

17 October 2022

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

Cultural and Creative Committee

Agenda

- 1. Confirmation of Minutes**
- 2. Statement of Ethical Obligations and Disclosures of Interest**
- 3. Grants and Sponsorship - Additional Support for Sydney WorldPride 2023**
- 4. Post Exhibition - Oxford Street LGBTIQA+ Place Strategy**

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1. Register to speak by calling Secretariat on 9265 9702 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.

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Committee reports are available at www.cityofsydney.nsw.gov.au

Item 1.
Confirmation of Minutes

Minutes of the following meeting of the Cultural and Creative Committee are submitted for confirmation:

Meeting of 15 August 2022

Item 2.**Statement of Ethical Obligations**

In accordance with section 233A of the Local Government Act 1993, the Lord Mayor and Councillors are bound by the Oath or Affirmation of Office made at the start of the Council term to undertake their civic duties in the best interests of the people of the City of Sydney and the City of Sydney Council and to faithfully and impartially carry out the functions, powers, authorities and discretions vested in them under the Local Government Act 1993 or any other Act, to the best of their ability and judgement.

Disclosures of Interest

Pursuant to the provisions of the Local Government Act 1993, the City of Sydney Code of Meeting Practice and the City of Sydney Code of Conduct, Councillors are required to disclose and manage both pecuniary and non-pecuniary interests in any matter on the agenda for this meeting.

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

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

Item 3.

Grants and Sponsorship - Additional Support for Sydney WorldPride 2023

File No: X082566

Summary

WorldPride is a biennial international festival that promotes lesbian, gay, bisexual, transgender, intersex, queer and asexual (LGBTIQ+) issues on an international level through parades, festivals, and other cultural activities. WorldPride 2023 will celebrate the diversity and unique culture of Sydney, whilst raising awareness of LGBTIQ+ human rights issues across the Asia Pacific region. The event will take place over two and a half weeks from 17 February to 5 March 2023 and is expected to have a lasting social and economic impact on Sydney.

The City has supported WorldPride 2023 since the bid in 2019 for the rights to host the festival with a cash sponsorship of \$800,000 (plus GST) and \$650,000 Value in Kind to support the bid, pre-event planning and delivery of WorldPride 2023 to Sydney WorldPride Limited (Sydney WorldPride), an entity that has been set up specifically for the purposes of delivering WorldPride 2023.

The Grant Agreement requires Sydney WorldPride to provide free tickets to community members that would otherwise be unable to participate. There are several affordable ticket streams, such as free and discount all-inclusive First Nations tickets and a scholarship program to create opportunities for LGBTIQ+ people with refugee experience in Australia to attend the Human Rights Conference. The festival includes many free events such as Pride Villages, Pride March, the First Nations Gathering Space and other events produced by Sydney Gay and Lesbian Mardi Gras such as the Parade and Fair Day.

The City's support extends beyond this sponsorship, with staff working with Sydney WorldPride to beautify Oxford Street through pride themed living colour floral displays and banners down Oxford Street and across the local government area, as well as lighting of Taylor Square fountain, a refreshed rainbow crossing and increased street cleaning services. The City is encouraging retail businesses to activate on-street and dress their shops and is assisting Sydney WorldPride to obtain the required approvals. Two of the City produced Sydney Street events (including road closures) will be aligned with the festival. The first event in Kings Cross will mark the 1978 protest that signifies the start of the Sydney Gay and Lesbian Mardi Gras movement. The Stanley Street closure on Saturday 4 March will provide much needed capacity to support the Oxford Street Precinct celebrations on the final weekend of the Sydney WorldPride festival.

The City is working closely with a local artist to develop a hoarding artwork to be placed on large scale construction sites along Oxford Street, including sites within the festival footprint. This artwork will reflect the LGBTIQ+ history and connection to Oxford Street and help bring colour and life to Oxford Street.

On 19 September 2022, Council unanimously endorsed a Lord Mayoral Minute that noted the breadth, scale and diversity of the program for WorldPride 2023 and requested the Chief Executive Officer to investigate and report back to Council on other ways the City can provide support.

Sydney WorldPride propose to enhance Oxford Street even further for the duration of the festival by activating and beautifying vacant shops, environmental lighting to enliven the street, branding elements for styling and public art to delight guests coming to the precinct.

This report recommends a further cash sponsorship of up to \$300,000 to Sydney WorldPride Limited to support the beautification and activation of the Oxford Street neighbourhood as central to the LGBTIQ+ community for the duration of the festival period in 2022/23 financial year.

The request for additional cash sponsorship has been evaluated by City staff and is recommended to Council for approval.

Recommendation

It is resolved that:

- (A) Council approve an additional cash sponsorship of up to \$300,000 (plus GST) to Sydney WorldPride Limited for the further beautification and activation of the Oxford Street neighbourhood for the duration of the festival subject to the applicant providing an acceptable project plan including timeframes;
- (B) Council note that these funds will be drawn from the 2022/23 General Contingency Fund;
- (C) authority be delegated to the Chief Executive Officer to vary the existing grant agreement between the City and Sydney WorldPride Limited to incorporate the additional funding and project scope under terms consistent with this resolution and the Grants and Sponsorship Policy; and
- (D) authority be delegated to the Chief Executive Officer to correct minor errors to the matters set out in this report, noting that the upper limit of the funding and 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

Nil.

Background

1. The City of Sydney area is home to the largest lesbian, gay, bisexual, transgender, intersex, queer and asexual (LGBTIQIA+) population in Australia. The City has a long and proud history of providing support to this community including the employment of a dedicated LGBTIQIA+ program officer working for over 15 years to increase wellbeing and support for the community and sector.
2. WorldPride is a biennial event that promotes LGBTIQIA+ issues on an international level through a human rights convention, parades, festivals and other cultural activities.
3. On 9 September 2019, Council approved \$50,000 (excluding GST) cash sponsorship to support the successful bid by Sydney Gay and Lesbian Mardi Gras Ltd (SGLMG) to host WorldPride in 2023.
4. On 20 October 2019, at the InterPride (licensee of WorldPride) Annual General Meeting in Athens, Sydney Gay and Lesbian Mardi Gras won the right for Sydney to host WorldPride 2023. Sydney will be the first city in the southern hemisphere to host WorldPride, attracting a wide and diverse new global audience to the event.
5. On 9 December 2019, Council approved a further \$250,000 (excluding GST) cash sponsorship to Sydney Gay and Lesbian Mardi Gras for the pre-event planning for Sydney WorldPride 2023 (Sydney WorldPride) and to establish Sydney WorldPride Limited as the delivery organisation.
6. Sydney WorldPride Limited was registered as a charity in 2020 with the Australian Charities and Not-for-profits Commission. The Board has been appointed and executive team and numerous staff recruited. Destination NSW and Tourism Australia are confirmed government funding partners, with many commercial partners supporting the festival.
7. In June 2021, Council approved a cash sponsorship of \$500,000 (plus GST) to support pre-event planning and production of WorldPride 2023, split across the 2021/22 and 2022/23 financial years. The City entered into a Grant Agreement with Sydney WorldPride Limited with respect to the grant on 11 March 2022.
8. The Grant Agreement requires Sydney WorldPride to provide free tickets to community members that would otherwise be unable to participate. The festival includes many free events such as Pride Villages, Pride March and the First Nations Gathering Space. Approximately 5,000 affordable tickets are being offered through three streams including an all-inclusive First Nations Mobtix, and about 80 per cent of tickets to the First Nations Gala event to be offered for free to First Nations peoples. Affordable tickets will be offered to the general population to attend official events. An international scholarship program is offered to create opportunities and accessibility for approximately 100 LGBTIQIA+ people with refugee experience in Australia to attend the Human Rights Conference.
9. In May 2022, Council approved \$650,000 Value in Kind sponsorship split across the 2021/22 and 2022/23 financial years with a package for access to City assets and services including outdoor venue hire, street banners, road closures, indoor venues, Living Colour Displays, cleansing and waste, marketing support and visitor information services.

