



6 May 2024

At the conclusion of the Cultural and Creative Committee

## **Resilient Communities and Economy Committee**

**Agenda**

- 1. Confirmation of Minutes**
- 2. Statement of Ethical Obligations and Disclosures of Interest**
- 3. Grants and Sponsorship - Post Exhibition - Dixon Street Improvement Grant Guidelines and Haymarket Activation Grant Guidelines**
- 4. Grants and Sponsorship – Aboriginal and Torres Strait Islander Collaboration Fund**



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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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**Item 1.**  
**Confirmation of Minutes**

Minutes of the following meetings of the Resilient Communities and Economy Committee are submitted for confirmation:

Meeting of 12 February 2024

**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 - Post Exhibition - Dixon Street Improvement Grant Guidelines and Haymarket Activation Grant Guidelines**

File No: S117676

**Summary**

This report seeks Council adoption of the grant program guidelines for the Dixon Street Improvement Grant and Haymarket Activation Grant post exhibition.

The Dixon Street Improvement Grant will support capital works that improve shop and building frontages for a three year period. The Haymarket Activation Grant will support one major activation each year for three years in the Haymarket precinct.

The total budget for the Dixon Street Improvement Grant is \$1,200,000 over three years, starting in 2024/25. The total budget for the Haymarket Activation Grant will be \$600,000 over three years, starting 2024/25.

A further \$100,000 per year is the proposed maximum loss of revenue to the City associated with extending the value in kind fee waivers for projects funded through the Haymarket Activation Grant program.

On 12 February 2024, Council endorsed placing on exhibition the draft guidelines for the new Dixon Street Improvement Grant and Haymarket Activation grant. They were exhibited from 20 February to 19 March 2024.

The details of the issues raised in the submissions, together with the City's responses are included in Attachment D Engagement Report.

This report recommends the adoption of the exhibited Dixon Street Improvement Grant guidelines (Attachment A) with minor changes for clarity and Haymarket Activation Grant guidelines (Attachment B) with no changes.

## **Recommendation**

It is resolved that Council:

- (A) adopt the Dixon Street Improvement Grant Guidelines as shown at Attachment A to the subject report;
- (B) adopt the Haymarket Activation Grant Guidelines as shown at Attachment B to the subject report;
- (C) note the submissions received from the community on the exhibited draft Grant Program Guidelines as shown at Attachment D to the subject report; and
- (D) note the proposed budget implications as described in the subject report and that programs will be incorporated into future budgets for public exhibition and endorsement by Council.

## **Attachments**

**Attachment A.** Dixon Street Improvement Grant Guidelines

**Attachment B.** Haymarket Activation Grant Guidelines

**Attachment C.** Resolution of Council - 19 February 2024 - Dixon Street Improvement Grant Guidelines and Haymarket Activation Grant Guidelines

**Attachment D.** Engagement Report

## Background

1. The Haymarket and Chinatown Revitalisation Strategy (the Strategy) was adopted by Council on 11 December 2023.
2. The Strategy provides a coordinated response to the community vision and evidence-based studies. It identifies actions in five areas:
  - (a) renewal of the heart;
  - (b) planning and heritage;
  - (c) public domain and public art;
  - (d) culture, events, and activations; and
  - (e) collaboration and partnerships.
3. The Strategy includes actions to explore two new grant programs:
  - (a) improve the shopfronts in the southern part of Dixon Street through a grant program; and
  - (b) more grant funding for community-led festivals and events in Haymarket.
4. Both actions received strong support from respondents during the public exhibition of the Strategy.
5. The budget for the Dixon Street Improvement Grant program and Haymarket Activation Grant program will be subject to future budget and public exhibition processes under the Local Government Act 1993.
6. The associated financial implications will also be subject to public exhibition and Council endorsement as part of the 2024/25 budget process.

### Dixon Street Improvement Grant

7. The Dixon Street Improvement Grant program will provide matched funding up to \$60,000 per grant to support capital works that improve shop and building frontages on Dixon Street south, including façade, awning and food and beverage shopfront improvements for a period of three years.
8. Three types of capital works projects will be supported for this grant:
  - (a) Street level major works provides matched cash funding up to \$60,000 per shopfront, and will prioritise:
    - (i) building works to bring food preparation to the front window to be visible from Dixon Street (required for this type of grant);
    - (ii) upgrades to shopfronts;
    - (iii) upgrading external signage and lighting;
    - (iv) installation of larger windows or bi-fold windows (opening up views from Dixon Street);

- (v) repair or restoration of existing awnings; and
  - (vi) works to improve accessibility.
- (b) Street level minor works provides matched cash funding up to \$20,000 per shopfront, and will prioritise:
- (i) upgrades to Dixon Street shopfronts;
  - (ii) upgrading external signage and lighting;
  - (iii) installation of larger windows or bi-fold windows (opening up views from Dixon Street);
  - (iv) repair or restoration of existing awnings; and
  - (v) works to improve accessibility.
- (c) Upper storey works provides matched cash funding up to \$60,000 per property, and will prioritise:
- (i) restoration or installation of signage or street art in keeping with Dixon Street's character;
  - (ii) cleaning, repair or repainting of external building façade;
  - (iii) repair or restoration of existing awnings and upper storey windows; and
  - (iv) removal of redundant air conditioning units, utilities, wiring or fixtures.
9. The Dixon Street Improvement Grants will be open to landowners and business occupants (with a letter of support from the landowner) of buildings in the Dixon Street South area.
10. In addition, applicants for street level major works must bring food preparation to the front window to be visible from Dixon Street, contributing to a 'chef's gallery' on Dixon Street.
11. Applicants will be supported through the process by a planning and design concierge service.
12. Minor changes have been made to the grant guidelines for clarity:
- (a) Removing all references for applicants to 'register their interest'. Instead, a link will be included on the website, once the grant is live.
  - (b) Removing reference to 'works to improve accessibility' from the funding priorities. While accessibility remains a matter for consideration, the main aim of the grant is to improve the presentation and use of the building as experienced from the street. Accessibility will continue to be managed through standard regulatory requirements and processes.
13. Following completion of the grant application and assessment process, all grant recommendations for the Dixon Street Improvement Grant will be brought back to Council for approval.

## Haymarket Activation Grant

14. The new Haymarket Activation Grant program will provide support for one major activation each year for three years in the Haymarket precinct, to the value of \$200,000. The activation will attract people to Haymarket, celebrate Asian cultures and strengthen community inclusion and cohesion.
15. Value-in-kind up to the value of up to \$100,000 will also be made available, including fee waivers for street banner pole hire, venue hire, outdoor event related application fees, power access fees, event road closure fees or other applicable City service and event hire fees normally chargeable for such events.
16. The Haymarket Activation grant guidelines are based on the guidelines approved by Council for the Precinct Activation grant program in 2022.
17. The Haymarket Activation Grant program will prioritise projects that:
  - (a) celebrate Asian cultures and communities;
  - (b) strengthen social inclusion, enable connectedness and reduce social isolation;
  - (c) support the visitor economy through activations, events and promotion;
  - (d) represent the cultural and social diversity of our community; and
  - (e) activate Haymarket with creative programming.
18. The Haymarket Activation Grant program will be open to not-for-profits and for-profits, delivering an activation within the Haymarket area.
19. Following completion of the grant application and assessment process, all grant recommendations for the Haymarket Activation Grant program will be brought back to Council for approval.

## Key Implications

### Strategic Alignment - Sustainable Sydney 2030-2050 Continuing the Vision

20. 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 program is aligned with the following strategic directions and objectives:
  - (a) Direction 3 - Public places for all - the Haymarket Activation Grant program will activate streets and public spaces in Haymarket with cultural events and activities.
  - (b) Direction 4 - Design excellence and sustainable development - the Dixon Street Improvement Grant program will support business to make their shopfronts attractive, inclusive and inviting.
  - (c) Direction 8 - A thriving cultural and creative life - the Haymarket Activation Grant program will activate streets and public spaces in Haymarket with cultural events and activities.

- (d) Direction 9 - A transformed and innovative economy - the Haymarket Activation Grant program recognises the unique characteristics and history of Haymarket, and by activating the precinct with cultural events and activities will enliven the precinct and entice people to visit.

### **Organisational Impact**

21. The grants and sponsorships contract management process will involve key staff across the City of Sydney. Identified staff set contract conditions and performance measures for each approved project, and review project acquittals, which include both narrative and financial reports.
22. Applicants for the Dixon Street Improvement Grant program will be supported through the process by a planning and design concierge service. This concierge service will be supported using existing resources within the Planning Assessments Unit.

### **Risks**

23. Operational risks associated with implementing the proposed new grants are considered low and have been explored by City staff. There has been internal consultation with staff across areas of the City and further consultation and consideration will be given to the operational impact of implementing the grants during the application period.

### **Cultural / Environmental / Economic / Social**

24. The City's Grants and Sponsorship Program provides the City with a platform to support cultural, economic, environmental and social initiatives from the communities and business, within the local area.
25. The Haymarket Activation Grant program and the Dixon Street Improvement Grant program have been developed in response to feedback from the Haymarket and Chinatown Revitalisation Strategy community engagement process.

### **Financial Implications**

26. The total proposed budget for the Dixon Street Improvement Grant is an estimated \$1,200,000 over three years (subject to participation), subject to public exhibition and Council endorsement.
27. The total proposed budget for the Haymarket Activation Grant is an estimated \$600,000 over three years, subject to public exhibition and Council endorsement.
28. The Dixon Street Improvement Grant program and Haymarket Activation Grant program will form part of the Grants and Sponsorship Program and budgets for 2024/25, 2025/26 and 2026/27, be referenced within the Operational Plan for each of these years and has been included within the draft Long Term Financial Plan presented to Council in the current report cycle (May 2024).

