

APPLICATION REQUIREMENTS

CITY OF LITERATURE APPLICATION REQUIREMENTS

To become a City of Literature, a city must submit an application that clearly demonstrates their willingness, commitment and capacity to contribute to the objectives of the UNESCO and the Creative Cities Network, which are:

- Strengthen international cooperation between cities that have recognised creativity as a strategic factor of their sustainable development;
- Stimulate and enhance initiatives led by member cities to make creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civil society.
- Strengthen the creation, production, distribution and dissemination of cultural activities, goods and services;
- Develop hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector;
- Improve access to and participation in cultural life as well as the enjoyment of cultural goods and services, notably for marginalised or vulnerable groups and individuals;
- Fully integrate culture and creativity into local development strategies and plans.

Particular priorities are sometime selected for application rounds. The most recent call for applications asked the cities how they would prioritise:

- International relations
- Cross art form programs; and
- Local initiatives.

WORLD BOOK CAPITAL APPLICATION REQUIREMENTS

Applicants are assessed against the following criteria:

- The submission of an activity programme specifically conceived for the World Book Capital and implemented during the city's term as Capital with long-term benefits for partners and society at large;
- A general outline of expenses foreseen and fund-raising strategies;
- The degree of municipal, regional, national and international involvement, including professional and non-governmental organisations, and the foreseeable impact of the programmes;
- The quantity and quality of one-time or ongoing activities organised by the applicant city in collaboration with national, regional and international professional organisations representing writers, publishers, booksellers and librarians respecting the scientific and literary community;
- The quantity and quality of any other noteworthy projects promoting and fostering books and reading; and
- Conformity with the principles of freedom of expression, freedom to publish and to distribute information.

OTHER CITIES OF LITERATURE

UNESCO CITIES OF LITERATURE COMMITTEE

A phone meeting was held with the Chair of the Cities of Literature, Justyn Jochym who is located in Krakow, which is also a City of Literature.

As Chair, Ms Jochym coordinates the 28 Cities of Literature and their integration with other cities in the Creative Cities Network. The discussion highlighted:

- The UNESCO City of Literature is not a title, it is an obligation.
- Cities must keep in mind that the designation is forever.
- The importance of the international obligations of a City of Literature designation.
- The ongoing nature of the title and expectations.

The need for an application to address key points which must be confirmed prior to application including:

- What the city's main strengths are as a literary city? The assessment panel assumes that the city already considers itself as a city of literature and expects the candidate to explain how the designation will elevate what it is already doing to an international stage.
- What are we weak at as a city of literature? What can we draw on from other international cities of literature to develop our programs and learn from? How we will relate to the international network?
- Clearly state what the municipal goals are for the development of literature.

If the application is successful and the designation given, the city will be evaluated in four years' time on the outcomes of the plan and program as they are listed in the application. Therefore, schedules, budgets, partnerships and all other details must be in place at the time of application.

If successful, the designation is immediate and expectations begin week one after the UNESCO public announcement.

Applying to be a World Book Capital could be a logical step and allow a high profile opportunity to gain momentum and secure ongoing support for a City of Literature bid.

Research conducted by the Chair of the Cities of Literature shows that on average, Cities of Literature have two full time staff plus one part-time focussing on communications and marketing. Some cities with fewer resources are completely silent in the network.

Employing a Consultant to formulate the bid would be recommended and \$20,000 is considered to be a conservative but realistic figure.

DUNEDIN CITY OF LITERATURE

A phone meeting was held with the Director of Dunedin City of Literature. Subjects and issues covered included:

- Budget - although the total budget of the Dunedin City of Literature, coordinated by the City of Dunedin Council was not stated, it is estimated at up to \$150,000 per annum.
- The budget covers only the fee for the full-time Director and the minimal international travel expenses. All projects must be funded by money found by the director from funding applications, sponsorship or donations.
- The application and assessment requirements are far more stringent now than they were when Dunedin applied, particularly in terms of the confirmed partnerships, budget and program.
- At the time of submitting the application to UNESCO, Dunedin had hoped for a 50/50 partnership with the University. Unfortunately that was not forthcoming after the title was awarded, therefore the City Council funds the full administrative budget.
- The UNESCO expectation that the curator (known as the “focal point”) of each city’s program attend the international annual meeting in Europe.
- One person to coordinate the title is insufficient and affects the public outcomes and public perception of the title.
- The vast majority of the Director’s time is spend seeking money and responding to the international obligations of the title, therefore external-facing outcomes are not able to be the priority.
- Contractors are regularly brought in to assist with projects, funding applications and other necessities.
- The need to clearly not compete with other literary organistions, events and services.
- Dunedin works closely with its City Library team to develop and deliver program.