10. The City's support extends beyond this sponsorship, with staff working with Sydney WorldPride to assist the Oxford Street neighbourhood to become the heart of the festival. Oxford Street will be the centrepiece to WorldPride 2023 with the 45th Mardi Gras Parade, returning to its Oxford Street home after two years absence. With 12,500 participants and over 200 floats, it will be the largest single Festival event.
11. Pride Villages will come alive with stalls, performances, dining and a place to connect with friends and family on parts of Crown and Riley Street closed to traffic from 24 February to 5 March 2023. On the final weekend from 4 to 5 March 2023, Oxford Street from College Street to Flinders Street will be pedestrianised and will host a street party filled with activities catering for all ages and interests. City staff are working with Sydney WorldPride to encourage retail businesses to activate on-street during the road closures and dress their shops for the duration of the festival.
12. The City is working with Sydney World Pride to beautify Oxford Street through pride themed living colour floral displays and banners, pride themed lighting of Taylor Square fountain, a refreshed rainbow crossing and increased street cleaning services. The City is working closely with a local artist to develop a hoarding artwork to be placed on large scale construction sites on Oxford Street. This artwork will reflect the LGBTIQ+ history and connection to Oxford Street and help bring colour and life to Oxford Street.
13. Other work the City is doing that will provide support to the Oxford Street neighbourhood during Sydney WorldPride is aligning two of the Sydney Street road closure activations. On the first Saturday of the festival, 18 February 2023, the City will close a section of Darlinghurst Road and Macleay Street to mark the 1978 protest that signified the start of the Sydney Gay and Lesbian Mardi Gras. Activations will be coordinated with the Potts Point Partnership and local business. On the final Saturday, 4 March 2023, the City will close Stanley Street at East Sydney to align with the Secrets of Stanley precinct activation which will be vital to providing additional capacity for the Oxford Street precinct. Activations will be coordinated with Sydney WorldPride and local business. Both events will feature local queer artists and pride themed alfresco dining experiences, street performers and entertainment.
14. The City has also developed its planning controls on Oxford Street in consultation with community and businesses, as well as developed the Oxford Street LGBTIQ+ Place Strategy that further commits to the revitalisation of the precinct. There is confidence and growth that is proven through the investment and development on Oxford Street, in particular the 'Darlinghurst Collection' buildings at 56-76, 82-106 and 110-122 Oxford Street.
15. Sydney WorldPride are currently undertaking engagement through their existing and extensive local networks to engage with local businesses, landowners and property managers to gain access to and/or use of as many shops as possible to activate, beautify and enliven vacant spaces along Oxford Street during the festival. Sydney WorldPride will look to activate entire spaces that are fit for occupation with activities such as art exhibitions or collaborations with community groups.
16. Sydney WorldPride will enhance Oxford Street through simple and effective sustainable lighting. Splashes of rainbow up lighting onto the buildings and soft warm lighting onto the trees for the duration of the festival. For the final weekend, when Oxford Street Party is brought to life, rainbow colours will be added, festooning and moving lights and immersive moments will be incorporated.

17. The styling of Oxford Street will incorporate lining the footpath, and relaying positive messages of love and celebration back to the community. Free standing branded totems in squares on either end of Oxford Street will feature the official Pride Villages map. Public art will showcase queer creativity at its finest to a global audience.
18. The City is recommending further cash sponsorship of up \$300,000 (excluding GST) in the 2022/23 financial year to support further beautification and activation of the Oxford Street neighbourhood during WorldPride 2023, subject to the provision of an acceptable project plan including timeframes and evidence of projected expenses.
19. The existing Grant Agreement between the City and Sydney WorldPride will be varied to incorporate this additional funding and the project scope. Funding for this part of the project will be released to Sydney WorldPride as critical project milestones are reached and evidence of projected expenses are reported to the City. The amount to be expended will in part depend on how many vacant properties Sydney WorldPride is able to negotiate access to and the City will work with the organisation to assist them in activating as many vacant properties as possible.
20. The City's sponsorship of Sydney WorldPride is subject to a range of performance indicators as outlined in the Grant Agreement between the City and Sydney WorldPride Limited. These indicators include outcomes related to sustainability, media and marketing, community safety and participation, social impact, business impact, economic impact, and access and inclusion.
21. The City will receive recognition as a sponsor of this event including logo acknowledgment across all media platforms and other promotional materials.

Grants assessment process

22. The assessment process included advice and recommendations from a suitably qualified assessment panel. The application was scored against the defined assessment criteria for the Festivals and Events Sponsorship Tier Two grant program.
23. The assessment criteria are:
 - (a) Evidence of the need for the festival or event and proposed outcomes.
 - (b) Capacity and experience of the applicant to deliver the festival or event.
 - (c) Demonstrated connection and benefit to the local area and community.
 - (d) Evidence of diversity, inclusion and equity in the planning and delivery of the project.
 - (e) How the project delivers against the funding priorities.
24. The assessment meeting was held on Wednesday 28 September.
25. All grants and sponsorships are recommended on the condition that any required approvals, permits and development consents are obtained by the applicant.

Key Implications

Strategic Alignment - Sustainable Sydney 2030-2050 Continuing the Vision

26. Sustainable Sydney 2030-2050 Continuing the Vision renews the communities' vision for the sustainable development of the city to 2050. 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 8 - A thriving cultural and creative life – the Sydney WorldPride Festival will employ over 2,000 people and over 500 artists, engaging over 1,600 volunteers, 12,500 parade participants and over 500,000 people viewing the parade. The festival has a diversified program offering events and activities to diverse groups such as women over 55, rainbow families, First Nations People, people with a disability and gender diverse people. The diversity of offerings throughout the festival is indicative of the support the organisers provide to the community and the platform it gives to those individual communities for self-expression.
 - (b) Direction 9 - A transformed and innovative economy - WorldPride is the flagship global event for LGBTIQ+ pride and for the past 20 years has promoted and advocated for LGBTIQ+ issues on an international level. It will be the first time WorldPride has ever been hosted in the Southern Hemisphere with over 1 million visitors expected to visit Sydney over a 17-day period. The event footprint extends across multiple locations across the city and offers an opportunity to showcase Sydney's unique local neighbourhoods and global city centre.