29. A maximum of \$100,000 per year for three years impact of future revenue forgone from the waiver of City service and event hire fees will affect future financial years' results and will be reflected in the Operational Plan for each of these years and has been included within the draft Long Term Financial Plan presented to Council in the current report cycle (May 2024).

### **Relevant Legislation**

30. In accordance with Section 160(1) and (2) of the Local Government Act 1993, these draft guidelines were placed on public exhibition for 28 days and any submissions up to 42 days will be considered when finalising the grant guidelines.
31. 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 following a public exhibition process.

### **Critical Dates / Time Frames**

32. The Haymarket Activation Grant program will run for a three-year period, commencing in 2024/25. This program will open for applications in May 2024, prior to the 2024/25 budget being approved. This will give the successful applicant time to plan and present an event, so as not to occur at the same time as pre-existing festivals and events taking place within or in the vicinity of the Haymarket area (for example Sydney Lunar Festival). This was successfully achieved in 2021/22 when the Precinct Activation Grant program was approved by Council. This will also allow for recommendations for the grant to be considered by Council by August 2024.

## Public Consultation

33. On 12 February 2024, Council endorsed placing on exhibition the draft guidelines for the new Dixon Street Improvement Grant and Haymarket Activation grant. They were exhibited from 20 February to 19 March 2024. During public consultation, 11 submissions were received for the Haymarket activation grant guidelines, one of which was answered in Traditional Chinese. Ninety-one per cent of submissions support the grant guidelines (64 per cent support the guidelines without changes, 27 per cent support the guidelines with changes). Nine per cent do not support the grant guidelines, stating that they would prefer the funding be put towards improvements to Dixon Street.
34. During public consultation, eight submissions were received for the Dixon Street improvement grant guidelines. One hundred per cent of submissions supported the grant guidelines without changes. Respondents commented that Dixon Street needs rejuvenation and that this grant program is "absolutely necessary." The community stated that this program is "well targeted in its focus" of uplifting the attractiveness of the street, with an "emphasis/incentive on food."
35. Three written submissions were made on behalf of local community groups and organisations, providing joint feedback for both grant guidelines. Two of the submissions expressed strong support for both programs, while the third focused on recommendations and considerations for the implementation of the grants.
36. The details of the issues raised in the submissions, together with the City's responses are included in Attachment D.
37. Given the strong support for both grant guidelines, no changes are proposed to either grant guideline in response to the consultation.

**EMMA RIGNEY**

Director City Life

Cathy Brown, Grants Coordinator

# **Attachment A**

## **Dixon Street Improvement Grant Guidelines**



# Dixon Street Improvement grant

CITY OF SYDNEY 

# Dixon Street Improvement grant

## Overview

This funding program supports capital works that improve shop and building frontages on Dixon Street south with matched funding that contributes to:

- the visible renewal of Dixon Street (south) shopfronts and facades, making the street more attractive
- the creation of a ‘chef’s gallery’ bringing the theatre of food preparation to Dixon Street
- the distinct character and identity of Dixon Street as the historic heart of Chinatown.

We provide support for 3 types of capital works projects:

1. Street level major works
2. Street level minor works
3. Upper storey works

## Key dates

This program will open for 3 years from 2024/25 or until the budget is exhausted.

See ‘how to apply’ for more information the application process.

## Funding priorities

Our funding will prioritise:

### 1. Street level major works

- building works to bring food preparation to the front window to be visible from Dixon Street (required for this type of grant)
- upgrades to shopfronts
- upgrades to external signs and lighting
- installation of larger windows or bi-fold windows (opening up views from Dixon Street)

- repair or restoration of the awnings

## 2. Street level minor works

- upgrades to Dixon Street shopfronts
- upgrades to external signs and lighting
- installation of larger windows or bi-fold windows (opening up views from Dixon Street)
- repair or restoration of existing awnings

## 3. Upper storey works

- restoration or installation of signs or street art that maintains Dixon Street's character
  - cleaning, repairing or repainting external building façade
  - repair or restoration of the awning and upper storey windows
  - removal of redundant air conditioning units, utilities, wiring or fixtures.
- 

## Funding available

Type 1 – Street level major works: Cash funding up to \$60,000 is available per storefront.

Type 2 – Street level minor works: Cash funding of up to \$20,000 is available per storefront.

Type 3 – Upper storey works: Cash funding up to \$60,000 is available per property.

Applicants are required to at least match the funding requested with cash (value-in-kind will not be accepted).

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## Assessment criteria

Proposals are assessed against the following criteria:

- demonstrates significant and visible improvements to the shop and building frontages as viewed from Dixon Street
- exhibits design excellence and responds to local heritage and character
- supports local and small businesses
- evidence of value for money
- how the project meets the funding priorities.

## Eligibility

To be eligible:

- the building must be located on one of the properties highlighted in blue in Figure 1
- the proposed works must be to a frontage visible from Dixon Street
- the applicant must be the landowner or business occupant with a letter of support from the landowner
- the applicant must have an ABN (Australian Business Number)
- the proposed works will naturally need to meet certain standards including planning regulations, certification regulations and the Building Code of Australia (National Construction Code).

Applicants should be aware that the proposal may need to go through a development application process.

Also, for street level major works applications (type 1) to be eligible the proposed improvements must bring food preparation to the front window to be visible from Dixon Street, contributing to a ‘chefs gallery’ on Dixon Street.



Figure 1

## Not eligible for funding

Funding is not available for:

- purchase of buildings
- extensions or additions to properties
- relocation of businesses
- internal fit outs or works which do not improve the frontage as viewed from Dixon Street
- waiver of fees for development applications, health inspection fees, health approvals, street closures and other approvals and other similar statutory charges
- reimbursement of funds already spent
- operational costs, staffing, wages and marketing
- projects that directly contravene the eligibility and ethics framework or existing City of Sydney policies.

## How to apply

This program has 4 steps in the application process:

### Step 1. Design concierge

- meet with the concierge team to discuss your site and what type of improvements could be eligible for grant funding
- develop your proposal with advice from the concierge team – you may need to engage a design team
- the team will carry out eligibility, scope of work and design checks.

### Step 2A. Grant application

- submit your grant application and provide quotes for the proposed work
- for more significant works, the grant payment may be on the condition of an approved development application.

### Step 2B. Planning and certification (if required, concurrent to Step 2A Grant application)

- your proposal may require a development application consent or complying development certificate
- the design and planning concierge team can provide advice
- the applicant will need to make the necessary applications and pay any applicable fees.

### Step 3: Payment and construction

Works can commence. Grant funding will be provided in 2 staged payments:

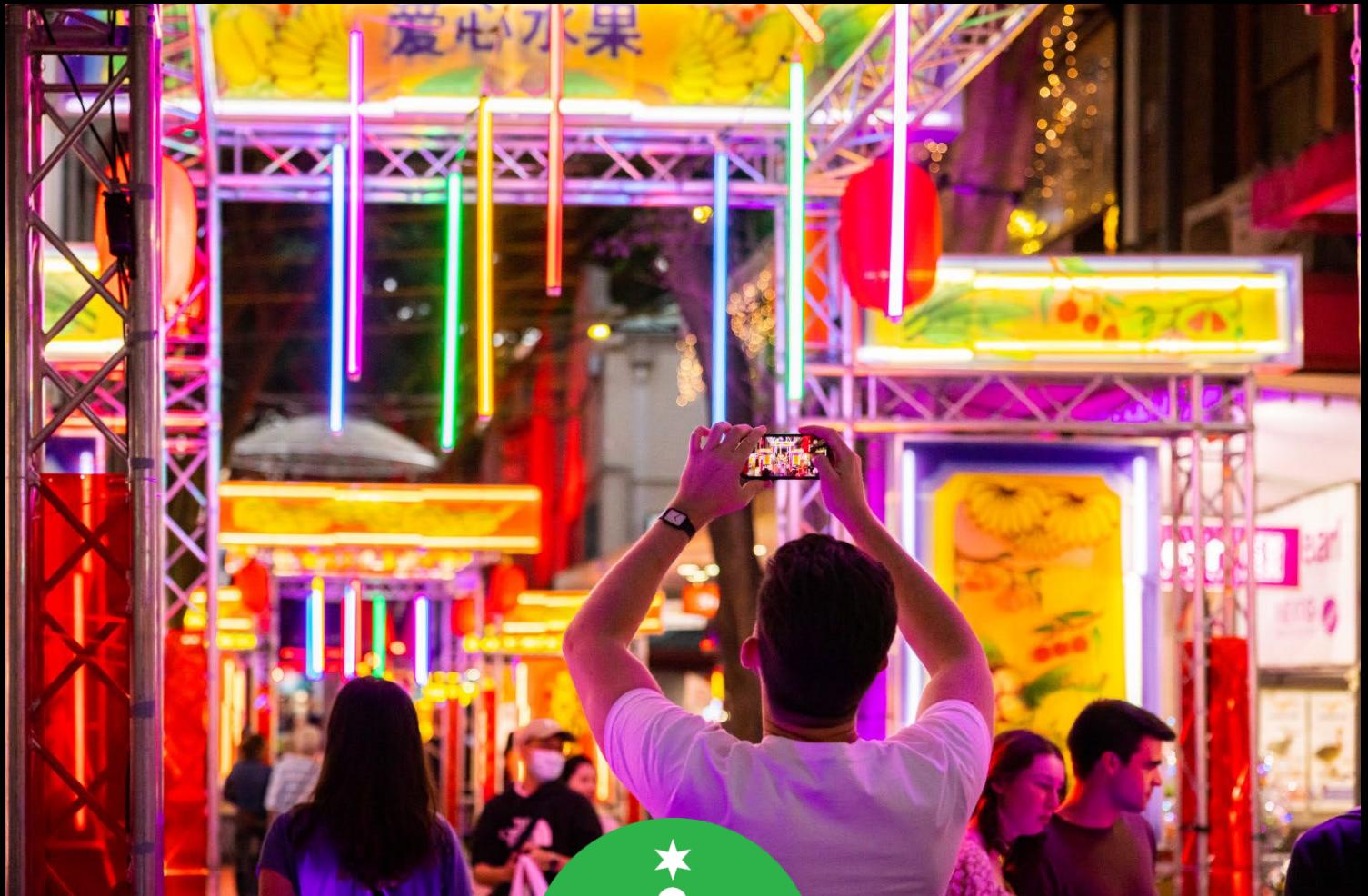
- (1) 50% when works begin
- (2) 50% when works are completed and verified through a site inspection and review of receipts.

