

9 May 2022

At the conclusion of the Corporate, Finance, Properties
and Tenders Committee

Business and Economic Development Committee

Agenda

- 1. Disclosures of Interest**
- 2. Grants and Sponsorship - Precinct Activation Grants**
- 3. Grants and Sponsorship - Commercial Creative and Business Events Sponsorship - Vivid Sydney (XCELERATE Program) 2023**

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1. Register to speak by calling Secretariat on 9265 9310 or emailing secretariat@cityofsydney.nsw.gov.au before 10.00am on the day of the meeting.
2. Check the recommendation in the Committee report before speaking, as it may address your concerns so that you just need to indicate your support for the recommendation.
3. Note that there is a three minute time limit for each speaker (with a warning bell at two minutes) and prepare your presentation to cover your major points within that time.
4. Avoid repeating what previous speakers have said and focus on issues and information that the Committee may not already know.
5. If there is a large number of people interested in the same item as you, try to nominate three representatives to speak on your behalf and to indicate how many people they are representing.

Committee meetings can continue until very late, particularly when there is a long agenda and a large number of speakers. This impacts on speakers who have to wait until very late, as well as City staff and Councillors who are required to remain focused and alert until very late. At the start of each Committee meeting, the Committee Chair may reorder agenda items so that those items with speakers can be dealt with first.

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Item 1.

Disclosures of Interest

Pursuant to the provisions of the City of Sydney Code of Meeting Practice and the City of Sydney Code of Conduct, Councillors are required to disclose pecuniary interests in any matter on the agenda for this meeting.

Councillors are also required to disclose any non-pecuniary interests in any matter on the agenda for this meeting.

This will include receipt of reportable political donations over the previous four years.

In both cases, the nature of the interest must be disclosed.

Item 2.

Grants and Sponsorship - Precinct Activation Grants

File No: S117847

Summary

The Covid-19 pandemic has had a significant and devastating impact on our communities and our economy. The City of Sydney (the City) responded swiftly when the pandemic first hit, closing community centres, libraries, pools and playgrounds, increasing cleansing and waste regimes and establishing new grants programs to help support our creative, community and small business sectors.

On 26 July 2021, as part of the 2021 Lockdown Response and the underlying Lockdown Recovery Package, Council requested the Chief Executive Officer develop a grant program for delivery of up to \$4 million to support business and creatives in the recovery of the city economy including the funding for resources to do so, with the proposed program to be reported back to Council.

The \$4 million includes \$3 million cash for the grant program, \$700,000 in estimated value in kind associated with revenue forgone through this program, as well as \$300,000 in operating expenditure in order to administer the program..

The resulting new Precinct Activation grant program encourages collaborative partnerships between businesses, creatives and communities that renew and transform our city centre, local precincts and neighbourhoods. These collaborations are designed to activate businesses and public places with cultural programming. The program is open to for-profits, not-for-profits and sole traders, with projects to be delivered between 1 June 2022 to 30 June 2023.

On 21 February 2022, Council endorsed placing on exhibition the draft guidelines for the new Precinct Activation grant program. On 11 April 2022 Council adopted the Precinct Activation grant program guidelines following the public exhibition period.

On 22 February 2022, the City opened this grant program to applications, noting the required public exhibition period. Applications closed on 11 April 2022.

A total of 41 eligible applications were received for the Precinct Activation grant program. This report recommends a total of 14 grants to a total value of \$3,000,000 in cash, and a further \$700,000 in value kind.

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 and value-in-kind recommendations for the Precinct Activation 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 Precinct Activation grant program as per Attachment B to the subject report;
- (C) Council note that all grants amounts are exclusive of GST and all value-in-kind offered is subject to availability;
- (D) 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 the Grants and Sponsorship Policy; and
- (E) authority be delegated to the Chief Executive Officer to correct minor errors to the matters set out in this report, noting that the identity of the recipient will not change, and a CEO Update will be provided to Council advising of any changes made in accordance with this resolution.

