

Grants and Sponsorship - Round One 2020/21 - Economic Grants

File No: S117676

Summary

The City of Sydney's Grants and Sponsorship Program supports initiatives and projects that build the social, cultural, environmental and economic life of the city. To achieve the objectives of Sustainable Sydney 2030 requires genuine partnership between government, business and the community.

The provision of grants and sponsorships is a mechanism to further the aims identified in the City's social, cultural, economic and environmental policies. Applications are assessed against these policies and against broad City objectives and plans. In this way, the City and the community act collaboratively to bring to life Sustainable Sydney 2030 and the City of Villages it envisions.

The City advertised the following three categories of the Business Support Grant Program as part of Round One of the annual Grants and Sponsorship Program for 2020/21:

- Business Support Grant - Live Music and Performance;
- Business Support Grant - Night Time Diversification; and
- Business Support Grant - Place and Industry.

For the Business Support Grants - Live Music and Performance program, 23 eligible applications were received. This report recommends a total of 11 grants to a total value of \$121,921 in cash for the 2020/21 financial year.

For the Business Support Grants - Night Time Diversification program, 31 eligible applications were received. This report recommends a total of nine grants to a total value of \$100,413 in cash for the 2020/21 financial year.

For the Business Support Grants - Place and Industry program, applicants can apply for up to three projects per application. Twelve eligible applications were received which included 26 projects. This report recommends a total of 12 grants, including 22 of the 26 projects submitted, to a total value of \$350,000 in cash for the 2020/21 financial year.

On 11 December 2017, Council adopted a revised Grants and Sponsorship Policy. All grants in this report were assessed against criteria and guidelines set out in this revised Policy with reference to Sustainable Sydney 2030, the Creative City Cultural Policy and Action Plan 2014 - 2024, the OPEN Sydney Strategy and Action Plan, the Economic Development Strategy and the Live Music and Performance Action Plan 2014.

All grant recipients will be required to sign a contract, meet specific performance outcomes and acquit their grant.

All figures in this report exclude GST.

Recommendation

It is resolved that:

- (A) Council approve the cash recommendations for the Business Support Live Music and Performance Grant Program as per Attachment A to the subject report;
- (B) Council note the applicants who were not successful in obtaining a cash grant for the Business Support Live Music and Performance Grant Program as per Attachment B to the subject report;
- (C) Council approve the cash recommendations for the Business Support - Night Time Diversification Grant Program as per Attachment C to the subject report;
- (D) Council note the applicants who were not successful in obtaining a cash grant for the Business Support - Night Time Diversification Grant Program as per Attachment D to the subject report;
- (E) Council approve the cash recommendations for the Business Support - Place and Industry Grant Program as per Attachment E to the subject report noting that all applications are recommended;
- (F) Council note that all grants amounts are exclusive of GST; and
- (G) authority be delegated to the Chief Executive Officer to negotiate, execute and administer agreements with any organisation approved for a grant or sponsorship under terms consistent with this resolution and Grants and Sponsorship Policy.

Attachments

- Attachment A.** Recommended for Funding –Round One 2020/21 - Live Music and Performance Grant Program
- Attachment B.** Not Recommended for Funding –Round One 2020/21 - Live Music and Performance Grant Program
- Attachment C.** Recommended for Funding –Round One 2020/21 - Night Time Diversification Grant Program
- Attachment D.** Not Recommended for Funding –Round One 2020/21 - Night Time Diversification Grant Program
- Attachment E.** Recommended for Funding –Round One 2020/21 - Place and Industry Grant Program

Background

1. The City of Sydney's Grants and Sponsorship Program supports residents, businesses and not-for-profit organisations to undertake initiatives and projects that build the social, cultural, environmental and economic life of the city.
2. On 5 February 2020, the City announced Round One of the annual grants program for 2020/21 as being open for application on the City's website, with grant applications closing on 9 March 2020.
3. The three categories of the Business Support Grant promoted were:
 - (a) Live Music and Performance;
 - (b) Night Time Diversification; and
 - (c) Place and Industry.
4. Information about these grant programs (such as application dates, guidelines, eligibility criteria and sample applications) was made available on the City's website. The City actively promoted the programs through Facebook, Twitter, What's On and an Arts Hub publication with a native content piece and affiliated website and Facebook promotion. Email campaigns were also utilised to target interested parties who have applied previously for grants at the City or who have expressed an interest in the City's programs.
5. In response to the evolving nature of the Covid-19 pandemic, all applicants were invited to provide additional information once the application period had closed. Applicants were asked how their project would be impacted by Covid-19 and if they wanted to continue through the assessment process. The vast majority of projects advised they wished to continue and provided useful information on how their project would adapt. This information was taken into consideration in the assessment process.
6. Following adoption of the revised Grants and Sponsorship Policy on 11 December 2017, the Business Support Grant categories are open to appropriately incorporated for-profit organisations and partnerships.
7. Twenty-three applications were received this round from for-profit organisations through the Business Support Grant - Live Music and Performance category and the following eleven for-profit organisations are recommended in this report:
 - (a) Brand X Productions Incorporated;
 - (b) Diamond Head Crew Pty Ltd;
 - (c) Giant Losses Limited;
 - (d) Golden Age Cinema & Bar Pty Ltd;
 - (e) Griffin Theatre Company Ltd;
 - (f) Harbour City Auth Pty Ltd;
 - (g) The Gaelic Club Ltd;
 - (h) The New Theatre (Properties) Ltd;

