spaces.

For further information contact:

Fiona Hillary, Community Arts on 9205 5038

Sandra Margulius, Cultural Festivals on 9205 5109

Brona Keenan, Arts Development 9205 5029