Attachments

Attachment A. Recommended for Funding – Precinct Activation Grants

Attachment B. Not Recommended for Funding – Precinct Activation Grants

Background

1. The Covid-19 pandemic has had a significant and devastating impact on our communities and our economy. The City of Sydney responded swiftly when the pandemic first hit, closing community centres, libraries, pools and playgrounds, increasing cleansing and waste regimes and establishing new grants programs to help support our creative community sector and small businesses.
2. As a health crisis, the response has been generally well managed in NSW and Australia. However, although workers and visitors are returning to the city, the CBD is quieter than before and this continues to significantly impact businesses.
3. The City's actions beginning in 2020 and ongoing are intended to complement the stimulus and support measures of the NSW and Federal Governments and to leverage the resources of Council to ensure the safety and survival of our business, cultural and community sectors.
4. In July 2021, Council requested the Chief Executive Officer develop a grant program for delivery of up to \$4 million to support businesses and creatives in the recovery of the city economy. The \$4 million includes \$3 million cash for the grant program, \$700,000 in estimated value in kind associated with revenue forgone through this program, as well as \$300,000 in operating expenditure in order to administer the program..
5. The resulting Precinct Activation grant program focuses on funding projects that promote place-based activations, strengthen local precincts, seed micro-precincts, and regenerate the City's 24-hour economy and align with the Community Recovery plan.
6. Each application must have a lead applicant plus a minimum of five project collaborators, located near each other. The lead applicant may be a for-profit organisation, not-for-profit organisation or sole trader that is:
 - (a) a creative producer and/or agency;
 - (b) an event manager; or
 - (c) a precinct coordinator.
7. The Precinct Activation grant guidelines were developed in consultation with key stakeholders including the Nightlife and Creative Sector Advisory Panel, local business chambers, industry associations and the community.
8. On 21 February 2022, Council endorsed placing on exhibition the Precinct Activation grant program draft guidelines and a related addendum to the Operational Plan 2021/22.
9. On 22 February 2022, the City opened the Precinct Activation grant program to applications, noting the required public exhibition period for the draft grant program guidelines and draft Operational Plan 2021/22 - Addendum..

10. Information about this grant program, such as application dates, guidelines, and eligibility criteria was made available on the City's website. The City actively promoted the programs across its digital and social channels including City of Sydney News, Facebook, LinkedIn and Instagram. Outreach work was conducted to promote the grants via cultural, business and community service organisations and a proactive media push targeted relevant industry press and local media. Email campaigns were also utilised to target interested parties who have previously applied for grants at the City or who have expressed an interest in the City's programs.
11. On 11 April 2022, Council adopted the guidelines for the Precinct Activation grant program and the Operational Plan 2021/22 - Addendum. The latter is referred to as an appendix to the current Operational Plan 2021/22 on the City's website.
12. A total of 27 eligible applications were received from for-profit organisations and sole traders through the Precinct Activation grant program and the following six for-profit organisations are recommended in this report:
 - (a) Dostine Ventures Pty Ltd.
 - (b) Freelance Consultancy Group Pty Ltd
 - (c) Greycliff Kensington St Holdings Pty Ltd
 - (d) Haymarket HQ Pty Ltd
 - (e) Premium Media Pty. Ltd; and
 - (f) Reactivate Consulting Pty. Ltd.
13. There was a total of 41 eligible grant applications received under the Precinct Activation grants, requesting a total of \$10,673,055 in cash and \$174,277 in value in kind. A total of 14 are recommended for funding as detailed in this report.
14. On 21 February 2022, Council approved extending the existing Covid-19 related fee waivers only for projects funded through the Precinct Activation grant program up to and including 30 June 2023, with the estimated value of \$700,000. This would include the waiving of any outdoor event related application fees, power access fees, venue hire fees, or other applicable City event hire fees normally chargeable to activate the Local Government Area.
15. There are eight that are registered Not for Profit organisations or Charities recommended in this report who, as per existing fees and charges schedule, are only required to cover nominal application fees and hard costs such as power access fees and security fees. These organisations will receive up to \$12,500 per project in the waiving of outdoor event related application fees.
16. There are six that are registered For Profit organisations recommended in this report include waiving of any outdoor event-related application fees, power access fees, venue hire fees, or other applicable City event hire fees normally chargeable to activate the Local Government Area. These organisations will receive up to \$100,000 per project in the waiving of outdoor event related application fees.
17. It is expected that all successful applicants will work co-operatively with relevant City staff to facilitate delivery of funded projects.

18. All grants and sponsorships are recommended on the condition that any required approvals, permits and development consents are obtained by the applicant. In the current environment this includes but is not limited to, requirements associated with the service of alcohol or food services, consent from the respective landowner(s), and State Planning Legislation and State Government health requirements. What the City does approve includes Development Approvals and outdoor temporary event activities.
19. 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.
20. 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.
21. In assessing the grant applications, the assessment panel included in their considerations and recommendations:
 - (a) Community Recovery Plan 2020;
 - (b) Creative City Cultural Policy and Action Plan;
 - (c) Economic Development Strategy;
 - (d) Grants and Sponsorship Policy;
 - (e) Live Music and Performance Action Plan;
 - (f) OPEN Sydney Strategy and Action Plan;
 - (g) Sustainable Sydney 2030; and
 - (h) alignment with other core City strategic policies and action plans.
22. Lead Applicants were requested to provide letters of support from a minimum of five confirmed project collaborators to demonstrate the local collaborative efforts as part of their activation.
23. The assessment panel for the Precinct Activation grant program consisted of members from the City's City Business and Safety, Venue Management, Cultural Spaces and Sector Development teams.
24. The recommended allocation of \$3,000,000 cash leaves no underspend of the Precinct Activation grant.
25. The applications recommended funding for the Precinct Activation grant program are outlined in Attachment A to this report. The applications not recommended are listed in Attachment B to this report.