- (i) The Trustee for Newtown School of Arts;
 - (j) The Trustee for Yulli's Brews Unit Trust; and
 - (k) Waxman Jones Pty Ltd.
8. Thirty-one applications were received this round from for-profit organisations, partnerships, trusts and sole traders through the Business Support Grant – Night Time Diversification category and the following nine for-profit organisations are recommended in this report:
- (a) Alys Rachel Dinsmore;
 - (b) Crossover Dance Studios Pty Ltd;
 - (c) Digital Storytellers Limited;
 - (d) Ghost Jams Pty Ltd;
 - (e) Green Gourmet Kitchen Pty Limited;
 - (f) Griffin Theatre Company Ltd;
 - (g) Ms. Cattea Pty Ltd;
 - (h) Stilone Pty Ltd; and
 - (i) Waxman Jones Pty Ltd.
9. The Night Time Diversification grant was promoted through delivery of the first Nightlife Pitch and Collaboration session for business and creatives held at the Kings Cross Hotel on 12 February 2020. The session was organised to help foster collaboration between bricks and mortar business, existing venues and creative producers with ideas. This event was sent through to over 150 key industry stakeholders including business chambers and liquor accords and the event was attended by 70 businesses. Presentations were provided at the Sydney Central Liquor Accord and Darling Harbour Liquor Accord meetings and marketing collateral was distributed to all the City's neighbourhood centres. A further 15 face-to-face meetings were held with interested businesses to discuss potential activities and ideas proposed.
10. This was supplemented by a digital campaign through the City's social media channels with an aggregated reach of 151,324. The grant was also digitally disseminated through Business Chambers, Liquor Accords and the Nightlife and Creative Sector Advisory Panel.
11. Applicants of the Place and Industry category were also invited to meet with the assessment panel on 9 April 2020 to present their projects to the panel. Applicants were provided with 15 minutes to present the projects they had applied for, followed by 15 minutes of questions from the panel. All applying organisations took up this opportunity.
12. There were a total of 66 grant applications received under the Business Support Grants. Thirty-eight are recommended for funding as detailed in this report.

13. It is expected that all successful applicants will work co-operatively with relevant City staff throughout the project for which they have received funding. Some applicants will be required to meet with City staff and further define the strategic outcomes of their project prior to receiving the grant and commencing their project.
14. All grants and sponsorships are recommended on the condition that any required approvals, permits and development consents are obtained by the applicant.
15. The City's Grants and Sponsorship Program is highly competitive. Applications that are not recommended have either not scored as highly against the assessment criteria as the recommended applications or have incomplete or insufficient information. The City's Grants and Sponsorship team provides feedback to unsuccessful applicants.
16. The assessment process includes advice and recommendations from a suitably qualified assessment panel. The applications are scored against defined criteria for each grant program as well as the integrity of the proposed budget, project plan, partnerships, contributions and connection to the local community and industry sectors. Once recommended applications are approved by Council, a contract is developed, which includes conditions that must be adhered to, and acquitted against.
17. In assessing the grant applications, the assessment panels included in their considerations and recommendations:
 - (a) Sustainable Sydney 2030;
 - (b) Grants and Sponsorship Policy;
 - (c) Creative City Cultural Policy and Action Plan;
 - (d) Economic Development Strategy;
 - (e) OPEN Sydney Strategy and Action Plan; and
 - (f) Live Music and Performance Action Plan.
18. Assessors consider the cash and in-kind contribution from the applicant and other sources in reviewing applications. Applicants are asked to demonstrate a capacity to match the grant investment with other sources of funding or contribute their own cash resources to the project.
19. Applicants are requested to list their project's community partners, confirmed funding sources and the contribution the organisation is making to the project (cash or in-kind) to demonstrate their contribution.

Business Support Grants - Live Music and Performance (grants of up to \$30,000 for capital works and expenditure on project management, infrastructure and equipment)

20. The Live Music and Performance category aims to support local businesses, venues and licensed premises to undertake capital works or equipment upgrades to either introduce live entertainment to a business's offerings or to improve existing live music and performance facilities. These projects might include:
 - (a) acoustic improvements to help manage sound transfer from venues to surrounding properties;

- (b) investment in equipment or in-venue acoustics which improve audience experience;
 - (c) works that facilitate the introduction of live music or performance programming, or significantly improve/expand existing programming; or
 - (d) works that improve the health and safety of audiences, performers and venue staff.
21. The assessment panel for the Live Music and Performance Program consisted of members from the City's City Business and Safety, and Strategy, Urban Analytics and Communications teams as well as representatives from Music NSW (the state's peak industry body for the contemporary music sector), and the live performance sector (a producer of performing arts programs and live events and festivals).
22. The applications recommended for the Live Music and Performance Program are outlined in Attachment A to this report. The applications not recommended are listed in Attachment B to this report.
23. The Business Support Grants Live Music and Performance Budget is set out below:

Total cash budget for 2020/21	\$250,000
Total cash committed to previously approved applications	\$0
Total cash available for 2020/21 Round 1	\$250,000
Total number of eligible applications this allocation	23
Total cash value requested from applications	\$418,609
Total number of applications recommended for cash support	11
Total amount of cash funding recommended	\$121,921
Cash amount remaining for subsequent allocation of the program 2020/21	\$128,079

Business Support Grants - Night Time Diversification (grants of up to \$30,000 a year for up to two years' funding)