For more information on our grants and sponsorships see [cityofsydney.nsw.gov.au/grants-sponsorships](http://cityofsydney.nsw.gov.au/grants-sponsorships).



## **Attachment B**

**Haymarket Activation Grant Guidelines**



# Haymarket activation grant

# Haymarket activation grant

## Overview

This grant program will support one major activation in the Haymarket precinct per year to the value of \$200,000.

The activation will attract people to Haymarket (defined as the area within the dotted lines on Figure 1), celebrate Asian cultures and strengthen community inclusion and cohesion. The project will be produced through collaborations and will activate public places, business premises and vacant space with cultural programming.

Project collaborators may include:

- businesses in Haymarket
- landowners and others in Haymarket wanting to activate vacant space
- a media agency
- an arts/cultural operator
- a creative producer or event manager
- a local community group wanting to reinvigorate Haymarket.



Figure 1.

## Key dates

Applications open: 14 May 2024

Applications close: 11 June 2024

Activation must occur between: 1 September 2024 to 30 June 2025

This is a three-year program and will open again for applications in early 2025 for activations in the 2025/26 financial year.

## Funding available

Cash funding of \$200,000 plus up to \$100,000 of value in kind (for example banners, venue hire) is available for one major activation.

Within the cash funding component, applicants can apply for up to \$20,000 worth of capital expenditure or equipment purchase.

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## Funding priorities

Our funding will prioritise projects that:

- celebrate Asian cultures and communities
  - strengthen social inclusion, enable connectedness and reduce social isolation
  - support the visitor economy through activations, events and promotion
  - represent the cultural and social diversity of our community
  - activates Haymarket with creative and cultural programming.
- 

## Assessment criteria

Proposals are assessed against:

- potential reach and impact of the activation including proposed timing
  - capacity and experience of the applicant and their partners to produce the activation
  - demonstrated partnerships, connection and benefit to Haymarket and the local community
  - evidence of diversity, inclusion and equity in planning and producing the activation
  - how the project meets the funding priorities.
- 

## Eligibility

Not-for profit and for-profit organisations can apply.

## Not eligible for funding

Funding is not available for:

- activations proposed outside of the Haymarket area (marked on Figure 1 in these guidelines)
- operational costs or overheads for the core business of an organisation
- activations that are part of or at the same time as pre-existing festivals and events taking place within or in the vicinity of the Haymarket area (for example Sydney Lunar Festival, Vivid Sydney or SXSW Sydney)

- projects that directly contravene the eligibility and ethics framework or existing City of Sydney policies.
- 

## How to apply

Applications for grants and sponsorship must be completed online.

If you are planning to hold your activation at a City of Sydney managed outdoor space please review the fees and charges for outdoor venue hire and contact the outdoor venue management team by email [openspacebookings@cityofsydney.nsw.gov.au](mailto:openspacebookings@cityofsydney.nsw.gov.au).

For more information on our grants and sponsorships see [cityofsydney.nsw.gov.au/grants-sponsorships](http://cityofsydney.nsw.gov.au/grants-sponsorships).



## **Attachment C**

**Resolution of Council – 19 February 2024 –  
Dixon Street Improvement Grant Guidelines  
and Haymarket Activation Grant Guidelines**

## Resolution of Council

**19 February 2024**

### **Item 8.3**

#### **Grants and Sponsorship - Dixon Street Improvement Grant Guidelines and Haymarket Activation Grant Guidelines**

It is resolved that:

- (A) Council note the 11 December 2023 Resolution of Council, requesting reports to be brought back to Council for any new grant programs arising from the adopted Haymarket and Chinatown Revitalisation Strategy;
- (B) Council endorse the draft Dixon Street Improvement Grant Guidelines as shown at Attachment A to the subject report for public exhibition for a period of 28 days in accordance with the requirements of the Local Government Act 1993;
- (C) Council endorse the draft Haymarket Activation Grant Guidelines as shown at Attachment B to the subject report for public exhibition for a period of 28 days in accordance with the requirements of the Local Government Act 1993;
- (D) Council note the proposed budget implications as described in the subject report and that programs will be incorporated into future budgets for public exhibition and endorsement by Council; and
- (E) authority be delegated to the Chief Executive Officer to make minor changes to the draft Guidelines for clarity or correction of drafting errors prior to public exhibition.

Carried unanimously.

S117676

## **Attachment D**

**Engagement Report**



# Engagement report – Haymarket activation and Dixon Street improvement grants



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**Engagement report –  
Haymarket activation and Dixon Street improvement grants**

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# Overview

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## Background

City of Sydney's Haymarket and Chinatown revitalisation strategy includes actions to explore more grant funding for community-led festivals and events in Haymarket.

The strategy provides a coordinated response to the community vision for the area and evidence-based studies. It identifies action in 5 areas:

1. Renewal of the heart
2. Planning and heritage
3. Public domain and public art
4. Culture, events and activations
5. Collaboration and partnerships

We consulted with the community on draft grant guidelines for both the Haymarket activation grant and Dixon Street improvement grant between 20 February and 19 March 2024.

The findings of these parallel consultations are summarised in this engagement report, which will be attached to a separate Council report, recommending endorsement of both grant programs.

### Haymarket activation grant

If endorsed, the new Haymarket activation grant program will provide support for one major activation event each year for 3 years in the Haymarket precinct, to the value of \$200,000.

The activation would attract people to Haymarket, celebrate Asian cultures and strengthen community inclusion and cohesion.

The new grant program will be open to not-for-profits and for-profits to produce an activation in the Haymarket area.

### Dixon Street improvement grant

If endorsed, the new Dixon Street improvement grant program will provide matched funding up to \$60,000 per grant to support capital works that improve shop and building frontages on Dixon Street south. Improvements could include façade, awning and food and beverage shopfront works.

The proposed new grants will be open to landowners and business occupants of buildings in the Dixon Street south area. Business occupants will need a letter of support from the landowner.

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## Engagement summary

Between 20 February and 19 March 2024, we consulted with the community about our proposed grant guidelines for both the Haymarket activation grant and Dixon Street improvement grant.

This report focuses on the community engagement activities that took place to gather feedback about the Haymarket activation grant guidelines and Dixon Street improvement grant guidelines and summarises key findings from both consultations, which ran concurrently.

## Purpose of engagement

Engagement activities were designed to:

1. Gather community feedback about the Haymarket activation grant guidelines and Dixon Street improvement grant guidelines.
2. Use feedback gathered to shape the direction of the Haymarket activation and Dixon Street improvement grant guidelines and programs going forward.

## Outcomes of engagement

The following is a snapshot of the outcomes from the engagement.

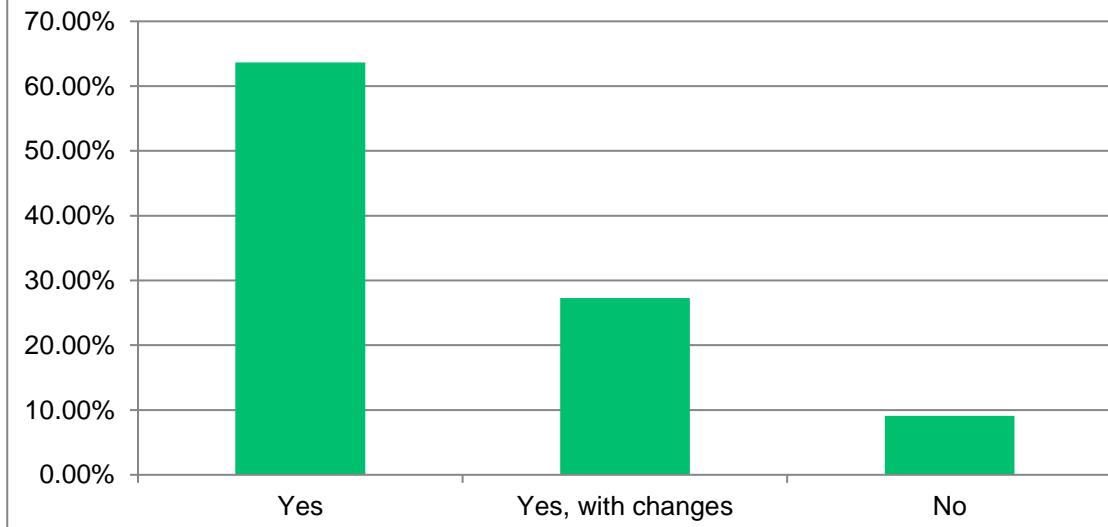
### Submissions received during February/March 2024 consultation

#### Haymarket activation grant

During public consultation, we received 11 submissions via online survey for the Haymarket activation grant guidelines, one of which was answered in traditional Chinese.