Organisational Impact

27. An internal project team has been established to ensure appropriate planning and coordination of the City's support to the event.

Risks

28. Given the ongoing Covid-19 pandemic, there is a risk events may not proceed or will proceed in a modified form in response to the public health situation at the relevant time. This may also impact on the capacity for international travel and visitation. It is noted that many events have already sold out following initial ticket releases so there is demonstrated demand for attendance at the event at this time.

Social / Cultural / Community

29. Supplementary sponsorship to further activate Oxford Street during Sydney WorldPride 2023 will ensure a positive visitor experience, providing long term benefits that contribute to revitalisation of the precinct to support business recovery.
30. WorldPride will showcase the City of Sydney to the world and is a demonstration of the support that the LGBTIQ+ community has from the City of Sydney.
31. Communities will feel a sense of belonging and connection to place as Sydney celebrates Sydney WorldPride as a part of the 2023 Sydney Gay and Lesbian Mardi Gras Festival. This sense of belonging comes from feeling safe and supported, having access to events and activities across the local government area and having representatives from LGBTIQ+ communities around the world visit Sydney to celebrate.

32. Sydney WorldPride will be working collaboratively with Sydney Gay and Lesbian Mardi Gras to develop the artistic and cultural program to ensure visitors to the City will be a part of the vibrant creative life of the City. Currently, Sydney Gay and Lesbian Mardi Gras employ over 450 artists, and this will be a significantly higher figure by 2023.

Environmental

33. Sydney WorldPride have engaged a qualified sustainability professional to provide advice and build upon the work of Sydney Gay and Lesbian Mardi Gras to minimise the environmental impact of the event. Sydney WorldPride will work with suppliers to achieve carbon neutral events wherever possible and ensure at least one carbon neutral event, and that all events are single use plastic free.

Economic

34. The combined Mardi Gras and Sydney WorldPride 2023 festival has the potential to deliver strong economic benefits to the hospitality, tourism and retail sectors with a potential combined economic benefit to Sydney of up to \$845 million.

Financial Implications

35. The cash funds of up to \$300,000 in cash will be drawn from the 2022/23 General Contingency Fund.

Relevant Legislation

36. 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.
37. Public exhibition of this sponsorship is not required because the funds are being paid to a not-for-profit organisation that is not operating for private gain.
38. Sydney WorldPride Limited is registered as a charity with the Australian Charities and Not-for-Profits Commission.

Critical Dates / Time Frames

39. Sydney WorldPride 2023 will take place from 17 February to 5 March 2023.

EMMA RIGNEY

Director City Life

Libby Harris, Night Time City Manager

Item 4.

Post Exhibition - Oxford Street LGBTIQA+ Social and Cultural Place Strategy

File No: X089462.002

Summary

The Oxford Street LGBTIQA+ Social and Cultural Place Strategy (the Place Strategy) sets out principles and priorities to maintain the significant historical and contemporary connection the LGBTIQA+ community has to Oxford Street. It builds on recently amended planning controls to support the development of a Creative and Cultural Precinct around Oxford Street, Sustainable Sydney 2030-2050 Continuing the Vision, and work being undertaken to prepare for Sydney WorldPride 2023. The Place Strategy was developed in consultation with key LGBTIQA+ community groups, stakeholders and the community.

On 11 April 2022, Council approved a draft of the Place Strategy for public exhibition. The City received 173 submissions, including 167 surveys and six written submissions via email. Online forums and one-on-one meetings were also held by City staff with key stakeholders as part of the consultation process.

The feedback is extremely positive and indicates that the community feels the Place Strategy is an effective plan to support the continued connection to and celebration of LGBTIQA+ communities and culture in the local area.

Feedback indicates support for:

- delivering a safe and welcoming environment across the Oxford Street Precinct;
- recognising the social and cultural significance of historical LGBTIQA+ places and spaces;
- increasing social and cultural space across the Oxford Street Precinct that caters to the diverse groups of the LGBTIQA+ community; and
- encouraging local businesses in the Oxford Street Precinct to celebrate LGBTIQA+ character and culture and support the local community.

This report recommends the adoption of a post exhibition Place Strategy, which responds to community feedback and includes some new opportunities identified through the exhibition process. The Place Strategy includes actions to be delivered by the City of Sydney in collaboration and at times in partnership with the local community, businesses and private landowners.

Recommendation

It is resolved that:

- (A) Council adopt the Oxford Street LGBTIQ+ Social and Cultural Place Strategy as shown at Attachment A to the subject report;
- (B) Council note the feedback received on the draft Oxford Street LGBTIQ+ Social and Cultural Place Strategy as shown at Attachment B to the subject report; and
- (C) authority be delegated to the Chief Executive Officer to make amendments to the Oxford Street LGBTIQ+ Social and Cultural Place Strategy in order to correct any minor drafting errors and finalise design, artwork and accessible formats for publication.

Attachments

Attachment A. Oxford Street LGBTIQ+ Social and Cultural Place Strategy

Attachment B. Engagement Report

Background

The Place Strategy

1. Since 2019, the City has consulted widely on ways to revitalise Oxford Street. Overwhelmingly, the community called for Oxford Street to remain the focal point for Sydney's LGBTIQ+ communities and culture. People asked if more could be done to keep Oxford Street a safe and welcoming hub, and to celebrate the LGBTIQ+ history of the area.
2. The Place Strategy reflects the importance of the Oxford Street precinct and local LGBTIQ+ communities to Australia's past and future. It aims to promote inclusive businesses, fund new public artworks and support the delivery of a pride museum.
3. The Place Strategy sets out opportunities and initiatives for the City, community organisations and the private sector to strengthen and build upon Oxford Street's LGBTIQ+ history, character and future.
4. The Place Strategy includes five key priorities and a series of actions for each priority area. The actions will be driven and delivered collaboratively between the City and the community.

The 5 key priority areas are:

- (a) Recognise and remember historic LGBTIQ+ places and spaces.
- (b) Retain the local character of Oxford Street through contemporary LGBTIQ+ venues and businesses.
- (c) Increase LGBTIQ+ cultural and social space within the Oxford Street Precinct.
- (d) Increase the visibility and reflect the identity of the LGBTIQ+ community across the Oxford Street Precinct.
- (e) The local community is safe and supported.

Community feedback and amended actions

5. The City received 173 submissions on the draft Place Strategy, including 167 survey and six written responses. Respondents included a diverse range of community members who live, work or visit the Oxford Street Precinct and key community organisations and stakeholders.
6. Written submissions were received from ACON, Sydney WorldPride, Sydney Gay and Lesbian Mardi Gras, Qtopia, Queer Day Out, Haus of BlackStar, Darlinghurst Business Partnership and the Ankali Project.
7. Community feedback was extremely positive showing very strong community support for the draft Place Strategy's vision and priority areas.
8. The priority area considered most important was that "The local community is safe and supported" (96 per cent of respondents rated this as very important or important) and this will be noted when the City consults with NSW Police on the development of a Precinct Safety Plan.

9. The following outlines the key themes from submissions and how they have been addressed within the Place Strategy.

- (a) Diversity and intersectionality of the LGBTIQ+ community be represented in the delivery of the Place Strategy. This includes First Nations people and people from culturally and linguistically diverse backgrounds.