24. The Night Time Diversification category aims to support projects that increase the variety of business offerings and activities in commercial precincts after 6pm. The grants assist businesses to trade later through creative programming and initiatives, and in doing so, attract new customers and create lively, safe and engaging city precincts after dark, contributing to the night time economy and the cultural and economic character of the city. The grant also supports live entertainment venues to extend or expand their programming of live music and performance (such as comedy, cabaret, theatre and poetry programs).
25. The assessment panel for the Night Time Diversification program consisted of members from the City's City Business and Safety, and Strategy, Urban Analytics and Communications teams.
26. The applications recommended for the Night Time Diversification Program are outlined in Attachment C to this report. The applications not recommended are listed in Attachment D to this report.
27. The Business Support Grants Night Time Diversification Program budget is set out below:

Total cash budget for 2020/21	\$200,000
Total cash committed to previously approved applications	\$0
Total cash available for 2020/21 Round 1	\$200,000
Total number of eligible applications this allocation	31
Total cash value requested from applications	\$658,786
Total number of applications recommended for cash support	9
Total amount of cash funding recommended	\$100,413
Cash amount remaining for subsequent allocation of the program 2020/21	\$99,587

Business Support Grants - Place and Industry (grants are negotiated upon consultation for up to two years funding)

28. The Place and Industry category aims to support projects that promote local economies for the benefit of businesses, connect business to opportunities, grow business skills and capacity, and advocate on key issues on behalf of local business. The grants assist local businesses to increase awareness of local business offerings and experiences; increase footfall, patrons and spending in local retail precincts; improve access to industry information, upskilling and networking opportunities for local businesses; and strengthen advocacy by local chambers of commerce and precinct associations.
29. The program is only available to not-for-profit, members-based organisations with an economic focus, such as a chamber of commerce or industry association.
30. The assessment panel for the Place and Industry program consisted of members from City Business and Safety and Strategy, and Strategy, Urban Analytics and Communications teams as well as representatives from Jobs for NSW and NSW Department of Industry.
31. The applications recommended for the Place and Industry Program are outlined in Attachment E to this report, noting that some applications contained multiple projects, with some of the projects not recommended for funding.
32. The Business Support Grants Place and Industry Program budget is set out below:

Total cash budget for 2020/21	\$355,000
Total cash already committed to previously approved applications	\$5,000
Total cash amount available for 2020/21	\$350,000
Total number of eligible applications this allocation	12
Total cash value requested from applications	\$551,516
Total value-in-kind support requested from applications	\$0
Total number of applications recommended for cash and/or value-in-kind support	12
Total cash amount of funding recommended	\$350,000
Total amount of value-in-kind support recommended	\$0

Cash amount remaining for subsequent allocation of the program 2020/21	\$0
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Key Implications

Strategic Alignment - Sustainable Sydney 2030

33. Sustainable Sydney 2030 is a vision for the sustainable development of the City to 2030 and beyond. It includes 10 strategic directions to guide the future of the City, as well as 10 targets against which to measure progress. This report is aligned with the following strategic directions and objectives:
- (a) Direction 6 - Vibrant Local Communities and Economies - the recommended grant projects in this report contribute to fostering strong and sustainable local economies.
 - (b) Direction 7 - A Cultural and Creative City - the recommended grant projects in this report contribute to a city where opportunities for individual creative expression and participation in all its forms are visible, valued, and accessible and where business and creative opportunities for local artists, creative workers and cultural organisations are supported.

Organisational Impact

34. The grants and sponsorships contract management process will involve key staff across the City of Sydney. Identified staff set contract conditions and performance measures for each approved project, and review project acquittals, which include both narrative and financial reports. Staff from the Night Time City, Cultural Strategy and City Business teams will be the contract managers for the recommended grant recipients.

Social / Cultural / Community

35. The anticipated outcomes of this grant program include:
- (a) greater diversity of business offerings at night;
 - (b) safer, more vibrant and engaging commercial precincts after dark;
 - (c) a greater range of cultural activity offered in unexpected ways in new venues and spaces; and
 - (d) an increased quantity and quality of live music and performance venues and programming.
36. These outcomes will have positive impacts upon local creative industries and artists, the live music scene of Sydney, the global reputation of Sydney, and the cultural, social and creative experience of living, working or visiting in Sydney.

Economic

37. The anticipated outcomes of this grant program include:
- (a) an increase in later trading businesses capturing after-office-hours foot-traffic and increasing customer base;
 - (b) local businesses extending their product and service offerings, diversifying revenue streams;
 - (c) mutually beneficial partnerships between the creative, cultural and retail sectors and increased collaboration within local precincts;
 - (d) sustainability of existing live performance venues and the establishment of new live performance venues;
 - (e) increased awareness of precinct offerings and experiences as well as footfall and measurable patronage and spend in local retail precincts;
 - (f) improved access to industry/sector specific information, upskilling and networking opportunities for local businesses; and
 - (g) strengthened advocacy by local chambers of commerce and precinct associations on behalf of their members.
38. These outcomes will have a positive impact on local businesses, business and entertainment precincts and the city's economy.

Budget Implications

39. A total of \$572,334 in cash from the proposed 2020/21 cash budget, as follows:
- (a) Business Support Grant – Live Music and Performance – \$121,921 is provided in the draft budget of \$250,000;
 - (b) Business Support Grant - Night Time Diversification – \$100,413 is provided in the draft budget of \$200,000; and
 - (c) Business Support Grant - Place and Industry – \$350,000 is provided in the draft budget of \$355,000.

Relevant Legislation

40. Section 356 of the Local Government Act 1993. Section 356 of the Local Government Act 1993 provides that a council may, in accordance with a resolution of the council, contribute money or otherwise grant financial assistance to persons for the purpose of exercising its functions.
41. Section 356(3)(a) to (d) is satisfied for the purpose of providing grant funding to for-profit organisations because:
 - (a) the funding is part of the following programs:
 - (i) Business Support Grant:
 - Live Music and Performance;
 - Night Time Diversification; and
 - Place and Industry;
 - (b) the details of these programs have been included in Council's draft operation plan for financial year 2020/21;
 - (c) the program's proposed budgets do not exceed five per cent of Council's proposed income from ordinary rates for financial year 2020/21; and
 - (d) these programs apply to a significant group of persons within the local government area.