91% of submissions support the grant guidelines (64% support the guidelines without changes, 27% support the guidelines with changes). 9% do not support the grant guidelines.

#### Do you support the proposed Haymarket activation grant guidelines?



Of those who supported the grant guidelines, some comments included –

*Haymarket needs all the support it can get to help it return to a vibrant, multicultural neighbourhood.*

*As a founding member of Haymarket Chamber of Commerce, I 100% support CoS initiatives to improve Dixon St and activate Chinatown.*

Engagement report –  
Haymarket activation and Dixon Street improvement grants

*As a producer in Public Programming for 4A Centre for Contemporary Asian Art - it is exciting and also essential to continue to support activations of the Haymarket area. I believe a core part of bringing people into the area and continuing to cement the legacy of Chinatown will come from providing opportunities like this. In particular ensuring there is a diverse and engaging program of events that can speak to the myriad of cultures that come together in Haymarket.*

Of those who supported the grant guidelines but with changes, two of three respondents did not provide further comment. The third provided the following explanation –

*Are you sure individual retailers will be able to access the grant and have flexible conditions? If the retail owner cannot take enough regular weekly bookings at the market stall to operate the market stall.*

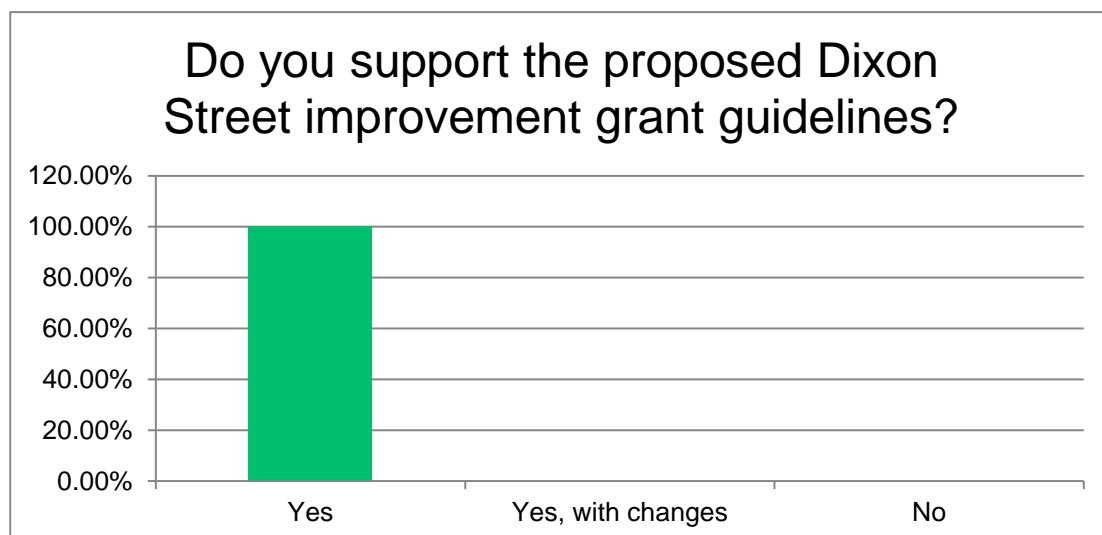
The respondent who did not support the grant guidelines provided the following explanation –

*Very happy to see local and state government investing in Haymarket. I would rather see the value of this grant moved to the Dixon St infra[structure] project. Haymarket needs help. Clean it up and improve the infrastructure and people will visit. Fund new events at that point. If people visit now they may not support an upgrade.*

#### Dixon Street improvement grant

During public consultation, we received 8 submissions via online survey for the Dixon Street improvement grant guidelines.

100% of submissions supported the grant guidelines without changes.



Some comments included –

*Long overdue and absolutely necessary!*

Engagement report –  
Haymarket activation and Dixon Street improvement grants

*I think it will lead to real improvements and will encourage more investment by owners and business operators.*

*Dixon Street badly need rejuvenation and government help is certainly needed.*

*It is well targeted and focused on uplifting the attractiveness of the street, with an emphasis/incentive on food.*

### Written submissions

Three written submissions were made on behalf of local community groups/organisations:

- Haymarket Chamber of Commerce
- Haymarket Alliance
- Haymarket community network

All three written submissions provided joint feedback for both grant guidelines on public exhibition.

Letters from the Haymarket Chamber of Commerce and Haymarket Alliance expressed support for both guidelines and grant programs. They are included as Appendix H and Appendix I respectively at the end of this report.

The submission from Haymarket community network neither supported, nor opposed the grant programs, but rather raised considerations for the implementation of the grant programs. Questions and recommendations raised by the Haymarket community network are included in the Submissions Table section of this report. The network is comprised of over 30 community stakeholders, organisations, business operators, property owners, residents, and individuals actively advocating for Chinatown and Haymarket.

### **Submissions and engagement activity**

Quantity	Description of activity
22	Total submissions received
19	Survey submissions
3	Emailed submissions received from community groups / residents
233	Sydney Your Say webpage visits – Haymarket activation grant guidelines
41	Document downloads – Haymarket activation grant guidelines
205	Sydney Your Say webpage visits – Dixon Street improvement grant guidelines
41	Document downloads – Dixon Street improvement grant guidelines
868	Electronic direct mail (EDM) recipients (451 opened)
6690	Sydney Your Say March EDM recipients (2662 opened)
94	Letters distributed – Dixon Street improvement grant guidelines

# Key findings

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## Unanimous community support for Dixon Street improvement grant guidelines

There is unanimous community support (100%) for the Dixon Street improvement grant guidelines. Feedback provided highlighted the community's view that this grant program will lead to real improvements and will encourage more investment by owners and business operators. Respondents commented that Dixon Street needs rejuvenation and that this grant program is "absolutely necessary." The community stated that this program is "well targeted in its focus" of uplifting the attractiveness of the street, with an "emphasis/incentive on food."

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## Majority community support for Haymarket activation grant guidelines

91% of submissions support the grant guidelines (64% support the guidelines without changes, 27% support the guidelines with changes).

*As a founding member of Haymarket Chamber of Commerce, I 100% support CoS initiatives to improve Dixon St and activate Chinatown.*

*Haymarket needs all the support it can get to help it return to a vibrant, multicultural neighbourhood.*

Only one respondent provided written feedback suggesting changes to the guidelines –

*Are you sure individual retailers will be able to access the grant and have flexible conditions? If the retail owner cannot take enough regular weekly bookings at the market stall to operate the market stall.*

One respondent did not support the grant guidelines (9% of total responses) and explained that their preference is for this funding to be allocated to infrastructure improvements along Dixon Street. –

*I would rather see the value of this grant moved to the Dixon St infra[structure] project.  
Haymarket needs help. Clean it up and improve the infrastructure and people will visit. Fund new events at that point.*

This feedback highlights majority support for the Haymarket activation grant guidelines.

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## Transparency and governance

A written submission was provided by the Haymarket community network, comprised of over 30 community stakeholders, organisations, business operators, property owners, residents, and individuals actively advocating for Chinatown and Haymarket.

The submission is neutral in sentiment and calls for transparency in the selection criteria for both grants' programs, and regular reporting on several metrics to measure the performance of the Dixon Street improvement grant. The network has asked for feedback to be provided to unsuccessful grant recipients to help build the capacity of the community.

Engagement report –  
Haymarket activation and Dixon Street improvement grants

Details of questions raised and Council's response to each are included in the Submissions Table section of this report.

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## Community collaboration

The submission received from the Haymarket community network asks for opportunities for community collaboration. This goes hand in hand with their request for the call for transparency, as they have noted community collaboration as central to ensuring transparency. The network has specifically asked for the grants' selection process to "involve the community" and for a community member to sit on the selection panel for recipients.

Details of their requests and Council's response are included in the Submissions Table section of this report.

# Submissions table

Question/issue raised	Total (number of times raised)	City of Sydney response
Has Council directly contacted the business and property owners and consulted them on the guidelines? It is recommended that Council have a targeted strategy in their contact with the owners to promote take-up of the grant.	1	<p>Council sent a Lord Mayor letter dated 22 February notifying property owners of the Dixon Street improvement grant guidelines consultation. 94 letters were distributed. This letter was also hand delivered by City of Sydney staff who spoke to businesses on Dixon Street on 5 March. Grant guidelines and surveys were translated in simplified and traditional Chinese.</p> <p>A targeted stakeholder list was emailed information about both the Dixon Street improvement and Haymarket activation grant guidelines consultations on 26 February.</p> <p>We will continue to communicate actively and promote the grants in a targeted way.</p>
The assessment process for community grants should be transparent and involve the community. It is recommended that the grants guidelines set out the composition of the assessment panel and that Council include community representatives on the panel.	1	<p>Our grant programs are governed by the Local Government Act 1993. We also have a grants and sponsorship policy in place to ensure transparency and accountability.</p> <p>All applications are assessed by at least three relevant City of Sydney staff. Assessments and recommendations are presented to Council, and reports made public. Only Council has the authority to approve grants and sponsorships or other financial assistance. As elected officials, the Lord Mayor and Councillors act as representatives of the community.</p> <p>If considered relevant, some grant applications may be assessed by external parties who have skills and professional experience which will benefit the assessment process. When an external assessor is required, we will select a representative from one of the City of Sydney's established advisory panels with the relevant skills, experience, and availability. External assessors will be paid for their time. External assessors are required to sign a participation agreement</p>