Response: The implementation of the Place Strategy will include the delivery of public spaces and places, murals and artwork that reflects the diversity of the community as well as identification and acknowledgement of historical places of significance.

- (b) Increase First Nations representation, visibility and intersections with LGBTIQ+ community across the Precinct.

Response: A new action is proposed post exhibition to support the development and delivery of a First Nations Queer Cultural Space through grant funding and advocacy.

- (c) Provide more social and cultural spaces for community to connect, celebrate and support each other.

Response: The City is supporting Qtopia to set up a Pride Museum within the Precinct and if possible incorporate community spaces within the Museum.

- (d) Continue to support local businesses, nightlife and the use of outdoor spaces.

Response: The City will work with local businesses to implement a Business Charter to support an inclusive and welcoming Precinct. In addition, the City has extended fee waivers for outdoor dining with opportunities to expand this initiative in the future. The green avenues project as part of Sydney 2030-2050 Continuing the Vision will aim to calm traffic and create more space for entertainment and dining along Oxford and Flinders Streets.

- (e) The need for better transport connections to the Precinct that are affordable.

Response: The City will advocate to the State Government through the 24-Hour Economy Commissioner to consider opportunities to increase affordable and late-night public transport options to the Precinct from across Greater Sydney.

- (f) Affordable and diverse housing options within proximity to the Precinct are limited, impacting on young LGBTIQ+ people and more vulnerable community members living close to community and support services.

Response: The City will advocate for diverse and affordable housing for LGBTIQ+ people and other vulnerable community members within proximity to the Precinct.

- (g) Increase cleaning of the streets and beautification projects in the public domain, particularly in the lead up to Sydney WorldPride 2023.

Response: The City will deliver a range of projects to enhance the vibrancy and amenity of the public domain and City assets, including Pride themed Living Colour floral displays, Pride themed lighting at the Taylor Square fountain and an interpretive sign identifying Taylor Square and its connection to the LGBTIQ+ community.

10. Other updates to actions post exhibition:

- (a) Previous action to support the establishment of a cultural centre or museum updated to reference Qtopia as the organisation that the City is supporting to deliver this action.
- (b) Previous action on the promotion of Oxford Street as a location through City marketing now updated to be more specific and include developing an Oxford Street landing page on the City's website that highlights key events, programs and services, local businesses and progress on the implementation of the Place Strategy.

Next steps

- 11. All actions within the Place Strategy will be delivered by the City in collaboration with community, local businesses and key stakeholders.
- 12. Several actions are already underway with the majority to be completed prior to Sydney WorldPride 2023.
- 13. The Place Strategy will continue to be implemented post Sydney WorldPride 2023.
- 14. Progress of the implementation of the Place Strategy will be reported to Council via CEO Update quarterly until June 2023 and annually thereafter.

Key Implications

Strategic Alignment - Sustainable Sydney 2030-2050 Continuing the Vision

- 15. Sustainable Sydney 2030-2050 Continuing the Vision renews the communities' vision for the sustainable development of the city to 2050. It includes 10 strategic directions to guide the future of the city, as well as 10 targets against which to measure progress. This plan is aligned with the following strategic directions and objectives:
 - (a) Direction 1 - Responsible governance and stewardship – the LGBTIQ+ community are supported and included in decision-making at the City, particularly in relation to the Oxford Street Precinct.
 - (b) Direction 3 - Public places for all – public spaces and places reflect and celebrate the LGBTIQ+ history, community and connection to place. The LGBTIQ+ community feels safe and acknowledged in public spaces within the Precinct.
 - (c) Direction 5 - A city for walking, cycling and public transport – the Strategy advocates for accessible streetscapes and infrastructure that supports active transport and an increase in affordable public transport to the Precinct.

- (d) Direction 6 - An equitable and inclusive city – the City is committed to ensuring social justice and equity for all, including for the LGBTIQ+ community. This Strategy furthers this commitment with practical actions to create meaningful change for the LGBTIQ+ community.
- (e) Direction 7 - Resilient and diverse communities – the Strategy advocates for increased services and programs that support transgender and gender diverse people, and older members of the LGBTIQ+ community.
- (f) Direction 8 - A thriving cultural and creative life – the Strategy will support increased cultural space and activity in the Precinct and aims to maintain the LGBTIQ+ character and heritage.
- (g) Direction 9 - A transformed and innovative economy – the Strategy builds upon the Precinct’s existing economic activity and aims to build a thriving and welcoming night-time economy.
- (h) Direction 10 - Housing for all – the Strategy advocates for the delivery of affordable and diverse housing for LGBTIQ+ people within proximity to Oxford Street.

Organisational Impact

- 16. The Place Strategy will be implemented by City staff across multiple Divisions as part of their existing work plans.

Risks

- 17. If the Place Strategy is not adopted, some of the actions may not be able to be delivered prior to Sydney WorldPride 2023.

Financial Implications

- 18. There are no post exhibition changes to the previously approved draft budget reported to April 2022 Council.

Relevant Legislation

- 19. Local Government Act 1993.

Critical Dates / Time Frames

- 20. Delivery of the Place Strategy is already underway. Most actions within the Place Strategy will be delivered prior to Sydney WorldPride 2023. The Place Strategy will continue to be implemented over a 3–5-year horizon.

Public Consultation

21. The Place Strategy was exhibited from 12 April to 24 May 2022. The Engagement Report is at Attachment B.

KATE DEACON

Director Strategic Development and Engagement

Ben Dowler, Social Strategy Advisor

Lex Davidson, Cultural Strategy Advisor

Attachment A

**Oxford Street LGBTIQA+ Social and
Cultural Place Strategy**



October 2022

Oxford Street LGBTIQA+ Social and Cultural Place Strategy

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Cover photograph: C.Moore Hardy, courtesy City of Sydney Archives.
Gay and Lesbian protest rally, Oxford Street, winter 1994.

Introduction

Our iconic Oxford Street is the heart of the LGBTIQA+ community in Sydney. As Oxford Street evolves, new investment and planning changes support the opportunity to revive and bring fresh life into the local area. However, our community wants to feel confident that changes along Oxford Street won't impact on the important connection this place has to LGBTIQA+ people and culture, and that the history and character of the street will continue. The community want to strengthen the identity of Oxford Street by celebrating the past and building upon this legacy for a vibrant and inclusive future.

We have worked with and listened to feedback from the LGBTIQA+ community, local businesses, and key stakeholders to identify aspirations, concerns and opportunities for Oxford Street. This engagement and feedback informed the priorities and actions within this LGBTIQA+ Social and Cultural Place Strategy (Place Strategy).

This Place Strategy articulates our approach to recognising and preserving the LGBTIQA+ history of Oxford Street, maintaining contemporary LGBTIQA+ character, increasing visibility and spaces for LGBTIQA+ culture, and keeping the community connected and safe.

The actions within this Place Strategy are to be delivered by the City of Sydney in collaboration with community, local businesses and key stakeholders and agencies. These actions build on and complement activity already undertaken by the community over many years, and the program of work initiated by Sydney WorldPride 2023.