Critical Dates / Time Frames

42. Projects funded through this round of Business Support Grants will commence after 1 August and are expected to be completed within 12 months of the receipt of grant funds. Contracts will be developed for all successful applications after Council approval to ensure their funding is released in time for projects starting in August.

Public Consultation

43. For all programs open to application in Round One of the annual grants and sponsorship program for 2020/21, two question and answer sessions were held in Town Hall House to assist potential applicants with their applications on Thursday 13 February 2020, 4pm to 7pm and Tuesday 18 February 2020, 4pm - 7pm.
- (a) Fifty-six individual meetings were held during the question and answer sessions where prospective applicants sought advice from City staff about their project proposals and the application process.
 - (b) Sixty-four per cent of these attendees advised they had not applied for a City of Sydney grant previously.
 - (c) Fourteen per cent of these attendees requested a member of the Indigenous Engagement team to be present during their meeting.
44. Two additional question and answer meetings were held targeting Haymarket businesses due to the early impact of Covid-19 on Tuesday 3 March 2020 5pm – 7pm at Ultimo Community Centre and Wednesday 4 March 12pm to 2pm at the Darling Exchange Library.

EMMA RIGNEY

Director City Life

Alana Goodwin, Grants Program Coordinator

Attachment A

**Recommended 2020-21 – Live Music and
Performance Grant Program – Round One**

Business Support Grant

Recommended for Funding

Business Support Grant – Live Music and Performance Round 1 2020-21							
Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested	\$ Amount Recommended	VIK Recommended	Conditions
RECOMMENDED FOR FUNDING							
Brand X Productions Incorporated	Theatre Curtain Equipment Upgrade - East Sydney Community and Arts Centre, Darlinghurst.	A capital works project to purchase modular curtain drapes and rigging to better serve the venues function as a performance venue.	\$3,834	Nil	\$3,834	Nil	Subject to Owners Consent Applicant to confirm matched funding
Diamond Head Crew Pty Ltd	Audio, Lighting and DJ System Upgrade - Cricketers Arms, Surry Hills	A capital works project to upgrade audio, lighting and DJ system to enhance and increase live music, establishing the venue as a space for emerging live music and live performance.	\$13,671	Nil	\$12,321	Nil	Applicant to provide quotes Applicant to provide revised budget and live music program plan
Harbour City Auth Pty Ltd	Seating, Stage, Audio and Lighting Upgrade - Dulcie's Entertainment, Potts Point	A capital works project to upgrade the seating, stage, audio and lighting to expand their live music and performances.	\$15,299	Nil	\$15,299	Nil	Subject to development approval or evidence of exempt or complying development
Giant Losses Limited	Technical Equipment Upgrade - Giant Dwarf Theatre, Surry Hills	A capital works project to upgrade the technical equipment, such as subwoofers and speakers to enable the space to showcase regular live music from local and emerging artists.	\$5,000	Nil	\$5,000	Nil	Applicant to provide revised budget
Golden Age Cinema & Bar Pty Ltd	DJ Equipment - Golden Age Cinema and Bar, Surry Hills	A capital works project for DJ sets which would capture another live music audience.	\$7,017	Nil	\$7,017	Nil	Nil

Business Support Grant – Live Music and Performance Round 1 2020-21

Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested	\$ Amount Recommended	VIK Recommended	Conditions
RECOMMENDED FOR FUNDING							
Griffin Theatre Company Ltd	Upgrade Stage - Stables Theatre, Griffin Theatre Company, Darlinghurst	A capital works project to upgrade the staging to a new lightweight stage which can be reconfigured into different shapes/heights to achieve a greater creative and programming possibilities.	\$20,000	Nil	\$20,000	Nil	Applicant to confirm matched funding Subject to development approval or evidence of exempt or complying development
The Gaelic Club Ltd	Sound, Lighting and Disability Access Upgrade - The Gaelic Club, Surry Hills	A capital works project to upgrade sound, lighting and disability access to improve audience experience, access, and to expand the clubs programming.	\$4,176	Nil	\$4,176	Nil	Subject to development approval or evidence of exempt or complying development for disability access.
The New Theatre (Properties) Ltd	Roof Replacement - New Theatre, Newtown	A capital works project to replace the roof to safeguard the venue for continued live performance.	\$30,000	Nil	\$25,000	Nil	Applicant to confirm matched funding Subject to development approval or evidence of exempt or complying development
The Trustee for Newtown School of Arts	Roof and Acoustic Upgrade - Venue 505, Newtown	A capital works project to upgrade the roof and acoustic improvements to the heritage windows to help manage sound transfer and extend music programming.	\$30,000	Nil	\$20,000	Nil	Applicant to confirm matched cash funding. Applicant to provide revised budget.
Waxman Jones Pty Ltd	New Backline Equipment - MoshPit, Erskineville	A capital works project for new backline and amplifiers to streamline the logistics for live music events.	\$3,774	Nil	\$3,774	Nil	Nil
The Trustee for Yulli's Brews Unit Trust	Sound Desk - Yulli's Brews, Alexandria	A capital works project to upgrade the sound desk to improved quality and control of sound therefore expanding on the range of performers.	\$15,000	Nil	\$5,500	Nil	Applicant to provide arevised budget Applicant to provide quotes