Engagement report –  
Haymarket activation and Dixon Street improvement grants

Question/issue raised	Total (number of times raised)	City of Sydney response
It is recommended that Council provide feedback to unsuccessful applicants, to help build the capacity of communities to take actions that respond to their needs. The provision of comments also increases the transparency of the assessment process.	1	with the City of Sydney which outlines their responsibilities, including conflict of interest and confidentiality obligations. They cannot submit a grant application in the grant round they are assessing.  While we sometimes have external assessors, it would be challenging to find a community representative with the relevant skills and experience, who does not have conflicting interests or perceived interests in outcomes of the grants. For example, for the Dixon Street improvement grant, an external assessor would likely need to be a planner, architect, or urban designer from the community. These individuals are also likely to be working on behalf of the potential applicants.
To measure the performance of the Dixon Street improvement grant, it is recommended that Council publish six-monthly reports about the number of enquiries received, the number of projects awarded during the reporting period, details of awarded projects including costs and progress. We would also suggest that there be a Council-convened forum or workshop to discuss any difficulties encountered by applicants, grantees and Council in the administration of the grants during the year.	1	If applicants are unsuccessful, they can seek feedback from City of Sydney staff. This is also stated in our grants and sponsorship policy.
It is recommended that a timeline of the grant program from application, assessment to award of grant be set out in the grants guidelines to assist planning by the applicants.... [And that Council] set out a checklist of the requirements so applicants are informed on the timing and actions	1	We will monitor and evaluate the Dixon Street grant program across a number of metrics. We publish successful grants and the cash and value-in-kind given for all grant programs. We seek to be accountable and transparent, while respecting the privacy of applicants. Applicants will be supported throughout the process, through the planning and design concierge team.  A high-level timeline is provided within the Haymarket activation grant guidelines. In the application, applicants explain how their project fits into the timeline, and how they will deliver the activation.  For the Dixon Street improvement grant, timelines will likely vary between applicants,

**Engagement report –  
Haymarket activation and Dixon Street improvement grants**

<b>Question/issue raised</b>	<b>Total (number of times raised)</b>	<b>City of Sydney response</b>
required before making an application and can allow for those requirements as often there is little time between award of the grant and implementation.		depending on the scope of works. This grant program is designed to accommodate this, and the application process is set out in the guidelines.
How will [Council] ensure that grant monies are spent as intended, or when businesses change hands? Will this be captured in the DA process with enforceable conditions?	1	<p>We will ensure that grant monies are spent as intended and that funding priorities are achieved through conditions within the grant contract.</p> <p>We distribute funds in steps once milestones have been reached. These will be outlined in the contract by the Relationship Manager and in negotiation with the recipient.</p>

# Engagement activities

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## Overview of engagement undertaken

### Sydney Your Say webpage

Two Sydney Your Say webpages were created to facilitate consultation on the Haymarket activation grant guidelines (<https://www.cityofsydney.nsw.gov.au/policy-planning-changes/have-your-say-haymarket-activation-grant-guidelines>) and Dixon Street improvement grant guidelines (<https://www.cityofsydney.nsw.gov.au/policy-planning-changes/have-your-say-dixon-street-improvement-grant-guidelines>). Both pages included electronic copies of the relevant grant guidelines and links to feedback surveys.

The Haymarket activation grant guidelines Sydney Your Say page was viewed 233 times by 147 users during the consultation period, and the guidelines downloaded 41 times. The Haymarket activation guidelines were translated into traditional and simplified Chinese, Korean, Thai and Indonesian.

The Dixon Street improvement grant guidelines Sydney Your Say page was viewed 205 times by 123 users during the consultation period, and the guidelines downloaded 41 times. The Dixon Street guidelines were translated into traditional and simplified Chinese.

### Online feedback form via Survey Monkey

For both the Dixon Street improvement grant and Haymarket activation grant guidelines, the community and stakeholders were able to give feedback using an online feedback form. A link to the feedback form was provided on the relevant Sydney Your Say webpages.

For Haymarket activation guidelines, respondents were given the option of taking the survey in traditional and simplified Chinese, Korean, Thai and Indonesian. 11 surveys were completed for the Haymarket activation grant guidelines; 10 in English and one in traditional Chinese.

For Dixon Street guidelines, respondents were given the option of taking the survey in traditional and simplified Chinese. 8 surveys were completed, all in English.

### Electronic Direct Mail (EDM)

On 26 February 2024, an EDM was sent to 868 subscribers, identified by their interest and/or participation in the previous Haymarket and Chinatown consultations.

It highlighted the important role that these two new grants for Haymarket will play in supporting projects that strengthen the social, cultural, environmental and economic life of the precinct, and that the grant guidelines are open for feedback until 19 March 2024.

It generated 451 unique opens (52%). There were 52 clicks (6%) through to the Sydney Your Say consultation page.

### Sydney Your Say March EDM

The monthly Sydney Your Say EDM was issued on 12 March 2024 to 6690 recipients. It generated 2662 unique opens and 241 clicks through to the Sydney Your Say website. Grant guidelines was the top story for this month's EDM.

Engagement report –  
Haymarket activation and Dixon Street improvement grants

**Consultation letter – Dixon Street improvement grant**

A letter signed by the Lord Mayor, dated 22 February 2024, was delivered to both owners and occupiers of properties along Dixon Street. It advised recipients of the new grant program to improve shopfronts in the southern part of Dixon Street in Haymarket and invites feedback on draft guidelines for the Dixon Street improvement grant. The call to action was also translated into traditional and simplified Chinese. A total of 94 letters were distributed.

# Appendices

## Appendix A - Sydney Your Say webpage Haymarket activation grant guidelines

Policy & planning changes

### Have your say on the Haymarket activation grant guidelines

This new grant program will support a major activation in Haymarket to celebrate Asian cultures and attract people to the area.

[Haymarket](#)

 **Under review**

Contributions to this consultation are closed for evaluation and review. The project team will report back on key outcomes.

PUBLIC CONSULTATION PERIOD  
20 February 2024 to 19 March 2024

## What we're doing

The new Haymarket activation grant program is proposed to provide support for one major activation event each year for 3 years in the Haymarket precinct, to the value of \$200,000.

The activation would attract people to Haymarket, celebrate Asian cultures and strengthen community inclusion and cohesion.

The new grant program will be open to not-for-profits and for-profits to produce an activation in the Haymarket area.

**Gareth Jenkins**

SENIOR COMMUNITY ENGAGEMENT COORDINATOR – CITY ENGAGEMENT

[Show details ▾](#)

**Alana Goodwin**

GRANTS COORDINATOR

[Show details ▾](#)

## Grant applications

If endorsed, the Haymarket activation grant will be open for applications later this year.

If you would like to know more about this grant, email [communitygrants@cityofsydney.nsw.gov.au](mailto:communitygrants@cityofsydney.nsw.gov.au).

## Engagement report – Haymarket activation and Dixon Street improvement grants

### Why we're doing this

The [Haymarket and Chinatown revitalisation strategy](#) includes actions to explore more grant funding for community-led festivals and events in Haymarket.

The strategy provides a coordinated response to the community vision for the area and evidence-based studies. It identifies action in 5 areas:

1. Renewal of the heart
2. Planning and heritage
3. Public domain and public art
4. Culture, events and activations
5. Collaboration and partnerships.

 [Haymarket activation grant draft guidelines](#) 

PDF · 57.09 KB · Last modified 20 February 2024

 [Haymarket 振興拨款计划 \(草案\)](#)  
PDF · 202.29 KB · Last modified 20 February 2024

 [Haymarket 振興撥款計劃 \(草案\)](#)  
PDF · 230.74 KB · Last modified 20 February 2024

 [Rancangan pemberian hibah aktivasi Haymarket](#)  
PDF · 107.27 KB · Last modified 20 February 2024

 [해이마켓 활성화 보조금 조안](#)  
PDF · 205.09 KB · Last modified 20 February 2024

 [ทบทวนน้ำการฟื้นฟูชุมชนการเกิดเจริญรุ่ง](#)  
PDF · 144.96 KB · Last modified 20 February 2024

### How you can give feedback

Consultation closes at 5pm on Tuesday 19 March 2024.

#### ① Complete our online survey

- [Take our survey](#)
- [填写我们的调查问卷](#)
- [填寫我們的調查問卷](#)
- [Ikuti survei kami](#)
- [설문조사 참여하기](#)
- [ตอบแบบสอบถามของเรา](#)

#### ② Email or post your submission

You can give your feedback by email to [sydneyoursay@cityofsydney.nsw.gov.au](mailto:sydneyoursay@cityofsydney.nsw.gov.au) or post to:

Gareth Jenkins  
Senior Community Engagement Coordinator, City Engagement  
City of Sydney  
Town Hall House, Level 7, 456 Kent Street  
Sydney NSW 2000

Feedback may be published in publicly available reports at the end of the consultation period. Your name or organisation's name may appear in these reports with your feedback attributed. If you would like your feedback to be kept confidential, please let us know when making your contribution.

## Appendix B – Sydney Your Say webpage Dixon Street improvement grant guidelines

[Policy & planning changes](#)

# Have your say on the Dixon Street improvement grant guidelines

This new grant program will support major capital works to improve shop and building frontages on Dixon Street south in Haymarket.

[Haymarket](#)

### ⌚ Under review

Contributions to this consultation are closed for evaluation and review. The project team will report back on key outcomes.