MELBOURNE CITY OF LITERATURE

Ongoing contact with the Melbourne City of Literature office has allowed the research to be expansive and thorough. In December 2017 the Director visited Hobart to participate in a number of meetings over two days. The working relationship is one that is very valuable in its openness and frankness.

The Melbourne City of Literature is equally co-funded by the City of Melbourne and the Victorian State Government through Creative Victoria.

The annual operating budget is \$270,000, 45% of which is allocated to public programs.

Melbourne consistently scores “exceptional” in its biannual and four-yearly reporting. The city is judged by its peers as bring one of, if not the, most active cities in the international network.

Both Options 1 and 2 present opportunities for collaborative projects with Melbourne. However:

- The UNESCO World Book Capital provides a further opportunity for a formal partnership with the Melbourne City of Literature from application stage through delivery.
- Shared programming, cross-promotion and shared resources appear to be more likely for a one-year program.

CHALLENGES IDENTIFIED BY SIX CITIES OF LITERATURE

Desktop research has also been undertaken into a number of others, including the bidding process, budgets, management models, partnerships, regular reporting and public outcomes.

Recently, six Cities of Literature were asked to identify their main challenges. The responses from the six cities are reflective of the challenges and include:

- Seeking and securing ongoing funding.
- Money, although each city has significant funding, the program is reliant upon seeking investment for ongoing and one-off events. This is time consuming, detracts from the delivery of the program and instils a sense of precariousness.
- Communicating the permanency of the City of Literature title and maintaining momentum in promotion of the title and the ongoing programs.
- Conflicting ideas of organisations, individuals, businesses and government on what a City of literature should be, its priorities and allocation of funding.
- Maintaining a complete overview of literary activities in the city and promoting everything without appearing to be in competition with the organisations delivering the events.
- Maintaining a distinct identity that is different yet complementary to organisations that exist separate to the City of Literature title, such as Writers Centres, Literary Societies, libraries, and literacy services for example.
- Balancing international obligations with local initiatives.

MANAGEMENT OF THE BID APPLICATION AND EVENT DELIVERY

ROLE OF CONSULTANT

The consultant appointed to research, write and submit the bid would need to:

- Confirm the City of Hobart's financial contribution.
- Seek and secure partnerships with financial investors and those who can provide in-kind support such as human resources. This would include literary industry partners, state and federal government.
- Gather letters of support, coordinate meetings between Council and other partners, assess the feasibility of opportunities.
- Investigate funding options available were the bid to be successful.
- An outline of the program of events - an ongoing year, by year program for the City of Literature, a one-year program for the World Book Capital.
- A confirmed budget allocation to the project - as ongoing expenditure for the Option 1 City of Literature or one-year program for the World Book Capital.
- The budget should comprise the City of Hobart's contribution plus confirmation of other supporting partners.
- Establish the key messages in terms of objectives and public outcomes.
- Propose the communications and marketing plan.
- Establish and liaise with an experienced management committee and expand the consultative group to include commercial, community and Tasmanian Aboriginal representatives.

- Seek formal endorsement from the Department of Foreign Affairs and Trade's UNESCO National Commission.
- Liaise with the City of Melbourne to ensure the application is distinctly different and/or complementary to Melbourne's program.
- Audit and map the City's creative assets in terms of facilities and services, collections, artists, commercial enterprises, events and challenges.
- Promote and inform relevant people about the bid, leading the communications strategy for the bid.
- Consider public perception if bid is not successful and plan for future. This may include resubmitting in the future or in the World Book Capital case, go ahead regardless of success.
- Submit the application in collaboration with and with the endorsement of the State Government, the University of Tasmania and the Department of Foreign Affairs and Trade.