Attachment B

**Not Recommended 2020-21 – Live Music and
Performance Grant Program – Round One**

Business Support Grant

Not Recommended for Funding

Business Support Grant – Live Music and Performance Round 1 2020-21				
Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested
NOT RECOMMENDED FOR FUNDING				
ABV & Co Pty Ltd	Acoustic Panelling and Furniture - Papa Gede's Entertainment, Sydney	A capital works project to purchase and install equipment, including acoustic panelling and furniture, to have performances, live music and stand-up comedy.	\$16,470	Nil
Indigo Project Psychologists Pty Ltd	Fees and Marketing - The Indigo Project, Surry Hills	Not a capital works project. Requesting funding for fees and marketing costs to evolve the event, by inviting live performances from Australian-based electronic and experimental music artists to play live.	\$10,000	Nil
Little Pocket Group Pty Ltd	Entertainment - Button Bar, Surry Hills	This application is not requesting capital works but funding for programming and covering of artists fees.	\$30,000	Nil
M87 Pty Ltd	Live Streaming and Archiving Equipment - Knox St Bar, Chippendale	A capital works project for equipment to live-stream and archive performances including an A/V system to support storytellers and performers to distribute their work to a broader audience.	\$14,439	Nil
National Art School	Outdoor Audio System - NAS Café Bar, Darlinghurst	A capital works project to purchase an outdoor audio system to present live performances and diverse arts events.	\$30,000	Nil
Rebel and Rogue Music Pty Ltd	Recording Studio - The Vanguard, Newtown	A capital works project to upgrade the audio equipment to offer affordable and accessible recording studio facilities to local musicians and artists performing at the venue.	\$17,835	Nil
The Trustee for G Capital No. 1 Trust	Live Music and Performance Upgrade, Casa Ristorante Italiano, King Street Wharf	Upgrade equipment to introduce nightly live acoustic music, and hold interactive classes in pizza-making and cocktail, gin and whisky making.	\$30,000	Nil

Business Support Grant – Live Music and Performance Round 1 2020-21

Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested
NOT RECOMMENDED FOR FUNDING				
The Trustee for G Capital No. 3 Trading Trust	Sound System and Acoustics Upgrade - Meat District Co, King Street Wharf, Sydney	A capital works project to upgrade sound system and acoustics to introduce live music entertainment and drink mixing master classes.	\$28,311	Nil
The Trustee for Glory Property III Investment Trust	Sound Equipment Upgrade - Zeta Bar, Hilton Sydney, Sydney	A capital works project to upgrade the sound equipment in the venue to provide quality sound output for live music and entertainment.	\$18,262	Nil
The Trustee for KS Trading Trust	Sound System Upgrade - Harbour Bar & Kitchen, Darling Harbour	A capital works project to upgrade the sound system to increase live performances and cocktail master classes.	\$17,521	Nil
The Trustee for Platinum World Trust	Music Upgrade Through Live Entertainment	Acoustic live music entertainment available every Friday and Saturday. Cocktail Masterclasses and Pizza classes are also available on a weekly basis to customers.	\$30,000	Nil
The Trustee for ST Trading Trust	Planar Live Gigs, at Planar Restaurant, Darling Harbour	Introduction of live acoustic performances on weekends to enhance the existing dining experience.	\$28,000	Nil

Attachment C

**Recommended 2020-21 – Night Time
Diversification Grant Program – Round One**

Business Support Grant

Recommended for Funding

Business Support Grant – Night Time Diversification Round 1 2020-21							
Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested	\$ Amount Recommended	VIK Recommended	Conditions
RECOMMENDED FOR FUNDING							
Alys Rachel Dinsmore	Workshops at Unpicked Studio, Waterloo	Weekly evening sessions and monthly weekend workshops to provide pattern making and sewing lessons to the public to inspire creativity and pattern making.	\$7,300	Nil	\$7,300	Nil	Nil
Crossover Dance Studios Pty Ltd	Workshops at Crossover Dance Studios, Sydney	Monthly workshops to share knowledge of the history and culture of various styles of street and classical dance hosted by local street dancers.	\$2,800	Nil	\$2,800	Nil	Nil
Digital Storytellers Limited	Storytelling After Dark Workshops, Impact Story Lab, William Street Creative Hub, Darlinghurst	Twelve filmmaker led workshops for members of the public to create social and environmental impact films using smartphones, culminating in a film screening for participants and others.	\$10,300	Nil	\$10,300	Nil	Nil
Ghost Jams Pty Ltd	Tiny Bubbles Fermentation Events, Bitter Phew Bar, Darlinghurst	A series of monthly weekend programs on fermentation of products including breads, meats, cheeses, pickles, beer, wine and including expert chefs and food producers.	\$15,000	Nil	\$15,000	Nil	Nil