PUBLIC CONSULTATION PERIOD

20 February 2024 to 19 March 2024

## What we're doing

The new Dixon Street improvement grant program is proposed to provide matched funding up to \$60,000 per grant to support capital works that improve shop and building frontages on Dixon Street south. Improvements could include façade, awning and food and beverage shopfront works.

The proposed new grants will be open to landowners and business occupants of buildings in the Dixon Street south area. Business occupants will need a letter of support from the landowner.

**Gareth Jenkins**

SENIOR COMMUNITY ENGAGEMENT COORDINATOR – CITY ENGAGEMENT

[Show details ▾](#)

**Alana Goodwin**

GRANTS COORDINATOR

[Show details ▾](#)

## Grant applications

If endorsed, the Dixon Street improvement grant will be open for applications later this year.

If you would like to know more about this grant, email [communitygrants@cityofsydney.nsw.gov.au](mailto:communitygrants@cityofsydney.nsw.gov.au).

## Why we're doing this

The Haymarket and Chinatown revitalisation strategy includes actions to explore grant programs that improve the shopfronts in the southern part of Dixon Street in Haymarket.

The strategy provides a coordinated response to the community vision for the area and evidence-based studies. It identifies action in 5 areas:

1. Renewal of the heart
2. Planning and heritage
3. Public domain and public art
4. Culture, events and activations
5. Collaboration and partnerships.

# Engagement report – Haymarket activation and Dixon Street improvement grants



Dixon Street improvement grant guidelines (draft) [Download](#)

PDF · 45.9 KB · Last modified 20 February 2024



Dixon Street 改造拨款计划 (草案)

PDF · 207.87 KB · Last modified 20 February 2024



Dixon Street 改造撥款計劃 (草案)

PDF · 246.9 KB · Last modified 20 February 2024

## How you can give feedback

Consultation closes at 5pm on Tuesday 19 March 2024.

### ① Complete our online survey

- [Take our survey](#)
- [填写我们的调查问卷](#)
- [填寫我們的調查問卷](#)

### ② Email or post your submission

You can give your feedback by email to [sydneyoursay@cityofsydney.nsw.gov.au](mailto:sydneyoursay@cityofsydney.nsw.gov.au) or post to:

Gareth Jenkins  
Senior Community Engagement Coordinator, City Engagement  
City of Sydney  
Town Hall House, Level 7, 456 Kent Street  
Sydney NSW 2000

Feedback may be published in publicly available reports at the end of the consultation period. Your name or organisation's name may appear in these reports with your feedback attributed. If you would like your feedback to be kept confidential, please let us know when making your contribution.

## Other ways you can give feedback

### Talk to us in person



### If you are Deaf or have complex communication needs



### If you need an interpreter



## Appendix C – Feedback form Haymarket activation grant guidelines



### Draft Haymarket activation grant guidelines

We invite your feedback on the draft Haymarket activation grant guidelines.

The Haymarket and Chinatown revitalisation strategy includes actions to explore more grant funding for community-led festivals and events in Haymarket.

The new Haymarket activation grant program is proposed to provide support for one major activation each year for 3 years in the Haymarket precinct, to the value of \$200,000.

The activation could attract people to Haymarket, celebrate Asian cultures and strengthen community inclusion and cohesion.

If adopted, the new grant program will be open to not-for-profits and for-profits to produce an activation in the Haymarket area. The Haymarket activation grant guidelines are on public exhibition until the 19 March.

**\* 1. Do you support the proposed Haymarket activation grant guidelines?**

- Yes
- Yes, with changes
- No

**\* 2. Please explain the reason you selected Yes.**

**\* 3. Are you a potential applicant for this draft grant program?**

- Yes
- No

**\* 4. Please provide your contact information.**

Name *	<input type="text"/>
Company	<input type="text"/>
Address *	<input type="text"/>
Address 2	<input type="text"/>
City/Town	<input type="text"/>
State/Province	<input type="text"/>
Postcode	<input type="text"/>
Country	<input type="text"/>
Email address *	<input type="text"/>
Phone Number	<input type="text"/>

## Engagement report – Haymarket activation and Dixon Street improvement grants

### 5. This question is only for people submitting on behalf of an organisation

Organisation name

Job title

Email address (if different from above)

The contact information will be held by the City of Sydney and not shared with any third parties, in line with the City's [Privacy Management Plan](#). 

**\* 6. Feedback may be published in publicly available reports at the end of the consultation period. Do you give permission for your name or organisation's name to appear in these reports, with your feedback attributed? We will not publish your email address.** 

Yes

No

## About you

Information about who is answering this survey is important so we can be sure we capture a range of views from different people. Your responses will remain anonymous, they will be added to those of other respondents to form aggregated tables. This information is not used in any other way.

### \* 7. What is your relationship to Haymarket? (select all that apply)

- I live in the area
- I work in the area
- I study in the area
- I own a business in the area
- I am a landowner or developer in the area
- I visit the area
- I don't go to Haymarket
- Other (please specify)

### \* 8. What is your age? (select one)

- I am under 16 and have permission from my parent/guardian to complete this survey
- 16 to 19
- 20 to 29
- 30 to 39
- 40 to 49
- 50 to 59
- 60 to 69
- 70 to 79
- 80 or older
- Prefer not to say

## Engagement report – Haymarket activation and Dixon Street improvement grants

**\* 9. What is your identified gender? (select one)** 

- Female
- Male
- X (intersex, trans or gender non-binary)
- Prefer not to say

**\* 10. What languages do you speak? (select all that apply)** 

- English
- Mandarin
- Thai
- Cantonese
- Indonesian
- Korean
- Spanish
- Malaysian
- French
- Vietnamese
- Italian
- Greek
- Other (please specify)

### Privacy and personal information protection notice

**Purpose:** Collect community feedback on a plan for the Haymarket activation grant guidelines.

**Recipients:** City of Sydney staff/contractors.

**Supply:** Voluntary.

**Access/Correction:** City of Sydney, 456 Kent St, Sydney, 9265 9333.

**Storage:** Council's record management system in line with our [privacy management plan](#). Responses are stored temporarily on a third-party service called SurveyMonkey ([terms of use](#) and [privacy policy](#)). 

## Appendix D – Feedback form Dixon Street improvement grant guidelines



### Draft Dixon Street improvement grant guidelines

We invite your feedback on the draft Dixon Street improvement grant guidelines.

The Haymarket and Chinatown revitalisation strategy includes a new grant program to improve the shopfronts in the southern part of Dixon Street in Haymarket.

The Dixon Street improvement grant program is proposed to provide matched funding up to \$60,000 per grant to support works that improve the shop and building frontages. Improvements could include works to the building façades, awnings, and food and beverage shopfronts.

If adopted, the new grant will be open to landowners and business occupants of buildings in the Dixon Street south area.

The draft Dixon Street improvement grant guidelines are on public exhibition until the 19 March.

**\* 1. Do you support the proposed Dixon Street improvement grant guidelines?**

- Yes
- Yes, with changes
- No

**\* 2. Please explain the reason you selected Yes.**

**\* 3. Are you a potential applicant for this draft grant program?**

- Yes
- No

**\* 4. Please provide your contact information.**

Name *	<input type="text"/>
Company	<input type="text"/>
Address *	<input type="text"/>
Address 2	<input type="text"/>
City/Town	<input type="text"/>
State/Province	<input type="text"/>
Postcode	<input type="text"/>
Country	<input type="text"/>
Email address *	<input type="text"/>
Phone Number	<input type="text"/>

**Engagement report –  
Haymarket activation and Dixon Street improvement grants**

**5. This question is only for people submitting on behalf of an organisation** 

Organisation name

Job title

Email address (if different from above)

The contact information will be held by the City of Sydney and not shared with any third parties, in line with the City's [Privacy Management Plan](#).



**\* 6. Feedback may be published in publicly available reports at the end of the consultation period. Do you give permission for your name or organisation's name to appear in these reports, with your feedback attributed? We will not publish your email address.** 

Yes

No

## About you

Information about who is answering this survey is important so we can be sure we capture a range of views from different people. Your responses will remain anonymous, they will be added to those of other respondents to form aggregated tables. This information is not used in any other way.

**\* 7. What is your relationship to Haymarket? (select all that apply)** 

- I live in the area
- I work in the area
- I study in the area
- I own a business in the area
- I am a landowner or developer in the area
- I visit the area
- I don't go to Haymarket
- Other (please specify)

**\* 8. What is your age? (select one)** 

- I am under 16 and have permission from my parent/guardian to complete this survey
- 16 to 19
- 20 to 29
- 30 to 39
- 40 to 49
- 50 to 59
- 60 to 69
- 70 to 79
- 80 or older
- Prefer not to say

## Engagement report – Haymarket activation and Dixon Street improvement grants

**\* 9. What is your identified gender? (select one)** 

- Female
- Male
- X (intersex, trans or gender non-binary)
- Prefer not to say

**\* 10. What languages do you speak? (select all that apply)** 

- English
- Mandarin
- Thai
- Cantonese
- Indonesian
- Korean
- Spanish
- Malaysian
- French
- Vietnamese
- Italian
- Greek
- Other (please specify)

### Privacy and personal information protection notice

**Purpose:** Collect community feedback on a plan for the Haymarket activation grant guidelines.

**Recipients:** City of Sydney staff/contractors.

**Supply:** Voluntary.

**Access/Correction:** City of Sydney, 456 Kent St, Sydney, 9265 9333.

**Storage:** Council's record management system in line with our [privacy management plan](#). Responses are stored temporarily on a third-party service called SurveyMonkey ([terms of use](#) and [privacy policy](#)). 