An inclusive Place Strategy for a diverse community

LGBTIQA+ is an evolving acronym that stands for **lesbian, gay, bisexual, transgender, intersex, queer/questioning, asexual** and other ways people of diverse sexualities and genders might identify. This Place Strategy aims to represent all members of this community and any future evolutions of the acronym used to describe the community. The Place Strategy also notes the importance of recognising intersections of identity within the community, and that cultural heritage, faith, First Nations communities and people of colour bring unique perspectives to LGBTIQA+ identity. This Place Strategy aims to represent the diversity and breadth of the LGBTIQA+ community and the extraordinary contribution it has made to many aspects of life in Sydney.

The history of Oxford Street and the LGBTIQA+ community

Oxford Street runs along an elevated walking track used by Gadigal people to connect to sources of food and sites for ceremony. British colonists built upon the track to connect South Head to the city, and along with this roadway came the emergence of Darlinghurst and Paddington.

In 1875, it was named Oxford Street, and like its London namesake, it became a centre for shopping. In the 1960s, a scattering of nightclubs catering to lesbian, gay, bisexual and transgender crowds began to emerge. Over the following decades, more bars, clubs, restaurants, saunas and shops appeared giving the strip its celebratory name, 'The Golden Mile'. In the 1980s and 1990s, as the HIV/AIDS crisis gripped the community, nearby St Vincent's hospital was at the heart of Australia's response, and community action groups were founded and forged in venues on Oxford Street. In the surrounding neighbourhoods, a once hidden community burst into vibrant and visible life – surviving and thriving. An annual

protest march evolved into Sydney Gay and Lesbian Mardi Gras, the world's biggest and brightest celebration of contemporary LGBTIQA+ identity and an important platform for social progress. A global beacon for pride, diversity and solidarity, Oxford Street is synonymous with LGBTIQA+ life in Sydney, and the LGBTIQA+ community is now central to Sydney's social and cultural identity.

As the community evolves, so does its connection to place, with LGBTIQA+ venues and communities integrating and dispersing across the city. This, and the changing face of retail, nightlife and inner-city living is having an impact on Oxford Street. Like other large, inclusive cities around the world, Sydney needs to think, plan and act to maintain the LGBTIQA+ character and culture of Oxford Street that brings great benefits to our communities, even as our iconic precinct changes.

The future of Oxford Street

There are several projects planned for the Oxford Street Precinct over the coming years. These initiatives will contribute to the transformation of Oxford Street and encourage a more lively, welcoming, and inclusive precinct.

Sustainable Sydney 2030-2050 Continuing the Vision

Sustainable Sydney 2030-2050 Continuing the Vision outlines transformative project ideas to build our global city status. Project ideas include revitalisation work around the National Art School that will create more open space and better connections through the area positioning it as a major cultural destination.

The green avenues project reclaims spaces in Oxford and Flinders streets for trees, people and businesses. The project aims to calm traffic and create more space for entertainment, and outdoor dining. A two-way bike lane will connect the city centre and Hyde Park to Centennial Park and the eastern suburbs. Footpaths can be widened, creating more space for trees, people and public life.

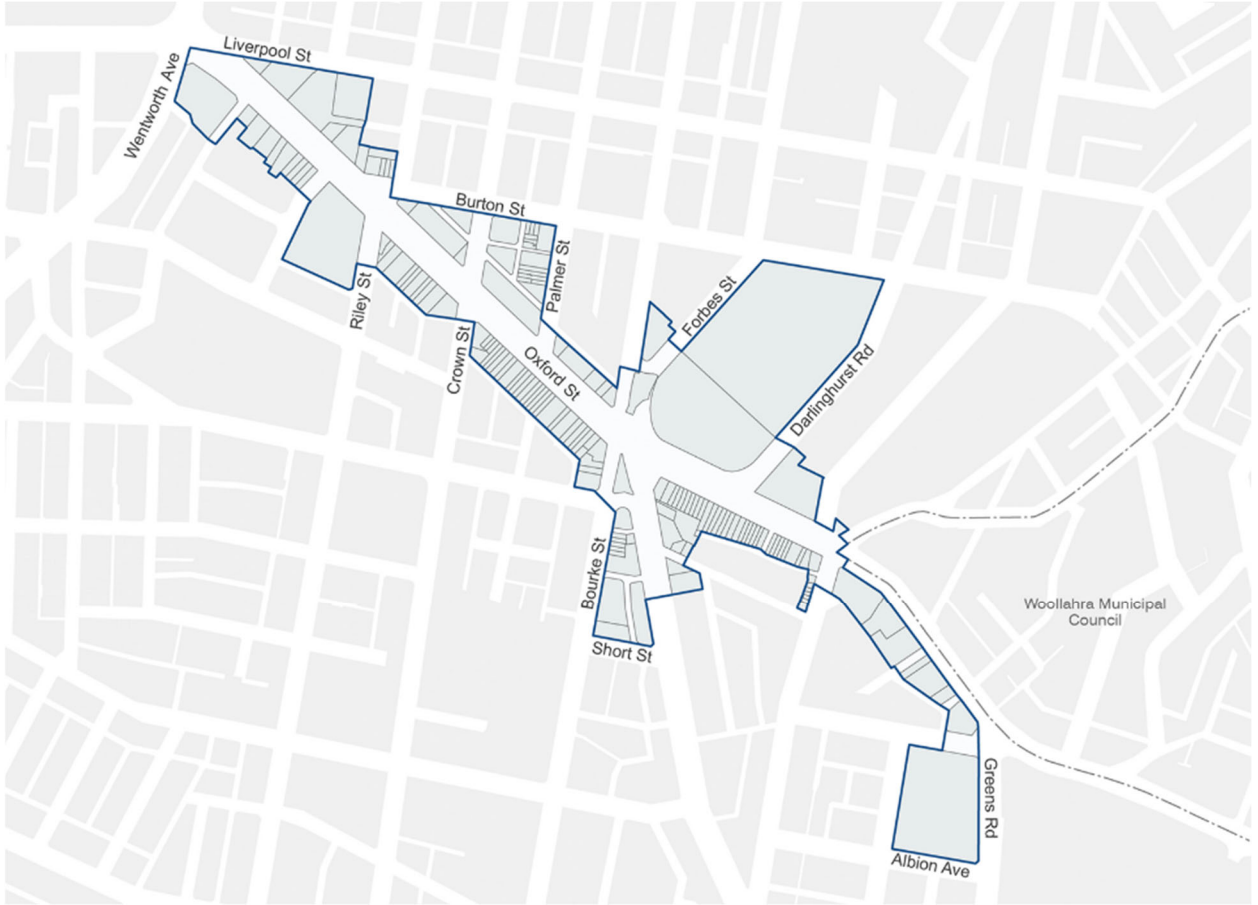
Oxford Street Cultural and Creative Precinct

Oxford Street is identified as a key cultural centre in the City's Local Strategic Planning Statement (City Plan 2036). In this precinct, planning controls have been amended to encourage cultural uses and creative industries as a driver of enterprise, a source of job creation and place-making, capitalising on the proximity to two major arts schools and a late night entertainment precinct. The planning controls protect heritage items, architectural character and existing cultural spaces, while allowing for greater height and floor space in exchange for building new creative spaces.