Business Support Grant – Night Time Diversification Round 1 2020-21

Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested	\$ Amount Recommended	VIK Recommended	Conditions
RECOMMENDED FOR FUNDING							
Green Gourmet Kitchen Pty Limited	Vegducation Nights at Green Gourmet, Newtown	A monthly interactive education session consisting of cooking classes and seminars focused on the increasingly popular modern plant based and vegan lifestyle.	\$10,953	Nil	\$10,953	Nil	Nil
Griffin Theatre Company Ltd	Scratch at Griffin Theatre Company, Kings Cross	A free program on four Friday nights throughout the year showcasing new writing voices in Australian theatre, offering professional pathways.	\$16,000	Nil	\$10,000	Nil	Applicant to provide revised budget
Ms. Cattea Pty Ltd	Evening Workshops at Ms Cattea Tea Society, Potts Point	Twice-weekly evening workshops on the culture and history of tea and related topics in collaboration with artisans and local businesses.	\$26,000	Nil	\$10,000	Nil	Applicant to provide revised budget
Stilone Pty Ltd	Literary Dinners at The Bookshop, Darlinghurst	A monthly literary dinner hosted by an invited author, held at local restaurant, Thai Nesia to revitalise Oxford Street.	\$14,060	Nil	\$14,060	Nil	Nil
Waxman Jones Pty Ltd	So King...Not Bo Ring: Mondays and Tuesdays at MoshPit, King Street Erskineville	Providing live music to extend appeal and attract custom early in the week where the venue is currently closed or poorly attended.	\$25,635	Nil	\$20,000	Nil	Applicant to provide revised budget and narrative

Attachment D

**Not Recommended 2020-21 – Night Time
Diversification Grant Program – Round One**

Business Support Grant

Not Recommended for Funding

Business Support Grant – Night Time Diversification Round 1 2020-21				
Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested
NOT RECOMMENDED FOR FUNDING				
107 Projects Incorporated	The Art Service Series at 107 Projects, Redfern	Free fortnightly avant-garde music nights expanding on the existing Wednesday program of visual, performance and interactive art.	\$22,560	Nil
ABV & Co Pty Ltd	Live Music and Comedy at Papa Gede's Bar, Clarence Street, Sydney	Several events per week in a small bar, including emerging solo artists performing original music, and stand-up comedy performers.	\$26,140	Nil
Amalgamated Hotels Pty Limited	Happy Magazine issue launch Events at the Marlborough Hotel, Newtown	Four events with bands and DJs to launch Marly X Happy Magazine's quarterly issues.	\$18,000	Nil
Amalgamated Hotels Pty Limited	Live Music, Comedy, and Cabaret at the Bank Hotel, Newtown	Monthly programming of live music, comedy and cabaret on Wednesday evenings before the Birdcage dance party, for the LGBTQIA+ community.	\$20,000	Nil
Big Beat (Australia) Pty Limited	Stage Shows at Home the Venue, Sydney	A series of stage productions utilising this diverse venue to attract young and up and coming producers of cabaret, comedy, burlesque and art shows.	\$20,000	Nil
Burdekin Hotel Group Pty. Ltd.	Weekly Live Music at the Burdekin Hotel, Darlinghurst	A weekly scheduling of live music, featuring an array of local and international bands in the rock, punk and metal scenes.	\$30,000	Nil
Carolyn Louise Whitford	Late Night Traders at Six Different Retailers in Potts Point	Over four evenings six retailers will host events focusing on local artists, designers and performers, curating events that suit the business and cross-promoting with other businesses in the area.	\$27,500	Nil

Business Support Grant – Night Time Diversification Round 1 2020-21

Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested
NOT RECOMMENDED FOR FUNDING				
Claire's Kitchen Trading Pty Ltd	Le Salon Dada Dinner and Show at Claire's Kitchen, Darlinghurst	A weekly themed dinner party with six courses and six immersive acts, inspired by Rothschild's lavish costume parties of the 1970s and the art of Salvador Dali and other artists.	\$25,000	Nil
Ghost Jams Pty Ltd	Beer and Food Festival at Several locations throughout Surry Hills and Darlinghurst.	A ten-day festival focusing on craft beer, food pairing, information sessions and creating walking trails between the Surry Hills and Darlinghurst venues.	\$30,000	Nil
Golden Age Cinema & Bar Pty Ltd	Gold Tracks at Golden Age Cinema & Bar, Surry Hills	Monthly DJ sets to increase the amount and variety of live music.	\$20,000	Nil
Mad Fer It Promotions Pty Ltd	Live Music at the Botany View Hotel, Newtown	Monthly live music shows with young and emerging artists as support acts, helping enliven the southern end of King Street.	\$30,000	Nil
Maycar Pty Ltd & Sampdoria Pty Limited	Diversification Project - Candys Apartment, Potts Point	Regular entertainment for residents and visitors which will increase employment of students, locals, and providing additional support for employees with language, learning and employment barriers. Regular on-going communications with stakeholders.	\$30,000	Nil
National Art School	Summer Sundays Live Music Evening Performances at the Cell Block Theatre, Darlinghurst	Four live music evening performances featuring women songwriters, held monthly in summer, in a heritage building, and hosted by the National Art School.	\$30,000	Nil
Paramount Recreation Club Pty Ltd	Supper Club at Paramount Recreation Club, Surry Hills	Monthly casual dinners bringing together local chefs and musicians to help engage the local neighbourhood. Acts will be diverse, inclusive and representative of our youthful, open-minded, and progressive local community.	\$13,308	Nil
Provincial Kitchens NSW Pty Ltd	Lifestyle and Industry Events at Provincial Kitchens Home, Redfern	A series of lifestyle events for the general public, as well as the design and construction industry to enhance education and networking opportunities.	\$21,140	Nil
S-Data Investments Sydney Pty Limited	Let Us Entertain You at Hard Rock Café, Sydney	A nightly entertainment program at the Hard Rock Café, including open mic night, pub quiz and ladies' night, increasing foot traffic to the area.	\$30,000	Nil

