# Arts and Culture Stream

The Arts and Culture Stream of Annual Grants is the way Council supports the creation and presentation of arts and cultural projects, activities and works. Our vision is for the City of Yarra to be a creative place where dynamic, diverse, vibrant arts activities thrive and our citizens enjoy arts and culture as an everyday experience.

Our goals are to make arts and culture in Yarra:

1: Easier to practice 2: Easier to participate 3: Prominent in Council’s activities

**Funding Categories**

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.

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| **Funding Categories** | **Total Funding Pool** | **Contact Details** |
| Arts Development | $60,000\* | Brona Keenan 9205 5029 |
| Cultural Festivals | $100,000\* | Sandra Margulius 9205 5109 |
| Community Arts | $40,000\* | Kirsty Baird 9205 5038 |

\* Please note in 2010 the average grant was $6179 and the guideline for grants is between $500 and $10,000.

**Arts Development** supports professional artists and art organisations to produce and present new work in any artform. Applications must show that the project meets one or more of the stated 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;
* an innovative and contemporary approach to the presentation of the proposed art form and project;
* 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** supports a diverse range of events that showcase, celebrate and support local cultures, people, places and arts practice. Applications must show that the project meets one or more of the stated 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** supports projects that enhance community participation and engagement in the arts and cultural practice.. Applications must show that the project meets one or more of the stated objectives in order to be considered for funding:

* provide new opportunities to express and celebrate cultural diversity;
* increase awareness, appreciation and involvement in arts and culture by the Yarra community, and in particular by communities not regularly involved in local cultural activity;
* develop partnerships between artists or arts and cultural organisations and the wider community on projects that nurture 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.