Should Council resolve to submit an application to Option 1 - UNESCO City of Literature:

- The consultant should communicate with as many of the other Cities of Literature as possible, in light of the selection process which is conducted by a committee comprising 50% other Cities of Literature and 50% sector experts.
- Call for an individual or organisations to potentially deliver the ongoing program if the bid were to be successful. This detail would be required in the application.

Applications for the City of Literature average 80 pages.

CURATOR

The Curatorial role could be located within the Council office or in another existing arts and cultural organisation such as the Tasmanian Writers Centre or LINC Tasmania.

For a World Book Capital designation, this role could be part-time for the year leading up to April 2021 and full time for approximately 14 months to allow for wrapping up and reporting post-event.

CONSULTATION WITH POTENTIAL TASMANIAN PARTNERS

Consultation was undertaken with government, creative sector and community representatives.

TASMANIAN STATE GOVERNMENT

It was explained that the State Government would expect state-wide outcomes for any investment made.

A formal approach could be made to the State Government to request an investment in the bid and delivery of either Option 1 or Option 2. The support could be requested as both cash and in-kind.

State government budget bids are usually made in or before November annually.

Feedback indicates that a one-off contribution would be more likely than an ongoing budget commitment.

It was suggested that a capital city approach to designation would be suitable if a partnership were developed. This may include the expenditure of the State Government investment in programs started in Hobart but extended beyond the capital city to other areas of the state.

A cross-department approach was suggested, including Education, State Growth (Arts, Tourism, Trade and Investment), the Office of Aboriginal Affairs and Health and Human Services.

Literacy and storytelling are currently key priorities in the areas of education and cultural tourism across the state, particularly in regional areas.

Department of State Growth (including Arts Tasmania and Tourism Development)

The Deputy Secretary and the Director of Arts Tasmania both indicated that an application for Option 2 – UNESCO World Book Capital could increase opportunities for co-investment from the State Government due to the reduced need for an ongoing financial commitment.

Concern was expressed about the perceived or actual competition that State Government partnership and/or project funding would generate with existing organisations, many of whom report that they are underfunded to provide the services and programs expected of them.

It was suggested that rather than creating a new organisation to deliver the program for Option 1 or 2, an existing organisation could be appointed, or a City of Hobart appointed curator work within an existing organisation to run the program.

It was mentioned that the City of Hobart may be able to submit funding applications to the Australia Council for the Arts and the Ministry for the Arts for separate projects that form part of the City of Literature program or for the full-year of programming for the World Book Capital program.

If there were not a formal partnership with the State Government, the City of Hobart could apply for project funding through the competitive grant process operated by Arts Tasmania.

LINC Tasmania

A meeting was held in October 2017 with the Director of LINC Tasmania and the senior management team of the State Library LINC Hobart.

The senior management team stated a preference for Option 2 - UNESCO World Book Capital, stating that it would be more likely to gain momentum and financial support as a one-year program.

At the time, LINC Tasmania was finalising its 2018-2021 strategic plan and advised that whilst aspects of Options 1 and 2 demonstrates alignment with strategic programs and goals of LINC, it would not be able to include additional programming or activities before 2021 due to pre-determined strategic objectives and the pre-allocated budget for the period.

Like all State Government departments, the Department of Education in which LINC sits, is expected to deliver state-wide outcomes from its programs.

The senior management team was supportive of the idea of both options. Furthermore they:

- Acknowledged a great opportunity to bring light to the many Tasmanian stories that are well documented but rarely seen or heard publicly.
- Identified the breadth of the definition of a “book” according to the State Library Act.
- Suggested that if a World Book Capital bid were not successful, the program could proceed regardless if all partners and the program were in place.
- Identified the major benefit of either title being the heightened marketing and communications campaign for literary activities that happen already but need greater engagement.
- Discussed the current planning to work more closely with the Tasmanian Writers Centre.
- Highlighted the collective impact opportunity that would come with working in collaboration with the 26Ten program.

UNIVERSITY OF TASMANIA

The University of Tasmania (UTAS) is a potential in-kind partner but indicated it was unlikely to have the capacity to provide cash support.

The Head of the School of Humanities and Acting Head of Global Cultures and Languages, Professor Tony Simoes da Silva, indicated that the Option 2 - UNESCO World Book Capital title seems to be more “of the people”, less elite or academic, opens up opportunities for science and could attract more people who may be otherwise feel that a City of Literature title is not inclusive.

