

# **Attachment E**

**Round One 2018/19 –  
Recommended for Funding –  
Business Support Grants –  
Place and Industry**

## Business Support Grant - Place and Industry

### Recommended for Funding

Business Support Grant - Place and Industry 2018-19						
Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested	\$ Amount Recommended	VIK Recommended
RECOMMENDED FOR FUNDING						
Australian Fashion Chamber Ltd	Project 1 – AFC Business Development Workshop Series	A series of business development and networking workshops aimed at up-skilling local emerging fashion businesses, to ensure they can sustainably compete in the City of Sydney business precincts.	Year 1 - \$27,110 Year 2 - \$27,110	Nil	Year 1 only - \$26,990	Nil
	Project 2 – AFC Curated Retail Activation and Workspace	The development of workshops, activations and project planning, with a focus on industry collaboration, to support emerging Australian fashion labels.	Year 1 - \$177,000 Year 2 - \$177,000	Nil	Nil	Nil
CBD Sydney Chamber Of Commerce Limited	Project 1 - Maintain and grow business education by supporting three (3) events	The delivery of three business education events throughout the year to upskill up to 60 participants and offer networking opportunities for CBD businesses.	\$11,850	Nil	\$11,850	Nil
						Applicant to provide revised budget

# Business Support Grant - Place and Industry 2018-19

**Organisation Name**      **Project Name**      **Project Description**      **\$ Amount Requested**      **VIK Requested**      **\$ Amount Recommended**      **VIK Recommended**      **Conditions**

## RECOMMENDED FOR FUNDING

	<p>Project 2 - Purchase 2,500 business database contacts in order to promote the Chamber to more CBD SME's</p>	<p>A database expansion project to engage with and connect more CBD businesses, by purchasing a list of 2,500 CBD-based enterprise contacts.</p>	\$7,000	Nil	\$7,000	Nil	Nil
	<p>Project 3 - Develop social media content to increase awareness of local businesses offerings within the CBD precincts</p>	<p>A communications project to increase social media engagement to enhance awareness of Sydney CBD businesses and business opportunities.</p>	\$14,910	Nil	\$14,910	Nil	Nil
Darlinghurst Business Partnership Incorporated	<p>Project 1 - NOTS - Footfall Impact Tracking Technology</p>	<p>A technological investment project to identify footfall patterns through Darlinghurst, to quantify responses to campaigns, expose seasonal risk and identify opportunities for businesses, stakeholders and members.</p>	\$19,750	Nil	\$19,750	Nil	Nil
	<p>Project 2 - #DoDarlo - collaborative cluster initiatives</p>	<p>A series of professional development and networking workshops to provide a platform for business collaboration and activations across Darlinghurst.</p>	<p>Year 1 - \$20,000 Year 2 - \$14,000</p>	Nil	<p>Year 1 only - \$15,000</p>	Nil	<p>Applicant to provide a revised project plan</p>

## Business Support Grant - Place and Industry 2018-19

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### RECOMMENDED FOR FUNDING

Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested	\$ Amount Recommended	VIK Recommended	Conditions
	Project 3 - VESPA - East Sydney Destination Marketing	The execution of a collaborative marketing strategy promoting local businesses and talent to increase tourism and visitors to the Darlinghurst, Surry Hills and Potts Point areas.	\$26,000	Nil	\$20,000	Nil	Nil
Glebe Chamber Of Commerce Incorporated	Project 1 – The Glebe Skills Marketplace	A series of events, running over two years, focusing on sharing existing talent and skills from businesses in Glebe with the wider community and new business owners.	Year 1 - \$10,000 Year 2 - \$10,000	Nil	Year 1 only - \$10,000	Nil	Nil
	Project 2 - Professional Business Needs Analysis & Strategy Development	A data collection and analysis project to enable the chamber to further engage with and understand the needs of local businesses in the Glebe area.	\$20,000	Nil	\$20,000	Nil	Nil
	Project 3 – Glebe Tasting Treks	Increasing awareness, business and partnerships by working with local restaurants to produce three dining events, where participants are guided to nearby venues for different courses of the meal in Glebe.	\$25,000	Nil	\$10,000	Nil	Nil

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## RECOMMENDED FOR FUNDING

Newtown Precinct Business Association Incorporated	Project 1 - Newtown Precinct Stories	A project to identify stories about local businesses to share on social media and through digital channels, to promote Newtown's businesses to the wider community.	Year 1 - \$20,000 Year 2 - \$20,600	Nil	Year 1 - \$20,000 Year 2 - \$20,000	Nil	-Applicant to work with City Business on before and after surveys  -Year 2 conditional on survey outcomes
	Project 2 - Newtown Precinct Advocacy	The expansion of an advocacy project to provide a voice and support for the local business community in Newtown.	Year 1 - \$15,000 Year 2 - \$15,000	Nil	Year 1 only - \$10,000	Nil	-Applicant to supply a project plan identifying the specific issue affecting business and the advocacy campaign strategy  -Applicant to submit a detailed budget and timeline
	Project 3 - Newtown Precinct Retailers program	A business development program offering professional mentors to provide local retailers with tools to support the financial sustainability of their business.	Year 1 - \$20,000 Year 2 - \$20,000	Nil	Year 1 - \$10,000 Year 2 - \$10,000	Nil	-Applicant to confirm alternate funding sources  -Year 2 conditional on survey outcomes