Business Support Grant – Night Time Diversification Round 1 2020-21

Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested
NOT RECOMMENDED FOR FUNDING				
Seventh Street Media Pty Limited	Karaoke with the Stars at Potts Point Hotel, Potts Point	A series of inclusive and unique evening events whereby famous Australian Music Artists will sing karaoke through the night with patrons.	\$27,200	Nil
Small Holes Media Pty Ltd	Speakeasy at Since I Left You (SILY), Sydney	Monthly live poetry slam evening with acoustic music and signature cocktails.	\$13,000	Nil
The Sydney Fringe Incorporated	Sydney Fringe Ignite at The Rocks	A 30-day event including live music and performance, a three week season of immersive theatre event, pop-up performances within tenancies within The Rocks Precinct and late night music programming on weekends.	\$30,000	Nil
The Trustee for Cook Purton Trust	The Secret Tart! at The Silly Tart Kitchen, Potts Point	Over four evenings, local performers will showcase the 1920's Battle of Kellie St. through cabaret and live music including food, drinks and entertainment from the 1920's-1930's.	\$16,890	Nil
The Trustee for Potts Point Hotel Unit Trust	Weekly programming at Potts Point Hotel, Potts Point	Weekly entertainment to include cabaret, jazz, comedy, burlesque and open mic nights.	\$30,000	Nil
The Trustee for The Palace Hotel Unit Trust	Two Boutique Entertainment Spaces at The Palace Hotel, Sydney	Post theatre shows audiences, will be welcomed back to a boutique entertaining spaces for smaller Jazz /Quirky style performances. The space will be created from the Brasserie area.	\$20,000	Nil
Big Beat (Australia) Pty Limited	Stage Shows at Home the Venue, Sydney	A series of stage productions utilising this diverse venue to attract young and up and coming producers of cabaret, comedy, burlesque and art shows.	\$20,000	Nil
Burdekin Hotel Group Pty. Ltd.	Weekly Live Music at the Burdekin Hotel, Darlinghurst	A weekly scheduling of live music, featuring an array of local and international bands in the rock, punk and metal scenes.	\$30,000	Nil
Carolyn Louise Whitford	Late Night Traders at Six Different Retailers in Potts Point	Over four evenings six retailers will host events focusing on local artists, designers and performers, curating events that suit the business and cross-promoting with other businesses in the area.	\$27,500	Nil

Business Support Grant – Night Time Diversification Round 1 2020-21

Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested
NOT RECOMMENDED FOR FUNDING				
Claire's Kitchen Trading Pty Ltd	Le Salon Dada Dinner and Show at Claire's Kitchen, Darlinghurst	A weekly themed dinner party with six courses and six immersive acts, inspired by Rothschild's lavish costume parties of the 1970s and the art of Salvador Dali and other artists.	\$25,000	Nil
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Attachment E

**Recommended 2020-21 – Place and Industry Grant
Program – Round One**

Business Support Grants

Recommended for Funding

Business Support Grants – Place and Industry 2020-21							
Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested	\$ Amount Recommended	VIK Recommended	Conditions
RECOMMENDED FOR FUNDING							
Australian Fashion Council Ltd	Project 1 - AFC Designers Abroad Export Development Activities, CBD	Three export development workshops, plus networking events to assist emerging local fashion labels to become global brands.	\$35,000	Nil	\$20,000	Nil	Nil
Australian Fashion Council Ltd	Project 2 - AFC Responsible Fashion Workshops	A series of four workshops educating local fashion labels on responsible practices affecting sustainability and ethics, with key experts from like-minded businesses.	\$20,000	Nil	\$20,000	Nil	Nil
Australian Fashion Council Ltd	Project 3 - City of Sydney AFC Flagship Retail Space, CBD	A premium retail space which emerging Australian fashion labels can occupy for a short period of time to “activate” their brand and experience bricks-and-mortar retail.	\$40,000	Nil	Nil	Nil	Nil
CBD Sydney Chamber of Commerce Limited	Project 1 - Education Events for Retail, Tourism and Hospitality Businesses.	Three events on topics including technology, new delivery platforms and City of Sydney support opportunities, to grow businesses' capabilities.	\$7,300	Nil	\$7,300	Nil	Nil

Business Support Grants – Place and Industry 2020-21

Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested	\$ Amount Recommended	VIK Recommended	Conditions
RECOMMENDED FOR FUNDING							
CBD Sydney Chamber of Commerce Limited	Project 2 - Extend the CBD Roundtable Pilot into Key CBD business verticals for Financial Allied Health and Technology Businesses	A series of three CBD Roundtable events for targeted groups of businesses to extend their business skills and capacity through collaboration.	\$10,950	Nil	\$10,950	Nil	Nil
Darlinghurst Business Partnership Incorporated	Project 1 - #DoDarlo - Collaborative Custer Initiatives, Darlinghurst	Combining Business to Business networking events with practical workshops, #DoDarlo will build members' skills in marketing and produce on-going events in Darlinghurst in cooperation with like-minded businesses.	\$25,000	Nil	\$15,000	Nil	Nil
Darlinghurst Business Partnership Incorporated	Project 2 - VESPA East Sydney Destination Marketing Collaboration, Darlinghurst	Execution of a comprehensive destination marketing strategy aimed primarily at independent international and domestic tourists, in collaboration with Potts Point and Surry Hills Business Chambers.	\$26,000	Nil	\$26,000	Nil	Applicant to provide letters of support from partner Chambers for VESPA initiative
Digital Storytellers Limited (Social Enterprise Council of NSW and ACT Ltd)	Project 1 - Sydney Social Enterprise Event Series 2020-21, Darlinghurst	The Social Enterprise Event Series, including workshops, networking functions, and digital platforms will raise awareness and provide connections between enterprises.	\$25,750	Nil	\$25,750	Nil	Nil

