

## Relevant Information for Council

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**FILE:** S117676 **DATE:** 21 November 2024

**TO:** Lord Mayor and Councillors

**FROM:** Emma Rigney, Executive Director City Life

**THROUGH:** Monica Barone PSM, Chief Executive Officer

**SUBJECT:** Information Relevant to Item 8.4 - Grants and Sponsorship – Creative Grants

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### For Noting

This memo is for the information of the Lord Mayor and Councillors.

### Purpose

To provide clarification around the Creative Grants program, specifically grants provided to SXSW Sydney and the roles the City undertakes when considering funding.

### Background

At the meeting of the Cultural, Creative and Nightlife Committee on 11 November 2024, further information was sought on the following:

#### SXSW Sydney Funding

To date, SXSW Sydney has received:

2023/24	\$100,000 in cash funding and \$200,000 in value-in-kind
2024/25	\$100,000 in cash funding and \$48,000 in value-in-kind

From 2025/26 the proposed funding for SXSW Sydney is \$100,000 per year in cash for three years and value-in-kind through venue hire fee waiver of \$121,533 (Year 1 - 2025/26), \$212,200 (Year 2 - 2026/27) and \$212,200 (Year 3 - 2027/28).

## SXSW Sydney Funding Outcomes

In 2023, the City's funding for the inaugural SXSW Sydney event contributed towards activations in Haymarket, including free music programming at the Tumbalong stage and activating the Pleasure House Theatre and Mulan restaurant with established and emerging musical talent. As a result of the City's funding local residents were able to access free music events. The reported economic impact of SXSW Sydney 2023 was:

- Visitor nights generated by SXSW Sydney: 112,791
- Total Economic Impact: \$107,526,204
- Total Direct Expenditure in City of Sydney LGA: \$102,086,816

In 2024, the City's funding contributed to a food and restaurant guide which was designed to support local business engagement and increase visitor spend at local businesses within the City. The acquittal report for the 2024 event which took place in October has not yet been received.

The outcomes from the funding for 2025/26 onwards are yet to be negotiated with SXSW Sydney, however they will include a suite of free activities that align to the City's draft Economic Development Strategy 2025-2035.

## The Role of the City of Sydney

The Grants and Sponsorship programs enable the City to partner with communities and businesses to further the strategic directions of Sustainable Sydney 2030-2050 Continuing the Vision.

The Festivals and Events program has two categories: Tier 1 general festivals and events **grants** and Tier 2 major festivals and events **sponsorship**. This is made clear in our Grants and Sponsorship Program Guidelines available here:

<https://www.cityofsydney.nsw.gov.au/council-governance-administration/grants-sponsorship-guidelines>

For Tier 1, like most of our programs, the category is open to any applicant meeting the program's eligibility, and if the applicant is successful in receiving a grant, the outcomes will have been determined by the applicant.

For Tier 2, applicants must discuss with City staff their interest in applying for a sponsorship and will be advised if they meet the necessary eligibility for this program. If successful, staff will negotiate the essential outcomes required of the sponsorship and how the City will be acknowledged.

For this particular sponsorship of SXSW Sydney it has led to community benefits such as free entry to live music being negotiated with SXSW Sydney for Sydney residents, focus and activation on Haymarket, and support for business within the LGA.

## Memo from Emma Rigney, Executive Director City life

Prepared by: Sam Wild, Manager Grants and Sponsorship

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Approved

P.M. Barone

**MONICA BARONE PSM**

Chief Executive Officer