## Business Support Grant - Place and Industry 2018-19

Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested	\$ Amount Recommended	VIK Recommended	Conditions
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### RECOMMENDED FOR FUNDING

Potts Point Partnership Incorporated	Project 1 - VESPA: Eastside Sydney	The development of a marketing campaign promoting local, independent businesses to increase tourism and visitors to the Darlinghurst, Surry Hills and Potts Point and Woolloomooloo areas.	\$30,000	Nil	\$24,000	Nil	Nil
	Project 2 - Networking and Engagement with Local Business	A series of networking events encouraging local businesses to connect, and a monthly newsletter to share business news, events and City of Sydney information with the local business community.	\$4,500	Nil	\$4,500	Nil	Nil
Pyrmont - Ultimo Chamber Of Commerce And Industry Inc	Project 1 - Pyrmont Bay Park Market Activation Program	The development and delivery of monthly markets to showcase a range of local produce, arts and food to the wider community, held in Pyrmont Bay Park.	\$12,000	Nil	\$12,000	Nil	Applicant to provide new budget

## Business Support Grant - Place and Industry 2018-19

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### RECOMMENDED FOR FUNDING

	Project 2 - Sydney Concierge Guide To Pymont Ultimo	A promotional project to attract more visitors to Pymont and Ultimo precincts through the creation of walking tours and the development and distribution of printed maps highlighting key sights and attractions.	\$12,000	Nil	\$12,000	Nil	Applicant to confirm distribution strategy including outlet, numbers  -Applicant to work with City Business Team regarding role of distribution partners
	Project 3 - Business To Business Communication Program	A communications project to hold quarterly networking events and produce a monthly newsletter to engage and connect local businesses in the Pymont and Ultimo areas.	\$12,000	Nil	\$12,000	Nil	Nil
South Sydney Business Chamber Inc	Project 1 - Intern to Industry	A program to support the mobilisation of internships for small businesses, which may not have the capacity or resources to offer internships themselves, and provide local interns with experience and employment opportunities in the Redfern, Green Square and City South areas.	Year 1 - \$15,000 Year 2 - \$15,450	Nil	Nil	Nil	Nil

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## RECOMMENDED FOR FUNDING

	Project 2 - Hub4T	A partnership project with local businesses in Redfern, Green Square and City South areas, to create a hub to train and teach tradesman how to utilise technology to run, operate and promote their businesses to grow sustainably.	Year 1 - \$15,000 Year 2 - \$15,000	Nil	Nil	Nil	Nil
	Project 3 - South Sydney Business Advocacy	A data collection and strategic engagement project to build knowledge of and support new and existing local businesses in Redfern, Green Square and City South areas.	Year 1 - \$15,000 Year 2 - \$15,000	Nil	Year 1 only - \$15,000	Nil	Nil
The Surry Hills Creative Precinct Incorporated	Project 1 - SHCP Sessions - networking and skills	A project to expand 'Surry Hills Salon' business networking events by delivering a range of business skills workshops to members, local companies and future business owners in Surry Hills.	Year 1 - \$27,000 Year 2 - \$27,000	Nil	Year 1 only - \$20,000	Nil	Nil



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## RECOMMENDED FOR FUNDING

	Project 2 – VESPA: Content Creation Project	The continuation of a coordinated promotional strategy and marketing campaign promoting local, independent businesses in the Surry Hills, Darlinghurst and Potts Point areas to increase tourism.	\$16,000	Nil	\$10,000	Nil	Nil
	Project 3 - Data Acquisition	A data collection and analysis project to enable further engagement and understanding of local businesses in the Surry Hills area.	\$10,000	Nil	\$10,000	Nil	Nil
Walsh Bay Precinct Partnership Inc	Project 1 - Networking Events	A series of networking events for businesses to increase engagement and collaboration opportunities in the Walsh Bay area.	\$15,000	Nil	\$10,000	Nil	Nil
	Project 2 - Communications	A communications project to maintain a website, increase social media engagement and produce a bi-monthly newsletter to share news from the City and wider Sydney areas.	\$15,000	Nil	\$10,000	Nil	Nil
	Project 3 - Destination Marketing	A marketing project to increase awareness and footfall to the Walsh Bay area, through the development of food trails and media tours.	\$20,000	Nil	\$20,000	Nil	Nil