## Appendix E – EDM Haymarket activation and Dixon Street improvement grant guidelines

**From:** City of Sydney <mail@cityofsydney.nsw.gov.au>  
**Subject:** Have your say: Haymarket grant guidelines

### Sydney Your Say

CITY OF SYDNEY 



The crowds gather to enjoy Sydney Streets performers on Dixon Street, Haymarket. Image: Katherine Griffiths

### Have your say on our new grants for Haymarket

Two new grants for Haymarket will play an important role in supporting projects that strengthen the social, cultural, environmental and economic life of the precinct.

These grants are a result of our 2023 consultation and extensive community feedback.

The draft [Haymarket activation grant guidelines](#) and the [Dixon Street improvement guidelines](#) are now open for feedback. If endorsed, these 2 grants will be open for applications later this year.

Engagement report –  
Haymarket activation and Dixon Street improvement grants

## Haymarket activation grant guidelines

This grant supports a major activation in Haymarket to celebrate Asian cultures and attract people to the area. The grant proposes support for 1 major activation event each year for 3 years in the Haymarket precinct up to \$200,000.

The new grant will be open to not-for-profits and for-profit organisations. [Find out more and have your say on the draft Haymarket activation grant guidelines by 5pm on Tuesday 19 March.](#)

## Dixon Street improvement guidelines

This grant supports major capital works to improve shop and building frontages on Dixon Street south in Haymarket. The grant proposes matched funding up to \$60,000 per grant for improvements such as façade, awning and food and beverage shopfront works.

The proposed new grants will be open to landowners and business occupants of buildings in the Dixon Street south area. [Find out more and have your say on the draft Dixon Street improvement grant guidelines](#) by 5pm on Tuesday 19 March.

---

The City of Sydney acknowledges the Gadigal of the Eora nation as the Traditional Custodians of our local area.

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[Privacy](#) | [View online](#) | [Forward this email](#)

[Unsubscribe](#)

## Appendix F – Consultation letter Dixon Street improvement grant guidelines



THE LORD MAYOR OF SYDNEY  
**CLOVER MOORE**

22 February 2024

### **Have your say on the draft Dixon Street improvement grant guidelines**

The City of Sydney is proposing a new grant program to improve shopfronts in the southern part of Dixon Street in Haymarket. I invite you to have your say on the draft guidelines for our Dixon Street improvement grant.

We propose to provide matched funding up to \$60,000 per grant to support improvement works for shop and building frontages. Improvements could include works to the building façades, awnings, and food and beverage shopfronts.

The new grant would be open to landowners and business occupants of buildings in the Dixon Street south area.

#### **Next steps**

The draft Dixon Street improvement grant guidelines are on public exhibition until 19 March.

You can view the draft guidelines and give your feedback through our survey at [city.sydney/dixon-guidelines](http://city.sydney/dixon-guidelines).

A report will then be prepared for Council's consideration. If endorsed, the grant program would be open for applications later this year.

This is part of our long-term plan to breathe new life into Haymarket and Chinatown that is underway. Our multi-million-dollar vision sees key projects focus on activating and improving streets and public spaces, shopfronts, parks and lighting.

You can read about our plans for Haymarket and Chinatown, including our plans to upgrade Dixon Street South, at [city.sydney/haymarket-precinct](http://city.sydney/haymarket-precinct).

For more information, please contact Gareth Jenkins, Senior Project Manager – City Engagement, on 02 9265 9333 at [sydneyoursay@cityofsydney.nsw.gov.au](mailto:sydneyoursay@cityofsydney.nsw.gov.au).

Yours sincerely

Clover Moore AO  
**Lord Mayor of Sydney**

**Take our survey**

填写我们的调查问卷  
[city.sydney/dixon-guidelines](http://city.sydney/dixon-guidelines)

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## Appendix G – Sydney Your Say March EDM

Have your say from local projects to planning the future of Sydney



City of Sydney <mail@cityofsydney.nsw.gov.au>

To Sydney Your Say

Retention Policy 7 Year retention policy (7 years)

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Tue 12/03/2024 11:00 AM

Expires 13/03/2031

## Sydney Your Say

CITY OF SYDNEY



### Draft grant guidelines on exhibition

We propose 2 new grant programs and invite your feedback on their draft guidelines.

The [Haymarket activation grant](#) will support a major attraction in Haymarket to celebrate Asian cultures and attract people to the area. Our [Dixon Street improvement grant](#) will support capital works to enhance shop and building frontages in Haymarket.

Feedback closes Tuesday 19 March.

[Read more](#)

## Appendix H – Written submission Haymarket Chamber of Commerce



ABN 40 474 376 898

[info@haymarketchamber.org.au](mailto:info@haymarketchamber.org.au)

[www.haymarketchamber.org.au](http://www.haymarketchamber.org.au)

19 March 2024

**By Email** [sydneyoursay@cityofsydney.nsw.gov.au](mailto:sydneyoursay@cityofsydney.nsw.gov.au)

Gareth Jenkins  
Senior Community Engagement Coordinator,  
City Engagement  
City of Sydney  
Town Hall House  
Level 7, 456 Kent Street  
Sydney NSW 2000

### **New Dixon Street improvement grant program and New Haymarket activation grant program**

The Haymarket Chamber of Commerce is a member based not-for-profit association representing the business and general community in and around the Haymarket area in Sydney.

The Chamber is also one of the founding members of the Haymarket Alliance Inc. We note that the Haymarket Alliance has prepared a letter which expresses strong support for the above grant programs as exhibited. The Chamber states that its position is in alignment with Haymarket Alliance's expression of support as outlined in its letter.

In addition, we would like to highlight the importance of having major activations in the Haymarket precinct as such activations have proven to be very successful to date, both economically and from a community engagement perspective. Smaller events are already the subject of the City's other grant programs such as the Summer and the Winter rounds of grant but importantly, we believe that a single large event would yield a much greater positive economic impact that smaller events would not be able to achieve.

The proposal to have a 3-year program for the activation grant is also most welcome because repeat programs (such as the Sydney Lunar Festival or VIVID Sydney) create better value and outcomes for the precinct over time compared with easily forgotten one-off events.

Should you require any further information from us, please let us know.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Vincent Lim'.

**Vincent Lim**  
**President**  
**Haymarket Chamber of Commerce**  
[vincent.lim@haymarketchamber.org.au](mailto:vincent.lim@haymarketchamber.org.au)

## Appendix I – Written submission Haymarket Alliance



info@visithaymarket.com

www.instagram.com/visithaymarket/

www.visithaymarket.com

**Attention: Gareth Jenkins,  
Senior Community Engagement Coordinator**

### **RE: HAYMARKET ACTIVATION GRANT & DIXON STREET IMPROVEMENT GRANT**

The Haymarket Alliance is an incorporated association comprised of community representatives from the Haymarket Chamber of Commerce, Soul of Chinatown, Haymarket HQ, Community Bank Darling Square and others. It was formed to help promote and market the Haymarket precinct and its visithaymarket feed on Instagram has grown to almost 5,000 followers in the space of six months.

This letter expresses our strong support for both the Haymarket Activation Grant and the Dixon Street Improvement Grant currently on exhibition.

We view the Haymarket Activation Grant as a key driver to assist the revitalisation of the Haymarket precinct. As we have seen from other large events such as Neon Playground, Sydney Streets and Lunar New Year, having larger activations are required to bring people into the area that would not ordinarily make the trip in. As there are smaller activation grants already offered by the City of Sydney, a larger activation grant is important in order to achieve more impactful activities across the precinct. The commitment of the new Haymarket Activation Grant for a 3 year period also provides certainty for the organisers, and enables strong momentum to be generated and built upon.

The Dixon Street Improvement Grant for matched funding is also supported. Dixon Street is seen as the heart of Chinatown for many, and any initiatives that might influence private-sector investment into the streetscape is encouraged. We acknowledge that a multi-pronged approach to the precinct's revitalisation is required and this grant is one that has the potential to complement the City's planned public domain upgrades.

We thank you for your ongoing support to the revitalisation of Haymarket.

**Best Regards,**

A handwritten signature in black ink that reads "Brad Chan".

*Brad Chan - President Haymarket Alliance*

## Appendix J – Written submission Haymarket community network

### Submission on Draft Haymarket activation grant guidelines and Draft ...



To  Sydney Your Say  
Cc



19/03/2024

**Caution:** This email came from outside the organisation. Don't click links or open attachments unless you know the sender, and were expecting this email.

Dear Gareth

We are members of a community network of over 30 community stakeholders, organisations, business operators, property owners, residents, and individuals actively advocating for Chinatown and Haymarket, who are copied in this email. We would like to provide the following comments on the draft Haymarket activation grant guidelines and the draft Dixon Street improvement grant guidelines.

1. The assessment process for community grants should be transparent and involve the community and the grants programs should not be unreasonably burdensome to the grantees.
2. The Dixon Street improvement grant is to support capital works to improve shop and building frontages on Dixon Street south. Has Council directly contacted the business and property owners and consulted them on the guidelines? It is recommended that Council have a targeted strategy in their contact with the owners to promote take-up of the grant.
3. To measure the performance of the Dixon Street improvement grant, it is recommended that Council publish, from the information available to it, 6-monthly reports about the number of enquiries received, the number of projects awarded during the reporting period, details of awarded projects including costs and progress. We would also suggest that there be a Council-convened forum or workshop to discuss any difficulties encountered by applicants, grantees and Council in the administration of the grants during the year.
4. There are a lot of administrative requirements in implementing Council grants, e.g. approvals and permits from Council, provision of services, insurance, security, grant reporting and acquittal reporting. It is recommended that the grants guidelines set out a checklist of the requirements so applicants are informed on the timing and actions required before making an application and can allow for those requirements as often there is little time between award of the grant and implementation.
5. To support the objectives of community grants, it is recommended that the grants guidelines set out the composition of the assessment panel and that Council include community representatives on the panel.
6. It is recommended that a timeline of the grant program from application, assessment to award of grant be set out in the grants guidelines to assist planning by the applicants.
7. To help build the capacity of communities to take actions that respond to their needs, it is recommended that Council provide feedback to unsuccessful applicants. The provision of comments also increases the transparency of the assessment process.