Defining the Precinct

The idea of Oxford Street has different boundaries in the minds of many people and extends to include parts of Surry Hills and Darlinghurst. When we refer to the Oxford Street Precinct in this Place Strategy, we mean the stretch of the street from Whitlam Square in the North to Greens Road in the South, including adjacent blocks, the National Art School and UNSW Art and Design Campus. This is the area governed by the Oxford Street Creative Precinct planning controls. However, some of the actions and initiatives within this Place Strategy may include or deliver benefits to areas outside of this defined Precinct. The following map provides an outline of the areas governed by the Oxford Street Creative Precinct planning controls.

Oxford Street
LGBTIQA+ Social and Cultural Place Strategy



Purpose

A LGBTIQA+ Social and Cultural Place Strategy for Oxford Street

We know how important Oxford Street is to Sydney's identity, particularly to LGBTIQA+ communities. For us to preserve the character and history of Oxford Street that is valued by the community, we need to act to maintain social and cultural connection to the place.

The recently endorsed planning controls for Oxford Street and related community feedback as well as preparations for Sydney WorldPride 2023 presented timely opportunities to explore the protection, preservation and strengthening of Oxford Street as a focal point for LGBTIQA+ history, community life and culture.

In October 2021, a Minute by the Lord Mayor asked Council to:

...investigate developing an LGBTIQ+ Cultural and Social Place Strategy for Oxford Street, similar to those developed in other cities, in consultation with WorldPride 2023, Sydney Gay and Lesbian Mardi Gras, Pride History Group, QTopia, BuildingPride and other LGBTIQ+ community organisations...

The Resolution of Council also noted that a Place Strategy builds upon the work already undertaken by the community and the City to support our LGBTIQA+ places and communities.

Sydney WorldPride 2023

In February and March 2023, Sydney will welcome the world to celebrate Sydney WorldPride 2023. This festival will span three weeks and be one of the largest events in Sydney since the 2000 Olympics. It will showcase our city globally and bring together LGBTIQA+ communities, friends, and allies. Sydney WorldPride 2023 will celebrate connection and belonging and aim to promote and advocate for LGBTIQA+ human rights while building the capability and capacity of the pride movement. Sydney WorldPride 2023 will demonstrate that Sydney is a welcoming and inclusive city for all.

Oxford Street and the surrounding neighbourhoods are long recognised as the heart and home of Sydney's LGBTIQA+ communities. Oxford Street will be a major focal point for celebration during the festival, with the Sydney Gay and Lesbian Mardi Gras Parade and other events and activations taking place at the same time.

The City recognises the importance of Sydney WorldPride 2023 and the opportunities this event brings to Australia. This Place Strategy will therefore aim to complement and build on the events, programs and initiatives that Sydney WorldPride 2023, the Sydney Gay and Lesbian Mardi Gras and other community organisations are undertaking as part of the festival. It will be an opportunity for the City to work with community organisations and local businesses to highlight the history and future of Oxford Street and the LGBTIQA+ community.

Principles, priorities, and actions

Principles

Oxford Street is on Gadigal Land. The significant connection that the LGBTIQA+ community has with Oxford Street is interwoven with tens of thousands of years of cultural connection to place for Aboriginal and Torres Strait Islander people. The Oxford Street Creative Precinct Planning Controls seek to maintain and improve Aboriginal and Torres Strait Islander cultural space in the precinct. This Place Strategy should also prioritise opportunities to support Aboriginal and Torres Strait Islander communities and businesses.

Community led, City supported: Our approach to this Place Strategy is that the priorities and actions for the future of Oxford Street's LGBTIQA+ identity be delivered in collaboration between the City and the community. The City's primary role is to listen, articulate and support the delivery of the community's aspirations.

Responsibility for actions: The delivery of actions within this Strategy will be mostly led by the City, however collaboration with the local community and businesses and advocacy to other levels of government are also key to delivering the priorities. Through ongoing consultation and input from community, this strategy may inspire community solutions, local collaboration and investment from property owners, businesses and other levels of government, resulting in further actions delivered by other parties.

Inclusive language and community: The term LGBTIQA+ refers to Lesbian, Gay, Bisexual, Transgender, Queer/Questioning, Intersex, Asexual and other people of diverse sexualities and genders. This Strategy may also refer to Lesbian, Gay and Queer when relevant to a historical movement or place or group of people who use that terminology.

Priorities

Five key priorities have been identified as part of the Place Strategy:

1. Recognising historic LGBTIQA+ places and spaces
 2. Reflecting the contemporary LGBTIQA+ community within local businesses and venues
 3. Increasing LGBTIQA+ cultural and social spaces
 4. Increasing LGBTIQA+ visibility and identity throughout the Precinct
 5. Ensuring the local community is safe and supported.
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Actions

Actions have been identified under each priority area. Each action includes a timeframe for delivery (short, medium, and ongoing) and outlines the City's role (lead, collaborate and advocate). The City will lead on the majority of the actions and work closely with the community, local businesses and key organisations and agencies to deliver them. It is

intended that these actions will complement the work already undertaken by the community and align with and support initiatives and projects being implemented for Sydney WorldPride 2023.

Key:

Timeframes:

Short term: actions to commence within 2022-2023 , and mostly prior to Sydney WorldPride 2023.

Medium term: actions to commence within 2022-2025.

Ongoing: actions that are currently business as usual or will become businesses as usual once implemented.

The City's role:

Lead: the City will take the lead to deliver the action.

Collaborate: the City will partner and work with the local community, key community organisations and businesses to deliver the action.

Advocate: the City will advocate to other levels of government, private landholders, businesses and/or the community to deliver the action.

Priority 1: Recognise and remember historic LGBTIQA+ places and spaces

The LGBTIQA+ community want to see the history of Oxford Street recognised and remembered. Generally, people feel Oxford Street needs renewal, but they don't want to see redevelopment erase the tangible connection the community has to its history.

To help achieve this goal, the City's heritage planners, historians and archivists will work with the community to identify important sites of significance to LGBTIQA+ people. We will work to update the heritage inventories for these sites so that their statements of significance include these histories.

For important sites not currently registered as a heritage item, we will aim to list those sites on the grounds of their social and cultural significance to the LGBTIQA+ community.

The City will review the wealth of photography in the City's archives that documents the Gay and Lesbian rights movement, the rise of Sydney's Gay and Lesbian Mardi Gras, queer activism, arts and culture. We will work towards a diverse public catalogue of photography and ephemera that can be used by the community for cultural projects, heritage interpretations and artworks in the Precinct.

We will recognise the important social role that sex on premise venues have played, particularly in gay male culture and in sexual health awareness. We will update the character statement for the precinct in our planning controls to note that sex on premise venues contribute to local character.