Key Implications

Strategic Alignment - Sustainable Sydney 2030

26. 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 grant is aligned with the following strategic directions and objectives:
- (a) Direction 6 - Resilient and inclusive local communities - continuing the work to revitalise the City by promoting place-based activations to strengthen local precincts, seed micro-precincts, and regenerate the City's 24-hour economy through more music, events and performances.
 - (b) Direction 7 - A Cultural and creative city - by stimulating creativity in the public domain and increasing avenues for creative participation, the creative community will be supported as well as providing opportunities for the public to participate in these events.

Organisational Impact

27. The funding for this grant has been made available through the reallocation of unspent funding from other programs within the 2021/22 financial year grants budget. Funding for the program includes funding for the resources and staff to deliver the program.

Risks

28. Operational risks associated with implementing the proposed new grant are considered to be low and have been explored by City staff. There has been internal consultation with staff across areas of the City and further consultation was given to the operational impact of implementing the program based on community feedback provided through the exhibition.

Economic

29. The pandemic has had severe impact on the city and the economy. The impact of the lockdowns and ongoing uncertainties due to Covid-19 is particularly significant in our local area due to the high number of hospitality businesses. While restrictions have changed, due to ongoing impacts of the pandemic it is important to continue the work to revitalise the local government area. This program aims to encourage visitors back to the city, helping businesses to collaborate and creating opportunities for them to thrive in the long term.

Financial Implications

30. In July 2021, Council requested the Chief Executive Officer develop a grant program for delivery of up to \$4 million to support business and creatives in the recovery of the city economy. The \$4 million includes \$3 million cash for the grant program, \$700,000 in estimated value in kind associated with revenue forgone through this program, as well as \$300,000 in operating expenditure in order to administer the program.

30. On 11 April 2022 Council approved the Operational Plan 2021/22 - Addendum which noted that the funding for the \$3 million cash component of the grant program has been made available through the reallocation of unspent funding from other programs.

31. Approximately 75 to 90 per cent of the \$3 million of additional grants is anticipated to be paid out in the current (2021/22) financial year. The \$3 million budget transfer in the 2021/22 financial year, arising from unspent funding from other programs, also included the additional \$100,000 of Community Emergency Quick Response Grants and \$250,000 in food donations endorsed by Council at the November 2021 meeting.
32. As a result of the budget reallocation in 2021/22, no net increase is required for the City's grants budget for 2021/22 financial year.
33. An allowance has been included in the draft 2022/23 operating budget for the balance of funds which are forecast to be paid out in the 2022/23 financial year.
34. The estimated \$700,000 impact of future revenue forgone from the value in kind of City services and event hire fees will affect future financial years' results and will be reflected in the City's 2022/23 operating budget.

Relevant Legislation

35. 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.
36. 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 Precinct Activation grant program;
 - (b) the details of the Precinct Activation grant programs have been included in Council's Operation Plan Addendum for the financial year 2021/22, which was adopted by Council on 11 April 2022;
 - (c) the program's proposed budget does not exceed five per cent of Council's proposed income from ordinary rates for financial year 2021/22; and
 - (d) this program applies to a significant group of persons within the local government area.

Critical Dates / Time Frames

37. The funding period for the Precinct Activation grants is actively taking place from 1 June 2022 to 30 June 2023. Contracts will be developed for all successful applications after Council approval to ensure their funding is released in time for projects starting in June 2022.

Public Consultation

38. During February and March 2022 three briefing sessions took place where stakeholders were notified about the Precinct Activation grant guidelines and how to apply:
- (a) An in-person business collaboration session called Revitalising Sydney was held at Mary's Underground on 22 February 2022. A total of 38 participants, including creative producers, artists, business chambers and local businesses attended this session.
 - (b) An online grant briefing session specifically for Business Chambers was held on 2 March 2022. A total of 17 attendees participated in the session.
 - (c) An online briefing session for general grants enquires was held on 3 March 2022 for potential grant applicants. A total of 173 attendees participated in the session.

EMMA RIGNEY

Director City Life

Alana Goodwin, Grants Program Coordinator

Attachment A

**Recommended for Funding
Precinct Activation Grants**

Precinct Activation Grants 2021-22

Recommended for Funding

Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested	\$ Amount Recommended	VIK Recommended	Additional Conditions
107 Projects Incorporated	Redfern Street Party	A celebration of all things Redfern including a community engagement program, festival and month-long exhibition program.	\$288,172	Nil	\$288,172	Up to \$12,500	Applicant must contact the City of Sydney's Outdoor Events team to agree on appropriate approvals. Completed Event Plan and associated documents provided to the City of Sydney at least 8 weeks prior to outdoor event date for event assessment and temporary event approval(s) decision. Development Approval to be obtained where required via City Planning. Revised budget with operational costings to be provided.

Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested	\$ Amount Recommended	VIK Recommended	Additional Conditions
Asian Australian Artists Association Incorporated	Art in the Heart of Haymarket	Combining the contemporary and traditional Asian cultures of Chinatown, this public art activation in Haymarket will unite the community and audiences.	\$300,000	Street banner pole hire fee waiver to the value of \$3,132	\$300,000	A total of \$12,500 in value-in-kind which includes street banner pole hire fee waiver to the value of \$3,132	Revised budget with operational costings specific to this grant application including: allocation of City of Sydney funding, costs for professional event manager t and other associated costs such as road closures and security; Applicant must contact the City of Sydney's Outdoor Events team to agree on appropriate approvals. Completed Event Plan and associated documents provided to the City of Sydney at least 10 weeks prior to outdoor event date for event assessment and temporary event approval(s) decision.
Darlinghurst Business Partnership Incorporated	The Hollywood Precinct	A six week activation of the developing micro precinct around Campbell and Commonwealth Street, in Darlinghurst and Surry Hills, collaborating with local bars and restaurants to show art, music and culture.	\$292,000	Nil	\$292,000	Up to \$12,500	Revised budget with operational costings including: programming, marketing, an outdoor event producer and other associated costs. Completed Event Plan and associated documents provided to the City of Sydney at least 8 weeks prior to outdoor event date for event assessment and temporary event approval(s) decision

Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested	\$ Amount Recommended	VIK Recommended	Additional Conditions
Dostine Ventures Pty Ltd.	Secrets on Stanley Street	Stanley Street Darlinghurst will be closed to traffic for six weekends for a festival of food, drinks and music.	\$194,800	Nil	\$100,000	Up to \$100,000	Revised budget with funding to support the Cultural programming only
Freelance Consultancy Group Pty Ltd	Quay Quarter Live	Monthly growers and producers markets at Circular Quay and quarterly art and music events, including digital art and light installations across the year.	\$294,905	Street banner pole hire fee waiver to the value of \$6,400	\$294,905	A total of \$100,000 in value-in-kind which includes street banner pole hire fee waiver to the value of \$6,400	Funding is subject to gaining relevant approvals for road closures from the Local Pedestrian, Cycling and Traffic Calming Committee. Completed Event Plan and associated documents provided to the City of Sydney at least 8 weeks prior to outdoor event date for event assessment and temporary event approval(s) decision.
Greycliff Kensington St Holdings Pty Ltd	Kensington Street Festival	A festival activating Kensington Street in Chippendale with cultural and creative programming to coincide with Sydney Festival.	\$300,000	Nil	\$100,000	Up to \$100,000	Completed Event Plan and associated documents provided to the City of Sydney at least 10 weeks prior to outdoor event date for event assessment and temporary event approval(s) decision

Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested	\$ Amount Recommended	VIK Recommended	Additional Conditions
Haymarket HQ Pty Ltd	Neon Playground by Chinatown	A two month activation around Chinatown showcasing contemporary art, light installations and music.	\$300,000	Street banner pole hire fee waiver to the value of \$2,900	\$300,000	A total of \$100,000 in value-in-kind which includes, street banner pole hire fee waiver to the value of \$2,900	Applicant must contact the City of Sydney's Outdoor Events team to agree on appropriate approvals. Completed Event Plan and associated documents provided to the City of Sydney at least 8 weeks prior to outdoor event date for event assessment and temporary event approval(s) decision. Development Approval to be obtained where required via City Planning. Revised budget with operational costings to be provided.
Pact Centre for Emerging Artists Incorporated	Sound Out the Street	Six months of Friday night programming of music, sound installations and workshops in Erskineville, culminating in a three day festival.	\$299,300	Street banner pole hire fee waiver to the value of \$637 Venue hire fee waiver to the value of \$4,431	\$299,300	A total of \$12,500 in value-in-kind which includes street banner pole hire fee waiver to the value of \$637 and venue hire fee waiver to the value of \$4,431	Revised budget with operational costings to be provided including how the City of Sydney funding allocation will be used including banner costs. Completed Event Plan and associated documents provided to the City of Sydney at least 8 weeks prior to outdoor event date for event assessment and temporary event approval(s) decision

Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested	\$ Amount Recommended	VIK Recommended	Additional Conditions
Premium Media Pty. Ltd.	Dark Day Dark Night @ South Eveleigh	A festival of fire centred around the Locomotive Workshop in South Eveleigh, showcasing food, wine, and Indigenous dance groups.	\$300,000	Nil	\$100,000	Up to \$100,000	Revised budget with operational costings to be provided including how the City of Sydney funding allocation will be used
Reactivate Consulting Pty. Ltd.	Surry Hills Play Festival	A festival anchored on "play", led by creatives incorporating workshops, kids days and competitions to encourage the community to the precinct.	\$299,990	Nil	\$299,990	Up to \$100,000	Completed Event Plan and associated documents provided to the City of Sydney at least 8 weeks prior to outdoor event date for event assessment and temporary event approval(s) decision
Spark Festival Limited	100 Reasons to Come to Tech Central	A series of events, over seven months, around Haymarket, Chippendale, Surry Hills and Broadway to promote and support local tech businesses.	\$300,000	Nil	\$100,000	Up to \$12,500	Revised budget with operational costings to be provided including how the City of Sydney funding allocation will be used
The Surry Hills Creative Precinct Incorporated	Surry Hills on a Plate	A six week festival in Surry Hills showcasing hospitality businesses in the area including pubs, restaurants and music venues.	\$300,000	Nil	\$125,633	Up to \$12,500	Completed Event Plan and associated documents provided to the City of Sydney at least 8 weeks prior to outdoor event date for event assessment and temporary event approval(s) decision

Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested	\$ Amount Recommended	VIK Recommended	Additional Conditions
Sydney Theatre Company Ltd	Walsh Bay Arts Precinct Establishment - Open Day	An open day in the newly formed Walsh Bay Arts precinct to celebrate the area, raise awareness and attract new audiences.	\$293,108	Street banner pole hire fee waiver to the value of \$4,997	\$100,000	A total of \$12,500 in value-in-kind which includes street banner pole hire fee waiver to the value of \$4,997	Applicant to provide a plan for engagement with local Business Community and revised budget with operational costings
YCK Laneways Association Inc	Step Into Summer	A York Clarence Kent (YCK) Laneways festival over four weeks to encourage visitation to the precinct plus the development of a digital platform incorporating an augmented reality experience.	\$300,000	Nil	\$300,000	Up to \$12,500	Quote to be provided from AR Catalyst for development of digital platform

Attachment B

**Not Recommended for Funding
Precinct Activation Grants**

Precinct Activation Grants 2021-22

Not Recommended for Funding

Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested
Big Hart Inc	Acoustic Life of Foyers	Encouraging confidence in city workers to spend time in CBD foyers, the series of live music performances will encourage workers to linger and the community to visit architecturally designed spaces.	\$119,700	Venue hire fee waiver to the value of \$60,000
Buddha Bar Newtown Pty Ltd	Grey to Green: King Street Rejuvenation	Transforming the streetscape of the south end of King Street, Newtown with the creation of art installations and new plantings.	\$300,000	Venue hire fee waiver to the value of \$2,010
Christmas Winter Wonderland Pty Ltd	Christmas Winter Wonderland	Christmas celebrations for children and families in winter to be held in the Entertainment Quarter, Moore Park.	\$300,000	Nil
Dancing Giant Productions Pty Ltd	Eternityland	A three-month immersive art experience in a vacant department store in Barangaroo.	\$300,000	Nil
Darlinghurst Business Partnership Incorporated	Do Darlo - Oxford St	A year-long program of events, art installations, and performances centred on Oxford St Darlinghurst, celebrating the culture and history of the precinct	\$296,500	Nil
Gem Connect Pty Ltd	A"Maze" Yourself Redfern	A year long project providing an opportunity for the local Redfern community to connect and develop talent in innovation, culture and technology.	\$225,820	Street banner pole hire fee waiver to the value of \$5,000
Jones Lang Lasalle (NSW) Pty Limited	Barangaroo Street Party	A Barangaroo street fair in September, hosting roving entertainment, chef demonstrations and pop-up performance space.	\$220,000	Nil
Jones Lang Lasalle (NSW) Pty Limited	Amazing Barangaroo	A month-long activation of light and art installations and music, aimed at office workers and families in Barangaroo.	\$260,000	Nil
Lendlease Property Management (Australia) Pty Limited	Long Table Lunch at Barangaroo	Watermans Cove at Barangaroo will be the site of three long lunches showcasing the local hospitality businesses in the precinct.	\$300,000	Nil
Lendlease Property Management (Australia) Pty Limited	Darling Square Dance Fest	A festival of dance in Darling Square to promote a healthy and active lifestyle.	\$300,000	Nil

Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested
Lendlease Property Management (Australia) Pty Limited	City Art Garden	Beautification of the streets of Barangaroo over spring and summer, utilising public art, encouraging the community to the precinct.	\$160,655.5	Nil
Lendlease Property Management (Australia) Pty Limited	Sapporo Beer Festival	A celebration of Japanese culture in Darling Square, featuring cultural food and drinks and supported by Japanese cultural entertainment.	\$300,000	Nil
Lendlease Property Management (Australia) Pty Limited	Beats at The Streets	Fridays will see the activation of Darling Square with dance and music encouraging office workers to dwell in the precinct.	\$114,310	Nil
Lendlease Property Management (Australia) Pty Limited	My Little Pony at Darling Square	Darling Square comes alive for three months with a My Little Pony activation, including art installations, workshops, entertainment and retail opportunities.	\$300,000	Nil
Lendlease Property Management (Australia) Pty Limited	Barangaroo Art Bar	A cultural centre in Barangaroo operating as an art gallery, with monthly programming of music, talks, workshops and cultural events.	\$300,000	Nil
Lendlease Property Management (Australia) Pty Limited	Sounds in the Square - Summer of Love	Darling Square will be transformed on summer weekends into a space for listening to music, watching and performing dance and attending workshops.	\$104,622.5	Nil
Local Design Australia Pty Ltd	Local Design Loop Sydney Design 2022	To be held during Sydney Design Week, this activation by local creatives will program activities to support businesses and encourage visitation to the area surrounding the Powerhouse Museum.	\$209,000	Nil
Paddington Chamber of Commerce Inc.	Oxford St Festival - Paddington	A one-day festival along a pedestrianised Oxford Street, Paddington, featuring music, food and fashion.	\$300,000	Venue hire fee waiver to the value of \$15,000
Potts Point Partnership Incorporated	Eastend Sydney rebrand	A series of block parties in the suburbs sharing the 2011 postcode, celebrating the area's heritage and community.	\$100,000	Nil
Royal Botanic Gardens and Domain Trust	NAIDOC Social	A festival celebrating NAIDOC Week showcasing and producing unique Indigenous cultural experiences held at the Royal Botanic Garden.	\$291,700	Nil
The Trustee for Latitude Landholding Trust No 2	Harmony Festival 2023	A festival in World Square to celebrate cultural diversity through art installations and placemaking to encourage the community to the precinct.	\$150,000	Nil

Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested
Vee Agency Pty Ltd	Forbes Street Activation	Reactivating Forbes Street in Darlinghurst with a series of weekend festivals incorporating performance, dance, workshops and music for all ages.	\$298,245	Street banner pole hire fee waiver to the value of \$7,270
We Are Alfred Pty Ltd	World Class Cocktail Festival	A festival of food and beverages in The Rocks, Circular Quay and the inner city, showcasing the local hospitality businesses.	\$300,000	Nil
We Are Alfred Pty Ltd	South Eveleigh Street Festival	A festival in South Eveleigh Street at the Locomotive Workshop, celebrating dance and music in collaboration with local hospitality businesses.	\$300,000	Nil
Whip Smart Pty Ltd	Art Lines: Revealing Sydney's Palimpsest Histories	A public art event highlighting Sydney's Indigenous knowledge and culture by creating a trail following points of interest and paths, using art and augmented reality applications.	\$250,000	Street banner pole hire fee waiver to the value of \$36,900
Wiltshire & Dimas Management Pty. Limited	Women and Waterways	A series of photographic exhibitions at Darling Quarter showcasing Australia's rivers as perceived from a culturally diverse, female perspective.	\$260,226.9	Nil
Zaccaria Concerts and Touring Pty Ltd	Runaway Gardens	Centred around a Spiegeltent on First Fleet Park at The Rocks, this activation in programs music, performances, circus and cabaret while showcasing local produce and drinks.	\$250,000	Street banner pole hire fee waiver to the value of \$25,600

Item 3.

Grants and Sponsorship - Commercial Creative and Business Events Sponsorship - Vivid Sydney (XCelerate Program) 2023

File No: X024914

Summary

In December 2013, Council adopted the City's Economic Development Strategy which aims to strengthen the city economy and support business. Under this Strategy, the Retail and Tourism Action Plans recognise the important contribution that major events play in the city's economy, cultural and sporting life.

Large-scale events have the potential to attract audiences from regional NSW, interstate and overseas. The City's hospitality, tourism and retail businesses in particular are beneficiaries of major events and cultural tourism. Major events can also be the catalyst for participation and engagement, enhance a city's liveability, and encourage ongoing investment in infrastructure. Cities compete for the rights to major events in an increasingly competitive market and the cities in which levels of government and private enterprise work together are often more successful.

The City's Commercial Creative and Business Events Sponsorship Program is a key mechanism through which the City can support the development of major events, secure new events to Sydney and encourage the growth, success and retention of existing events.

Vivid Sydney is the largest event of its kind in the southern hemisphere and showcases Sydney as a global hub of art, technology and innovation. In 2019, Vivid Sydney attracted a record-breaking 2.4 million attendees across the 23 days of the festival. The program included 96 installations for Vivid Light, 250 speakers participated in 143 Vivid Ideas and 115,000 people attended 247 events at Vivid music venues. The Vivid festival retained its crown as the largest arts event in the southern hemisphere.

Vivid Sydney provides a strong economic driver for Sydney businesses during the event period. In 2019, Vivid Sydney generated over \$172 million in overnight visitor spend. For the 2023 event, the City will work closely with Destination NSW to further create opportunities for businesses within the local government areas to participate in the Vivid program and leverage the footfall and spend that the event creates during late May and June.