Please do not hesitate to contact the undersigned if you have any questions or would like more information on the issues raised in the submission.



**Item 4.****Grants and Sponsorship – Aboriginal and Torres Strait Islander Collaboration Fund**

**File No:** **S117676**

**Summary**

The City of Sydney's Grants and Sponsorship Program supports initiatives and projects that build the social, cultural, environmental and economic life of the city. To achieve the objectives of Sustainable Sydney 2030-2050 Continuing the Vision, genuine partnership between government, business and the community is required.

The provision of grants and sponsorships is a mechanism to further the aims identified in the City's social, cultural, economic and environmental policies. Applications are assessed against these policies and against broad City objectives and plans. In this way, the City and the community act collaboratively to achieve the goals of Sustainable Sydney 2030-2050 Continuing the Vision.

The City advertised the following Programs in the annual Grants and Sponsorship Program:

- Aboriginal and Torres Strait Islander Collaboration Fund.

The Aboriginal and Torres Strait Islander Collaboration Fund is open all year for applications until the annual budget is exhausted.

Two eligible applications were received meeting the May Committee timeframes. This report recommends one grant to a value of \$28,675 in cash for payment in the 2023/24 financial year.

On 22 August 2022, Council adopted a Grants and Sponsorship Policy. All grants in this report were assessed in accordance with the Grants and Sponsorship Policy, the Grants and Sponsorship Program Guidelines, the priorities set out in Sustainable Sydney 2030-2050 Continuing the Vision and various other relevant City strategies and action plans.

The grant recipient 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 recommendation for the Aboriginal and Torres Strait Islander Collaboration Fund program as shown at Attachment A to the subject report;
- (B) Council note the applicant who was not recommended in obtaining a cash grant for the Aboriginal and Torres Strait Islander Collaboration Fund program as shown at Attachment B to the subject report;
- (C) Council note that all grant amounts are exclusive of GST;
- (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 - Aboriginal and Torres Strait Islander Collaboration Fund Program

**Attachment B.** Not Recommended For Funding - Aboriginal and Torres Strait Islander Collaboration Fund Program

## Background

1. The City of Sydney's Grants and Sponsorship Program supports residents, businesses and not-for-profit organisations to undertake initiatives and projects that build the social, cultural, environmental and economic life of the City.
2. On 30 August 2022, the City announced the Aboriginal and Torres Strait Islander Collaboration Fund program as being open for application on the City's website, with grant applications open all year round, until budget is exhausted.
3. 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 grant program through the corporate website, content marketing, e-newsletters, paid and organic social media (Facebook, Instagram, LinkedIn) and AdWords. Email campaigns were utilised to target interested parties who have applied previously for grants at the City or who have expressed an interest in the City's programs.
4. As per the Grants and Sponsorship Program Guidelines, the Aboriginal and Torres Strait Islander Collaboration Fund program is dedicated to local Aboriginal and/or Torres Strait Islander peoples, groups and organisations and is open to not-for-profit organisations, for-profit organisations, sole traders and individuals or unincorporated community groups auspiced by a not-for-profit or for-profit organisation.

## Grants assessment process

5. 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.
6. The assessment process includes advice and recommendations from a suitably qualified assessment panel. The applications are scored against defined assessment 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.
7. The assessment criteria for the Aboriginal and Torres Strait Islander Collaboration Fund are:
  - evidence of the need for the project and proposed outcomes and relevance to Aboriginal and Torres Strait Islander communities;
  - capacity and experience of the applicant to deliver the project;
  - demonstrated connection to and benefit for local Aboriginal and Torres Strait Islander communities; and
  - how the project will deliver against the funding priorities.
8. The assessment meeting for the Aboriginal and Torres Strait Islander Collaboration Fund program was held on 3 April 2024. The assessment panel consisted of City staff from the Indigenous Leadership and Engagement Team, City Business & Safety, People and Culture, Social City and Venue Management Teams.

9. Once recommended applications are approved by Council, a contract is developed which includes conditions that must be adhered to and acquitted against.
10. It is expected that all successful applicants will work cooperatively with relevant City staff throughout the project for which they have received funding.
11. All grants and sponsorships are recommended on the condition that any required approvals, permits and development consents are obtained by the applicant.

### **Aboriginal and Torres Strait Islander Collaboration Fund**

12. The applications recommended for the Aboriginal and Torres Strait Islander Collaboration Fund program is outlined in Attachment A to this report.
13. The Aboriginal and Torres Strait Islander Collaboration Fund budget is set out below:

Total budget for 2023/24	\$500,000
Less: Total cash committed to previously approved applications	(\$471,325)
Total cash available	\$28,675
Total number of eligible applications this allocation	2
Total cash value requested from applications	\$100,000
Total value-in-kind support requested from applications	\$0
Total number of applications recommended for cash and/or value-in-kind support in this report	1
Total amount of cash funding recommended for payment in 2023/24	\$28,675
Total amount of value in-kind support recommended for 2023/24	\$0
Cash amount remaining for payment in 2023/24	\$0

## Key Implications

### Strategic Alignment - Sustainable Sydney 2030-2050 Continuing the Vision

14. 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 grant is aligned with the following strategic directions and objectives:
- (a) Direction 6 - An equitable and inclusive city - the recommended grant in this report contributes to community development and support active participation in civic life. They empower the community to address issues that matter to them and drive projects to create a more inclusive and resilient city.
  - (b) Direction 8 - A thriving cultural and creative life - the recommended grant in this report will contribute to supporting artistic and creative endeavours in our city, helping foster initiative, experimentation and enterprise by creative workers and providing new opportunities for audiences to engage in the city's cultural life.

### Organisational Impact

15. The grants and sponsorships contract management process will involve key staff across the City of Sydney. Identified staff set contract conditions and performance measures for each approved project, and review project acquittals, which include both narrative and financial reports.

### Cultural / Economic / Social / Environmental

16. The City's Grants and Sponsorship Program provides the City with a platform to support cultural, economic, environmental and social initiatives from the communities and business, within the local area.

### Financial Implications

17. There are sufficient funds allocated in the 2023/24 grants and sponsorship budget, included in the City's operating budget for 2023/24 to support the recommended grants. Details and relevant amounts are included in the table above.

### Relevant Legislation

18. 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.

19. Section 356(3)(a) to (d) is satisfied for the purpose of providing grant funding to for-profit organisations because:
  - (a) the funding is part of the following program:
    - Aboriginal and Torres Strait Islander Collaboration Fund program;
  - (b) the details of the program were included in the Council's operational plan for financial year 2023/24;
  - (c) the program's proposed budget does not exceed five per cent of Council's proposed income from ordinary rates for financial year 2023/24; and
  - (d) this program applies to a significant group of persons within the local government area.

### **Critical Dates / Time Frames**

20. The funding period for the Aboriginal and Torres Strait Islander Collaboration Fund program for 2023/24 is for activities taking place 12 months from the project start date. Contracts will be developed for all successful applications after Council approval to ensure their funding is released in time for projects starting.

### **Public Consultation**

21. During July 2023, a briefing session took place where stakeholders were notified about the Aboriginal and Torres Strait Islander Collaboration Fund program and how to apply.
22. An in-person information session for the Aboriginal and Torres Strait Islander community was held at Redfern Community Centre on 27 July 2023. A total of 19 attendees participated in the session.
23. An in-person information session was held at the City's Pitt Street Training Centre on 8 June 2023, for participants at the Connect Sydney workshop. This session was specifically held for Aboriginal and Torres Strait Islander organisations and people. Connect Sydney aims to build the capacity of community and not-for-profit organisations through the provision of free grant writing skills and governance training. A total of 29 attendees participated in the session.

**EMMA RIGNEY**

Director City Life

Cathy Brown, Grants Coordinator

## **Attachment A**

**Recommended for Funding  
Aboriginal and Torres Strait Islander  
Collaboration Fund**

# Aboriginal and Torres Strait Islander Collaboration Fund 2023-24

## Recommended for Funding

Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested	\$ Amount Recommended	VIK Recommended	Additional Conditions
Mudgin-Gal Aboriginal Corporation	Mudgin-Gal's Recognition Celebration	Celebrating the strength, resilience, and achievements of Mudgin-Gal women through a gathering that honours the diverse experiences and contributions of Aboriginal and Torres Strait Islander women in our local community.	\$50,000	Nil	\$28,675	Nil	Nil

## **Attachment B**

**Not Recommended for Funding  
Aboriginal and Torres Strait Islander  
Collaboration Fund**

# Aboriginal and Torres Strait Islander Collaboration Fund 2023-24

## Not Recommended for Funding

Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested
Phunktional Limited as auspice for Warren Roberts	'Beyond the Walls' Community Event	This program brings together Sydney First Nations Communities at a NAIDOC event in Darlington, designed to increase community harmony and help destigmatise young people who have had contact with the Justice System.	\$50,000	Nil