1. Recognise significant social, cultural and historical LGBTIQA+ places and spaces in Heritage Inventories

#	Action	Timeframe	Lead	Collaborate	Advocate
1.1	Conduct an audit of existing heritage items in the Oxford Street Precinct to identify places of LGBTIQA+ social, cultural and historical significance.	Short	X		
1.2	Identify places and spaces of LGBTIQA+ social, cultural and historical significance currently not listed as heritage items. Conduct heritage assessments and where appropriate, propose the places and spaces for inclusion in the Local Environmental Plan as additional heritage items.	Medium	X		

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#	Action	Timeframe	Lead	Collaborate	Advocate
1.3	Review and update the inventory sheet for the Oxford Street Heritage Conservation Area including the Statement of Significance to include buildings identified as socially, culturally and/or historically significant to the LGBTIQA+ community.	Medium	X		
1.4	Review and update the inventory sheets for identified heritage items to include or strengthen references to LGBTIQA+ social significance in their Statements of Significance.	Medium	X		
1.5	Collaborate with the NSW Heritage Council State Heritage Register LGBTIQA+ Working Group to progress a State Heritage listing at Taylor Square which tells the story and evolution of Sydney's Mardi Gras, including a section of Oxford Street and the former Darlinghurst Police Station.	Short		X	
1.6	Work with the LGBTIQA+ community to provide a publicly accessible catalogue of photographs documenting the gay and lesbian rights movement, queer arts and activism, and other LGBTIQA+ histories across the Precinct.	Ongoing	X	X	

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2. Celebrate the social and cultural history of the Oxford Street Precinct

#	Action	Timeframe	Lead	Collaborate	Advocate
2.1	Explore opportunities to acknowledge, recognise and reflect the culture of local Aboriginal and Torres Strait Islander people within the Precinct, particularly in the public domain.	Ongoing	X	X	X
2.2	Require new developments to deliver heritage interpretation which acknowledges significant LGBTIQA+ places and spaces, for example through interpretative artworks, plaques on buildings or in the pavement.	Ongoing	X		

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#	Action	Timeframe	Lead	Collaborate	Advocate
2.3	Continue to collect and share oral histories and stories related to LGBTIQA+ places and spaces within the Precinct. Explore opportunities to connect these oral histories to physical locations within the precinct through on-site promotion of online content.	Ongoing	X	X	
2.4	Review and update the City of Sydney's Culture Walks walking tours to include LGBTIQA+ content, especially around the Precinct.	Short	X		
2.5	Explore options for signage and wayfinding that connects the AIDS memorial in Green Park, Darlinghurst to Oxford Street, including promotion of online content relating to the memorial.	Short	X		

3. Acknowledge the social significance of sex on premises venues

#	Action	Timeframe	Lead	Collaborate	Advocate
3.1	Review and update the Locality Statement in the Development Control Plan to include sex on premise venues in the description of character for the Precinct.	Short	X		

Priority 2: Retain the local character of Oxford Street through contemporary LGBTIQA+ venues and businesses

The community deeply values the LGBTIQA+ businesses and venues on Oxford Street and recognises their role in sustaining the local character. It is the flavour of the neighbourhood that is created by the people, their attitudes, and behaviours that the community most want to see maintained, even through the renewal of physical spaces. The primary focus of this strategy is to maintain the local queer culture of Oxford Street even as tenancies and ownership of spaces transfer, properties are redeveloped, and retail industries change.

The Place Strategy pursues a two-pronged approach to maintaining Oxford Street’s character.

The first approach is through Plans of Management. Plans of Management are part of development consent for late trading venues. They are compliance documents that are enforceable by the City and the police. We will introduce mandatory Aboriginal and Torres Strait Islander and LGBTIQA+ inclusion guidelines for all businesses in the Precinct who are required to have Plans of Management. Inclusion guidelines will set standards by which Aboriginal and Torres Strait Islander people and LGBTIQA+ customers and community are welcomed and respected in businesses in the area.

The second approach is the development of a Precinct Business Charter. Businesses who choose to opt-in to the Charter will agree to a set of expectations around promoting the LGBTIQA+ character of Oxford Street. This may include targets for the employment of LGBTIQA+ people, diversity and inclusion training for customer service and security staff, the provision of non-gendered bathrooms and other inclusive facilities or messaging, and a commitment to coordinated efforts across the precinct to address and reduce anti-LGBTIQA+ behaviour or sentiment.

The City will facilitate the development of the Charter, but the content of the Charter will be led by the community and local businesses. Once implemented, the City will look to provide support to promote the initiative and assist businesses to meet their obligations under the Charter.

We hope, through these actions, to actively work towards maintaining local character and grow the Precinct’s renowned, inclusive brand and identity, which will drive visitation, loyal customers, and connection to place.

4. Monitor current and emerging LGBTIQA+ businesses and venues

#	Action	Timeframe	Lead	Collaborate	Advocate
4.1	Conduct an audit of all businesses within the Precinct and identify those which are LGBTIQA+ when required.	Medium	X		

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5. Encourage businesses in the Oxford Street Precinct to celebrate and support the LGBTIQA+ community and culture

#	Action	Timeframe	Lead	Collaborate	Advocate
5.1	Implement a requirement for all late trading businesses within the Precinct to include Diversity and Inclusion (Aboriginal and Torres Strait Islander and LGBTIQA+) principles and guidelines within their Plans of Management.	Short	X		
5.2	Support the development of an opt-in LGBTIQA+ Precinct Business Charter for Oxford Street. The Charter may include initiatives to increase employment opportunities for LGBTIQA+ people, a commitment to providing inclusion and diversity training to venue staff and security, the provision of non-gendered bathrooms and other inclusive facilities, coordinated efforts to address and reduce anti-LGBTIQA+ behaviour or sentiment.	Short	X	X	
5.3	Explore opportunities to support businesses to meet the responsibilities of the LGBTIQA+ Precinct Business Charter.	Short	X		
5.4	Continue to provide grant funding to venues and businesses to produce and program LGBTIQA+ themed social and cultural activity across the Precinct.	Ongoing	X		
5.5	Deliver an Oxford Street landing page on the City of Sydney Council website that includes information on local businesses, grant opportunities, important places and spaces, events and the history of Oxford Street.	Short	X		

Priority 3: Increase LGBTIQA+ cultural and social space within the Oxford Street Precinct

There is strong community support for more cultural and social space on Oxford Street. Our creative precinct planning controls will help increase the amount of cultural space available for creative industries and cultural activities in the Precinct – spaces like galleries, small theatres, cabaret restaurants, music venues and nightclubs. These spaces also become a catalyst for greater economic diversity and growth. This Strategy explores how the City, landholders and the community can work together to ensure that these spaces have a distinctly queer flavour and revitalise this 24 hour Precinct with inclusive and diverse offerings for the spectrum of the LGBTIQA+ community including First Nations people, people from culturally and linguistically diverse backgrounds and all gender identities.

The City will investigate a matching service that will connect LGBTIQA+ organisations and businesses with available floorspace and start-up grants to help new ventures establish in the Precinct. We are also supporting the delivery of a LGBTIQA+ Museum within the Precinct.

