

Attachment E

**Round One 2019/20 – Recommended
for Funding – Place and Industry Grant
Program**

Business Support Grant

Recommended for Funding

Business Support Grants – Place and Industry 2019-20							
Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested	\$ Amount Recommended	VIK Recommended	Conditions
RECOMMENDED FOR FUNDING							
Australian Fashion Council Ltd	Project 1 - AFC Business Development Workshop Series	A series of business development workshops aimed at upskilling local emerging fashion businesses to ensure they can compete sustainably in the local business precincts.	\$20,000	Nil	\$20,000	Nil	Nil
CBD Sydney Chamber Of Commerce Limited	Project 1 – CBD business workspace	The creation of a business workspace to provide networking opportunities for businesses in the inner city area.	\$14,000	Nil	Nil	Nil	Nil
	Project 2 - Maintain and grow business education by supporting three Chamber events	A series of business education events to upskill local businesses and provide networking opportunities.	\$12,500	Nil	\$12,500	Nil	Nil
	Project 3 - Promotional program to improve awareness of local businesses	The development of an effective content strategy, including channel selection, content planning, development and production.	\$11,500	Nil	\$11,500	Nil	Nil

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RECOMMENDED FOR FUNDING							
Darlinghurst Business Partnership Incorporated	Project 1: NOTS IV - Footfall Impact Tracking Technology	The expansion of an existing footfall tracking project to further develop the reporting and analytics capabilities of the technology for members and other stakeholders.	\$20,600	Nil	\$20,600	Nil	Nil
	Project 2: Do Darlo – Collaborative cluster initiatives	A project to empower and equip members with the tools and skills to self-produce ongoing events across Darlinghurst.	\$20,000	Nil	\$15,000	Nil	Nil
	Project 3 - VESPA - East Sydney Destination Marketing	The continuation of the collaborative marketing strategy to promote the unique characteristics of the participating Eastside villages.	\$84,200	Nil	\$32,500	Nil	Applicant to submit letters of support, project plan and revised budget
Glebe Chamber Of Commerce Incorporated	Project 1 - Glebe.com.au Directory	A 3-phase digital marketing campaign to categorise every business operating within Glebe on glebe.com.au in order to create an interactive digital directory of local businesses.	\$10,000	Nil	\$10,000	Nil	Nil
	Project 2 - Wireless: Glebe Outdoor Cinema (presented by Antenna)	A quarterly cultural documentary screening in Foley Park, supported by Antenna Documentary Film Festival, featuring local food pop-ups and musicians.	\$25,000	Nil	\$25,000	Nil	Nil
	Project 3 - The Hospitality Forum: networking events in Glebe	A series of networking nights for the local hospitality sector, with guest speakers covering industry-specific topics.	\$10,000	Nil	\$10,000	Nil	Nil

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Newtown Precinct Business Association Incorporated	Project 1 - Newtown Precinct Retail Strategy Development	A strategy to develop and support the local retail precinct in light of the recent decline in retail-based businesses in Newtown.	\$15,000	Nil	\$7,500	Nil	Applicant to provide revised project plan and budget.
Night Time Industries Association Incorporated	Project 1 - Night Time Economy Industry Leaders forum	A project to assess the viability of night-time businesses operating within the local area including a sector needs analysis and symposium with workshops to upskill venues and business owners.	\$30,000	Nil	\$30,000	Nil	Applicant to provide letters of support and revised budget. Applicant to work with City Business regarding research consultant.
Paddington Chamber of Commerce Inc.	Project 1 - Way Finding Map	A comprehensive update to the Visit Paddington Wayfinding Map for the benefit of local businesses and the precinct.	\$6,000	Nil	\$6,000	Nil	Nil
	Project 2 - Promotion of Paddington Village through the Visit Paddington brand	The engagement of a professional branding and design agency to develop a contemporary website and social media platform for Paddington.	\$7,280	Nil	\$7,280	Nil	Nil
	Project 3 - Business Networking and Education	A series of information evenings to provide networking and upskilling opportunities for local businesses.	\$3,000	Nil	\$3,000	Nil	Nil
Potts Point Partnership Incorporated	Project 1 - 2011 Business Outreach - networking and development	A series of networking events aimed at connecting local businesses with residents and a monthly newsletter to share business news, events and information.	\$6,700	Nil	\$6,700	Nil	Applicant to provide a revised project plan and program description.

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Pymont - Ultimo Chamber Of Commerce And Industry Inc.	Project 1 - Ultimo Markets	The development of a new monthly market to showcase local producers and businesses to the community with a focus on students from UTS.	\$12,000	Nil	\$12,000	Nil	Subject to necessary approvals.
	Project 2 - Guide to the Best of Pymont and Ultimo	The redevelopment of an existing retail and dining guide to encourage local residents and visitors to explore the area.	\$12,000	Nil	Nil	Nil	Nil
	Project 3 - Business to Business Connect – In Person and Digitally	A monthly newsletter and quarterly networking events to inform local businesses of relevant issues and opportunities.	\$12,000	Nil	\$12,000	Nil	Nil
The Surry Hills Creative Precinct Incorporated	Project 1 - Merchant Loyalty Program	A promotional program to increase loyalty through rewards for customers of local businesses.	\$15,000	Nil	\$15,000	Nil	Subject to confirmation of other funding.
	Project 2 - Monthly Business Networking & Skills Workshops - The Surry Hills Salon	The continuation and combination of two successful business events: The Surry Hills Salon and Skills Sessions, into one monthly event.	\$20,000	Nil	\$15,000	Nil	Nil
	Project 3 - Content Creation - Marketing & PR	Support for resources to create social, digital and traditional marketing media opportunities to promote the local area.	\$17,500	Nil	\$10,000	Nil	Applicant to provide a revised budget.
Walsh Bay Precinct Partnership Inc.	Project 1 - Networking Events	A series of networking events with key arts organisations, businesses and local residents.	\$15,000	Nil	\$13,420	Nil	Nil

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	Project 2 - Communications	The continuation of a 'digital footprint' strategy including website, social media and newsletter to inform local businesses of issues and opportunities.	\$15,000	Nil	\$10,000	Nil	Nil
	Project 3 - Destination Marketing	A program of media tours and an interactive self-guided app to promote unique and accessible experiences in the Walsh Bay's arts and dining hub.	\$30,000	Nil	\$20,000	Nil	Nil