Covid-19 and the global pandemic have caused the cancellation of Vivid Sydney in both 2020 and 2021. Vivid Sydney returns in 2022 with an expanded program and new initiatives and opportunities that will appeal to creatives, businesses and visitors.

The City has an important role to play in the reactivation and promotion of Sydney to support a strong economic recovery post pandemic. With the lifting of restrictions on travel within Australia, demand from Australians wanting to travel around their own country is increasing. Events that support our night-time economy such as Vivid Sydney, are essential to rebuilding our status as an events capital.

The request for sponsorship for Vivid Sydney 2023 has been evaluated against the criteria for the Commercial Creative and Business Events Sponsorship Program and cash funding of \$100,000 (excluding GST) and value-in-kind up to \$300,000 (excluding GST) is recommended.

The \$100,000 (excluding GST) cash portion of the City's sponsorship is directed toward the X/Celerate live music program, to continue support of Sydney's thriving music scene with a particular focus on programming events in the villages. The value-in-kind component will be effected through fee waiver for outdoor spaces in key public domain locations, including street closures, indoor venue hire, provision of cleansing and waste services, marketing support and provision of visitor information services.

The recommended sponsorship package to Destination NSW for the X/Celerate live music program as part of Vivid Sydney 2023 is of equal value per year as per the three-year sponsorship contract provided to Destination NSW for the years 2017 to 2019 as well as 2020 to 2022.

Recommendation

It is resolved that:

- (A) Council approve a cash sponsorship of \$100,000 (excluding GST) and value in kind sponsorship of up to \$300,000 (excluding GST) under the Commercial Creative Business Events Sponsorship to Destination NSW to support the Vivid X/Celerate live music program as part of Vivid Sydney 2023; and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer the sponsorship agreement with Destination NSW in support of the X/Celerate program as part of Vivid 2023.

Attachments

Nil.

Background

1. The Community Recovery Plan, adopted by Council in June 2020, provides a roadmap for a staged approach to supporting the economic and social recovery of the city from the Covid-19 pandemic. Major events like Vivid Sydney will help assist the recovery of the city by addressing key actions in the plan:
 - (a) Action area 4 - Protect and empower the cultural sector by prioritising the role of local creativity, cultural spaces, talent and knowledge; and
 - (b) Action area 5 - Rebuild the visitor economy through promotion of our vibrant and safe city with activated main streets and nightlife.
2. Vivid Sydney is owned, managed and produced by Destination NSW. It takes place over 23 nights in May and June and attracted over 2.4 million visitors in 2019. It has positioned itself as Australia's largest event and the largest festival of Light, Music and Ideas in the Southern Hemisphere.
3. Vivid Sydney provides a strong economic driver for Sydney businesses during the event period. In 2019, Vivid generated over \$172 million in overnight visitor spend.
4. Vivid Sydney positions Sydney as the creative hub of Australia and the Asia-Pacific region and delivers both innovative live entertainment and creative inspiration on a grand scale. It has three pillars - music, light and ideas.
5. In 2019, the following results were achieved:
 - (a) Vivid Music featured 247 music events across 33 venues across Sydney, including the Sydney Opera House, Carriageworks, and City Recital Hall.
 - (b) Vivid Ideas featured 142 events and over 250 speakers including talks, workshops and industry-shaping forums. It included the 'Game Changer' event at Sydney Town Hall with international artist Spike Lee.
 - (c) Vivid Light featured 96 light installations and projections created by 157 artists from 22 countries. The Vivid Sydney Light Walk comprised light sculptures and installations, with the highlight being the lighting of the Opera House Sails.
6. The 2019 X/Celerate program included 170 events across twenty-five inner city venues - including Oxford Art Factory in Darlinghurst, The Imperial in Erskineville and Hollywood Hotel in Surry Hills, among others. A total of 29,894 people attended the X/Celerate events. 77 per cent of all performers featured in the program were from Sydney, 9 per cent from regional NSW, 8 per cent from interstate and 5 per cent from overseas. The proportion of male and female performers was 46 per cent and 45 per cent respectively, 9 per cent were gender diverse.
7. The 2022 Vivid Sydney program has an extended footprint of the Vivid Light Walk around the harbour to Walsh Bay and Barangaroo and along the Goods Line through Haymarket up to Central Station. This new extended event footprint has been welcomed by businesses, especially those located in the Haymarket/Chinatown area.
8. In 2022, Vivid Sydney has also introduced a new Business Engagement Program which offers the opportunity for businesses located near the Light Walk to create activations or promotions that complement the Vivid event program.