6. Increase LGBTIQA+ cultural and social space across the Oxford Street Precinct

#	Action	Timeframe	Lead	Collaborate	Advocate
6.1	Support Qtopia to establish a LGBTIQA+ museum and community space within the Precinct through grant funding and advocacy to relevant property owners and other levels of government. .	Short		X	X
6.2	Support the development and delivery of a First Nations Queer Cultural Space through grant funding and advocacy to relevant property owners and levels of government.	Short		X	X
6.3	Explore opportunities to re-purpose the toilet block and substation on Taylor Square (North) for social and/or cultural use.	Medium	X		
6.4	Support the delivery of a "matching service" that will connect cultural operators, including Aboriginal and Torres Strait Islander and LGBTIQA+ operators, with vacant commercial space or new floorspace generated through the Oxford Street Creative Precinct Planning Controls.	Short	X	X	
6.5	Explore a Cultural Spaces Start-Up Grant to assist new LGBTIQA+ cultural and creative businesses to establish in the Precinct.	Medium	X		

Priority 4: Increase the visibility and reflect the identity of the LGBTIQA+ community across the Oxford Street Precinct

We have heard from the community that there needs to be more visual elements along Oxford Street that reflect the identity of the LGBTIQA+ community – an increase in rainbows, artworks, and opportunities to see LGBTIQA+ culture and communities reflected across Precinct. This not only creates a vibrant and welcoming destination, but it is also symbolic of what Oxford Street is known for globally. The community have provided many suggestions for how we can increase LGBTIQA+ visibility across the Precinct. This Strategy seeks to explore and support public art, positive messaging, flags, banners and other creative interventions in the public domain.

7. Increase LGBTIQA+ visibility and identity across the Oxford Street Precinct

#	Action	Timeframe	Lead	Collaborate	Advocate
7.1	Continue to fly the Progress Pride Flag at Taylor Square and Sydney Town Hall.	Ongoing	X		
7.2	Continue to fly the Progress Pride Flag City banners across the Precinct during key events and at key times throughout the year.	Ongoing	X		
7.3	Refresh the Rainbow Crossing at Taylor Square.	Short	X		
7.4	Through the Art and About Program, commission local artists to deliver street murals that celebrate local LGBTIQA+ icons.	Short	X	X	
7.5	Ensure that hoarding treatments throughout the Precinct reflect LGBTIQA+ history and artists, including as a priority the 2022 Site Works suite of hoardings artworks.	Short	X	X	
7.6	Through the development application process, explore opportunities for public art to be produced by LGBTIQA+ identified artists.	Ongoing	X		
7.7	Investigate the introduction of creative lighting fixtures that reflect the LGBTIQA+ community on smart poles along Oxford Street.	Short	X		

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#	Action	Timeframe	Lead	Collaborate	Advocate
7.8	Explore opportunities to reflect the Progress Pride design through lighting of the fountain at Taylor Square.	Short	X		
7.9	Explore opportunities to reflect the LGBTIQA+ community through the City's Living Colour Displays and other floral arrangements.	Short	X		
7.10	Explore opportunities to install signage identifying Taylor Square and its historical connection to the Sydney Gay and Lesbian Mardi Gras.	Medium	X		
7.11	Explore opportunities for additional rainbow crossings throughout the Precinct.	Medium	X		

Priority 5: The local community is safe and supported

For Oxford Street to continue to thrive as a global LGBTIQA+ destination, our local community needs to feel safe and supported. This Strategy proposes collaboration with the Surry Hills Local Area Command to develop a precinct safety plan prior to Sydney WorldPride 2023. The City will advocate for opportunities to improve access to relevant programs, services and safe spaces for young LGBTIQA+ people, transgender and gender diverse people and older members of the community. We will also explore opportunities to improve connections with support and outreach services for our vulnerable communities.

8. Improve access to support services and programs for the LGBTIQA+ community across the Oxford Street Precinct

#	Action	Timeframe	Lead	Collaborate	Advocate
8.1	Continue to connect outreach services and programs to vulnerable communities within the Precinct, including people sleeping rough, people experiencing mental ill-health and people experiencing substance abuse.	Ongoing	X	X	X
8.2	Identify opportunities to advocate for diverse and affordable housing and accommodation options for LGBTIQA+ people near the Precinct.	Ongoing			X
8.3	Explore opportunities to increase services and programs within the Precinct that support Transgender and gender diverse people, and older members of the LGBTIQA+ community.	Ongoing	X	X	X

9. Deliver a safe, welcoming and connected environment across the Precinct

#	Action	Timeframe	Lead	Collaborate	Advocate
9.1	Develop an Oxford Street Precinct Safety Plan in collaboration with NSW Police to increase awareness of safety issues for LGBTIQA+ people and improve safety in the area, at day and night.	Short		X	
9.2	Explore opportunities to implement LGBTIQA+ inclusive and supportive messaging across the Precinct, through City owned street furniture, signage, and creative lighting or artworks.	Short	X		

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#	Action	Timeframe	Lead	Collaborate	Advocate
9.3	Advocate to the NSW Government through the 24 Hour Economy Commissioner to increase affordable and late night public transport options to the Precinct from across Greater Sydney.	Medium			X

Community consultation and feedback

Developing the draft LGBTIQA+ Place Strategy

In 2020, we asked the community to consider opportunities to revitalise Oxford Street as a cultural and creative precinct. This feedback informed a review of the planning controls that now guide how property in the area can be used and redeveloped.

This feedback also captured the community's love for Oxford Street, the significant role the precinct has played in the lives of LGBTIQA+ people, its role in the history of the LGBTIQA+ community and its influence on contemporary culture. The community strongly indicated their wish for this connection to be recognised, maintained, and celebrated.

Alongside this detailed community feedback, we also worked closely with key LGBTIQA+ stakeholders from community organisations and businesses, to identify aspirations and goals for Oxford Street. These stakeholders included:

- Sydney WorldPride 2023
- Sydney Gay and Lesbian Mardi Gras
- Pride History Group
- Building Pride
- QTopia
- ACON
- Twenty10
- Darlinghurst Business Partnership.

We then considered how the City can enable these aspirations to be achieved and proposed a series of draft priorities and actions for a LGBTIQA+ Social and Cultural Place Strategy for Oxford Street.

Public Exhibition of the draft LGBTIQA+ Place Strategy

In April and May 2022, the draft LGBTIQA+ social and cultural Place Strategy for Oxford Street was placed on public exhibition for the community to provide feedback.

The public exhibition engagement activities included an online survey, online information sessions, in-person forums with community groups, and direct conversations with community members and organisations.

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A diverse range of people, businesses and key organisations provided feedback. A total of 173 submissions were received, including 167 survey submissions and 6 emailed submissions.

The survey results and submissions were reviewed and informed key updates to the Place Strategy. Overall, there was significant support for the vision, priorities and actions of the Place Strategy. Key themes from the submissions included:

- A Place Strategy that is inclusive of everyone, recognises intersectionality and prioritises under-represented parts of the community
- The continued need for safe spaces and places for LGBTIQA+ community members to meet, socialise and build relationships
- Increase the support for local business, nightlife and the activation of outdoor spaces
- Better transport to and around the Oxford Street Precinct
- Beautify and improve the cleanliness of the streets.

A detailed engagement report summarising community feedback and key findings can be found on the City of Sydney website.