Business Support Grants – Place and Industry 2020-21

Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested	\$ Amount Recommended	VIK Recommended	Conditions
RECOMMENDED FOR FUNDING							
Haymarket Chamber of Commerce	Project 1 - Chinatown Pops, Haymarket	A series of events featuring local performers, DJs and live music in Chinatown to reinvigorate the district, supported by a social media campaign.	\$25,000	Nil	\$25,000	Nil	Applicant to provide a detailed project plan and revised budget
Night Time Industries Association Incorporated	Project 1 - Night Time Economy Industry Development Initiative, Across the City of Sydney	A series of six events to increase the knowledge, skills and networks of existing or future night time economy sector with local businesses in the City of Sydney.	\$24,000	Nil	\$24,000	Nil	Nil
Paddington Chamber of Commerce Inc.	Project 1 - Way Finding Map	Update and re-issue the Visit Paddington Map for the general public and tourists to benefit local businesses and the precinct.	\$7,800	Nil	\$7,800	Nil	Nil
Paddington Chamber of Commerce Inc.	Project 2 - Brand Promotion 'Visit Paddington'	Enhance the Visit Paddington brand and map by utilising websites and social media, strategic advertising and showcase displays in business windows for promotion.	\$17,000	Nil	\$17,000	Nil	Nil
Paddington Chamber of Commerce Inc.	Project 3 - Business Newsletters and Networking	A series of six social and information evening events to provide skill sharing opportunities for the businesses in Paddington Village.	\$3,000	Nil	\$3,000	Nil	Nil

Business Support Grants – Place and Industry 2020-21

Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested	\$ Amount Recommended	VIK Recommended	Conditions
RECOMMENDED FOR FUNDING							
Potts Point Partnership Incorporated	Project 1 - Potts Point Highlife Art Deco Festival	A five day event that celebrates the unique heritage, community lifestyle and business thoroughfares, through music performances, daily historical walks and other programming staged in Potts Point, Kings Cross and Elizabeth Bay.	\$30,000	Nil	\$20,000	Nil	Applicant to provide a detailed project plan and revised budget
Potts Point Partnership Incorporated	Project 2 - Partnership Business Networking, Engagement and Learning Development Forums	A series of networking events for skills development for local businesses.	\$6,500	Nil	\$6,500	Nil	Nil
Potts Point Partnership Incorporated	Project 3 - Kings Cross and Potts Point Research - Night Time Economy Visitor Survey	The Visitor Survey will research and analyse the drivers and barriers to visits by Sydneysiders on which to base a strategy to boost visitor numbers to support local businesses.	\$25,750	Nil	\$20,000	Nil	Nil
Pymont - Ultimo Chamber of Commerce and Industry Inc	Project 1 - Advocate: Annual Business Sentiment Survey	To Conduct a Business Sentiment Survey to collect data about the Pymont Ultimo Precinct's business connections.	Year 1 - \$13,700 Year 2 - \$13,700	Nil	\$13,700 (Year 1 only)	Nil	Applicant to engage professional research consultant to advise on the design and deliver of research

Business Support Grants – Place and Industry 2020-21

Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested	\$ Amount Recommended	VIK Recommended	Conditions
RECOMMENDED FOR FUNDING							
Pymont - Ultimo Chamber of Commerce and Industry Inc	Project 2 - Connect: Networking Events and E-Newsletters that Connect Businesses to Opportunities.	An ongoing series of quarterly networking events to connect businesses physically and digitally so they can stay ahead of any issues affecting them locally and globally.	\$22,266	Nil	\$15,000	Nil	Nil
Pymont - Ultimo Chamber of Commerce and Industry Inc	Project 3 – Advocate: Tourism Destination Pymont	Conduct research to understand the uniqueness of Pymont Ultimo as a destination for tourism and to assist locality branding.	\$12,800	Nil	Nil	Nil	Nil
Sydney Gay and Lesbian Business Association Incorporated	Project 1 - Fruits in Suits	A series of regular networking events and the promotion of LGBTIQ professionals in the business community to provide business opportunities to members and guests.	\$30,000	Nil	\$15,000	Nil	Nil
The Surry Hills Creative Precinct Incorporated	Project 1 - Local Multi-Platform Content Marketing for 2020/21	A marketing program to generate engagement from customers and to increase customer loyalty/support for local small businesses.	\$30,000	Nil	\$20,000	Nil	Nil
The Surry Hills Creative Precinct Incorporated	Project 2 - Local Business Concierge	The development of a Business Concierge Service to give local businesses the opportunity to connect to available programs and resources.	\$30,000	Nil	Nil	Nil	Nil

Business Support Grants – Place and Industry 2020-21

Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested	\$ Amount Recommended	VIK Recommended	Conditions
RECOMMENDED FOR FUNDING							
The Surry Hills Creative Precinct Incorporated	Project 3 - Regular Networking Events - Salon	A monthly creative networking event for local business owners to learn of opportunities develop and to improve skillset.	\$30,000	Nil	\$15,000	Nil	Nil
Walsh Bay Precinct Partnership Inc	Project 1 - Networking Events	Two events to increase business engagement and opportunities by bringing together key arts and business members and Walsh Bay residents.	\$15,000	Nil	\$15,000	Nil	Nil
Walsh Bay Precinct Partnership Inc	Project 2 - Communications	Increase the digital exposure of the Chamber with production of a professional website, social media platforms and a members' and community newsletter.	\$15,000	Nil	\$8,000	Nil	Nil
Walsh Bay Precinct Partnership Inc	Project 3 - Destination Marketing	A marketing program to raise the profile and showcase Walsh Bay as a unique destination to experience the arts and hospitality industries.	\$10,000	Nil	Nil	Nil	Nil