9. The request for sponsorship for 2023 has been evaluated against the criteria for the Commercial Creative and Business Events Sponsorship Program and cash funding of \$100,000 (ex GST) and value-in-kind up to \$300,000 (ex GST) is recommended. The recommended sponsorship package for 2023 is of equal value to the event sponsorship for the previous years.
10. The \$100,000 (excluding GST) cash portion of the City's sponsorship is directed toward the X/Celerate live music program, to continue support of Sydney's thriving music scene with a particular focus on programming events in the villages.
11. The investment in the X/Celerate program will also focus on diversity of venues, business type, artists and programming and audience reach. The cash investment is matched by Destination NSW to create a combined financial investment in the program of \$200,000.
12. The \$300,000 (ex GST) value-in-kind component of the City's sponsorship includes:
 - (a) waiving of fees for outdoor spaces for key public domain locations including, but not limited to, Martin Place, Customs House Square and surrounds, Pitt Street Mall and Walsh Bay (subject to availability and conditions of use);
 - (b) street closure fees including, but not limited to, Alfred Street, Hickson Road, Bridge Street, George Street, Pitt Street, Young Street, Loftus Street and Phillip Street;
 - (c) indoor venue hire fees for use of, but not limited to, Sydney Town Hall for marquee Vivid Ideas events and Customs House Library. Applicable for venue hire only (subject to availability);
 - (d) provision of cleansing and waste services;
 - (e) marketing support including social and digital assets; and
 - (f) provision of visitor information services.
13. The City's sponsorship of Vivid Sydney will be subject to a range of performance indicators as determined under the Commercial Creative and Business Events Sponsorship Program. These indicators include continued growth of the event footprint, increase in audience participation, economic impact on surrounding businesses, increased recognition of Sydney as a major event city, and capacity for businesses to benefit from and leverage event audiences.
14. The City will receive recognition as a sponsor of this event including logo acknowledgment across all media platforms and other promotional materials. Key benefits will be negotiated directly with Destination NSW commensurate with the value of the sponsorship agreement.

Key Implications

Strategic Alignment - Sustainable Sydney 2030

15. 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 sponsorship is aligned with the following strategic directions and objectives:
 - (a) Direction 1 - A Globally Competitive and Innovative City - Vivid Sydney 2023 helps to position Sydney as Australia's premier international tourism and business gateway.
 - (b) Direction 5 - A Lively and Engaging City Centre - Vivid Sydney 2023 expects to attract over 2.4 million visitors across 23 nights. The event footprint extends from the CBD and across multiple iconic tourist locations.
 - (c) Direction 6 - Vibrant Local Communities and Economies - Vivid Sydney 2023 will bring the city to life annually in the public domain through dressing and lighting of the city and streets. It is expected that local food and beverage, hospitality and accommodation providers will significantly benefit from attendees at the event.
 - (d) Direction 7 - A Cultural and Creative City - Vivid Sydney 2023 showcases Sydney to the rest of the world as a major creative hub in the Asia-Pacific region and celebrates the diversity of our creative industries. It provides a platform for Sydney to host a significant number of industry conferences and events.

Organisational Impact

16. The City will be required to provide a range of services to support the event, including cleansing and waste services, marketing support, customer service support, and venue management support. Details of the services to be provided will be negotiated and determined in the sponsorship agreement.

Risks

17. The City of Sydney works closely with all agencies across this event to manage pedestrian safety and road closures. This is led by the NSW Government Traffic Management Committee and Destination NSW.

Social / Cultural / Community

18. Vivid Light is a free public event with significant community participation levels. Destination NSW has developed a strong social justice program working closely with Indigenous groups and access and inclusion groups to ensure accessibility across the event.
19. In 2019, 56 of the 61 Light Walk installations were audio described and had text to text functionality.
20. Three accessible viewing areas were installed at Sydney Opera House, Dawes Point/under the Bridge and Darling Harbour; and four accessible information booths were installed in Customs House, Overseas Passenger Terminal, Royal Botanic Garden and Darling Harbour.

Environmental

21. Vivid actively works towards the delivery of a more sustainable event. In 2019, Destination NSW again partnered with the Banksia Foundation to measure and improve Vivid Sydney's sustainability performance. All grid-connected lighting installations were powered by 100 per cent Green Power-accredited renewable energy, sourced from regional NSW.
22. Destination NSW purchased certified Carbon Offsets, sourced from Regional NSW for Light Walk energy use and headline talent travel.
23. Other Vivid Sydney environmental and sustainability initiatives included: a) use of efficient LED technologies, b) extensive promotion of the use of public transport, c) waste minimisation initiatives, d) electronic ticketing and e) use of reusable cups at the Royal Botanic Garden Pop Up Bar.

Economic

24. This event is designed to deliver economic benefits to the hotel, retail, hospitality and tourism sectors, and in 2019, injected more than \$172 million into Sydney's economy.

Financial Implications

25. Funding for the cash and value-in-kind sponsorship noted above has been included in the draft 2022/2023 budget which is subject to Council approval in June 2022.

Relevant Legislation

26. 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.

Critical Dates / Time Frames

29. The event will be held in May/June 2023.

EMMA RIGNEY

Director City Life

Victoria Moxey, City Business Manager

Kylie Wiik, Program Manager, City Business