UTAS may be able to partner with Council and the State Government to fulfil some of the international obligations of Option 1 - City of Literature. Whilst UNESCO expects that the Curator of the City of Literature program attends the annual UNESCO meeting, other international travel could be undertaken by literary professors or other UTAS representatives.

There are a number of key contacts at UTAS in the areas of Education, Literature, Social Change and others whose area of specialty would strengthen an application for either Option 1 or Option 2.

Philosophically UTAS may be able to support program content for either option but it's unlikely that UTAS would be able to contribute in a way that would reduce the minimum budget attached to the Council report.

The state-wide remit of UTAS is important and their connections and programs across Tasmania could help City of Hobart fulfil some of the expectations that are inevitable if the State Government were to become a formal partner.

A meeting was recently held with Professor Jeff Malpas from UTAS who is also the Chair of the Tasmanian Writers Centre. Professor Malpas indicated that he would contact the new Vice Chancellor of the university, Rufus Black to garner his level of interest and the capacity of the university to be involved in a bid to UNESCO and the delivery of any program should the bid be successful. Council officers await further advice from Professor Malpas.

TASMANIAN WRITERS CENTRE

The Tasmanian Writers Centre, as a state-wide service organisation for the literary sector including readers and writers, could play a significant role in the delivery and promotion of either Option 1 or Option 2.

Preference was expressed for Option 2 - the World Book Capital as a manageable timeframe and discreet project. The Director of the Tasmanian Writers Centre, whilst not able to commit financially, was highly supportive of the idea. It was felt that whilst City of Literature title would provide more perceived status for Hobart, the World Book Capital would have more impact publicly as a concentrated program.

The Director or a representative attended a number of meetings regarding the impact and potential of the UNESCO options and was able to contribute information based on direct experience with other Cities of Literature and Book Capitals.

The Writers Centre works state-wide in development and delivery of programs and was identified a number of times during the consultation period as being well placed to deliver a World Book Capital program on behalf of the City of Hobart and its partners if the program is adequately funded.

Competition with existing services and programs was a concern when so many are already under-supported and trying to collaborate more to combine resources. It was felt that the City of Hobart would be very ambitious in trying to secure more or new money for literature services and programs when those that exist and are delivering are struggling to survive and thrive.

The Writers Centre was one of a number of organisations concerned about a UNESCO City of Literature office, with its ongoing commitment, duplicating another service that already exists in Tasmania and recommended that the curatorial role sit within an organisation that already exist.

Science writing is a new area of programming and development for the Centre and they are creating new, successful programs in this area that would fit with the World Book Capital.

COMMUNITY SURVEY

In collaboration with the City of Hobart Community Engagement Advisor, a survey was posted on the Your Say portal of the City of Hobart website and invitations sent to approximately 40 literary sector contacts.

The aim of the survey was to ascertain the level of hypothetical support from organisations and individuals who were identified as potential supporters to provide finance and/or staff time to the bid and delivery. The survey was not intended to be a general voting survey sent to all residents and businesses. Rather, it was a method of ascertaining potential support in writing.

Due to the low number of respondents, the survey was more widely circulated via social media and the Creative Hobart e-newsletter (600 subscribers). Survey questions were based on questions arising from two group meetings and suggestions from Alderman Reynolds in the meeting and via email and the questions posed in the PowerPoint presentation at those meetings.

Results summary include:

- The survey was open for 18 days, 9 responses were received.
- City of Literature Preference (7 responses):
 - 1 individual – no contribution
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 - 1 Individual – not financial, contribute skills, number of hours not specified.
 - 1 individual – occasional days (unknown if free of charge), skills, social media
 - 1 organisation (200-500K turnover) alignment with programming of theatre company development arm
 - 1 organisation (20-50K turnover) alignment with programming and other activity of business.
- World Book Capital Preference (2 responses):
 - 1 organisation LINC skills and programs, not financial
 - 1 individual – skills although not specified if it is free of charge

Of the respondents, three were organisations, six were individuals. Understandably, there appeared to be some reticence to making a commitment of support in writing in this early stage of enquiry.