

Attachment E

**Recommended 2020-21 – Place and Industry Grant
Program – Round One**

Business Support Grants

Recommended for Funding

Business Support Grants – Place and Industry 2020-21							
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 Designers Abroad Export Development Activities, CBD	Three export development workshops, plus networking events to assist emerging local fashion labels to become global brands.	\$35,000	Nil	\$20,000	Nil	Nil
Australian Fashion Council Ltd	Project 2 - AFC Responsible Fashion Workshops	A series of four workshops educating local fashion labels on responsible practices affecting sustainability and ethics, with key experts from like-minded businesses.	\$20,000	Nil	\$20,000	Nil	Nil
Australian Fashion Council Ltd	Project 3 - City of Sydney AFC Flagship Retail Space, CBD	A premium retail space which emerging Australian fashion labels can occupy for a short period of time to “activate” their brand and experience bricks-and-mortar retail.	\$40,000	Nil	Nil	Nil	Nil
CBD Sydney Chamber of Commerce Limited	Project 1 - Education Events for Retail, Tourism and Hospitality Businesses.	Three events on topics including technology, new delivery platforms and City of Sydney support opportunities, to grow businesses' capabilities.	\$7,300	Nil	\$7,300	Nil	Nil

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CBD Sydney Chamber of Commerce Limited	Project 2 - Extend the CBD Roundtable Pilot into Key CBD business verticals for Financial Allied Health and Technology Businesses	A series of three CBD Roundtable events for targeted groups of businesses to extend their business skills and capacity through collaboration.	\$10,950	Nil	\$10,950	Nil	Nil
Darlinghurst Business Partnership Incorporated	Project 1 - #DoDarlo - Collaborative Custer Initiatives, Darlinghurst	Combining Business to Business networking events with practical workshops, #DoDarlo will build members' skills in marketing and produce on-going events in Darlinghurst in cooperation with like-minded businesses.	\$25,000	Nil	\$15,000	Nil	Nil
Darlinghurst Business Partnership Incorporated	Project 2 - VESPA East Sydney Destination Marketing Collaboration, Darlinghurst	Execution of a comprehensive destination marketing strategy aimed primarily at independent international and domestic tourists, in collaboration with Potts Point and Surry Hills Business Chambers.	\$26,000	Nil	\$26,000	Nil	Applicant to provide letters of support from partner Chambers for VESPA initiative
Digital Storytellers Limited (Social Enterprise Council of NSW and ACT Ltd)	Project 1 - Sydney Social Enterprise Event Series 2020-21, Darlinghurst	The Social Enterprise Event Series, including workshops, networking functions, and digital platforms will raise awareness and provide connections between enterprises.	\$25,750	Nil	\$25,750	Nil	Nil

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Haymarket Chamber of Commerce	Project 1 - Chinatown Pops, Haymarket	A series of events featuring local performers, DJs and live music in Chinatown to reinvigorate the district, supported by a social media campaign.	\$25,000	Nil	\$25,000	Nil	Applicant to provide a detailed project plan and revised budget
Night Time Industries Association Incorporated	Project 1 - Night Time Economy Industry Development Initiative, Across the City of Sydney	A series of six events to increase the knowledge, skills and networks of existing or future night time economy sector with local businesses in the City of Sydney.	\$24,000	Nil	\$24,000	Nil	Nil
Paddington Chamber of Commerce Inc.	Project 1 - Way Finding Map	Update and re-issue the Visit Paddington Map for the general public and tourists to benefit local businesses and the precinct.	\$7,800	Nil	\$7,800	Nil	Nil
Paddington Chamber of Commerce Inc.	Project 2 - Brand Promotion 'Visit Paddington'	Enhance the Visit Paddington brand and map by utilising websites and social media, strategic advertising and showcase displays in business windows for promotion.	\$17,000	Nil	\$17,000	Nil	Nil
Paddington Chamber of Commerce Inc.	Project 3 - Business Newsletters and Networking	A series of six social and information evening events to provide skill sharing opportunities for the businesses in Paddington Village.	\$3,000	Nil	\$3,000	Nil	Nil

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Potts Point Partnership Incorporated	Project 1 - Potts Point Highlife Art Deco Festival	A five day event that celebrates the unique heritage, community lifestyle and business thoroughfares, through music performances, daily historical walks and other programming staged in Potts Point, Kings Cross and Elizabeth Bay.	\$30,000	Nil	\$20,000	Nil	Applicant to provide a detailed project plan and revised budget
Potts Point Partnership Incorporated	Project 2 - Partnership Business Networking, Engagement and Learning Development Forums	A series of networking events for skills development for local businesses.	\$6,500	Nil	\$6,500	Nil	Nil
Potts Point Partnership Incorporated	Project 3 - Kings Cross and Potts Point Research - Night Time Economy Visitor Survey	The Visitor Survey will research and analyse the drivers and barriers to visits by Sydneysiders on which to base a strategy to boost visitor numbers to support local businesses.	\$25,750	Nil	\$20,000	Nil	Nil
Pymont - Ultimo Chamber of Commerce and Industry Inc	Project 1 - Advocate: Annual Business Sentiment Survey	To Conduct a Business Sentiment Survey to collect data about the Pymont Ultimo Precinct's business connections.	Year 1 - \$13,700 Year 2 - \$13,700	Nil	\$13,700 (Year 1 only)	Nil	Applicant to engage professional research consultant to advise on the design and deliver of research

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Pymont - Ultimo Chamber of Commerce and Industry Inc	Project 2 - Connect: Networking Events and E-Newsletters that Connect Businesses to Opportunities.	An ongoing series of quarterly networking events to connect businesses physically and digitally so they can stay ahead of any issues affecting them locally and globally.	\$22,266	Nil	\$15,000	Nil	Nil
Pymont - Ultimo Chamber of Commerce and Industry Inc	Project 3 – Advocate: Tourism Destination Pymont	Conduct research to understand the uniqueness of Pymont Ultimo as a destination for tourism and to assist locality branding.	\$12,800	Nil	Nil	Nil	Nil
Sydney Gay and Lesbian Business Association Incorporated	Project 1 - Fruits in Suits	A series of regular networking events and the promotion of LGBTIQ professionals in the business community to provide business opportunities to members and guests.	\$30,000	Nil	\$15,000	Nil	Nil
The Surry Hills Creative Precinct Incorporated	Project 1 - Local Multi-Platform Content Marketing for 2020/21	A marketing program to generate engagement from customers and to increase customer loyalty/support for local small businesses.	\$30,000	Nil	\$20,000	Nil	Nil
The Surry Hills Creative Precinct Incorporated	Project 2 - Local Business Concierge	The development of a Business Concierge Service to give local businesses the opportunity to connect to available programs and resources.	\$30,000	Nil	Nil	Nil	Nil

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The Surry Hills Creative Precinct Incorporated	Project 3 - Regular Networking Events - Salon	A monthly creative networking event for local business owners to learn of opportunities develop and to improve skillset.	\$30,000	Nil	\$15,000	Nil	Nil
Walsh Bay Precinct Partnership Inc	Project 1 - Networking Events	Two events to increase business engagement and opportunities by bringing together key arts and business members and Walsh Bay residents.	\$15,000	Nil	\$15,000	Nil	Nil
Walsh Bay Precinct Partnership Inc	Project 2 - Communications	Increase the digital exposure of the Chamber with production of a professional website, social media platforms and a members' and community newsletter.	\$15,000	Nil	\$8,000	Nil	Nil
Walsh Bay Precinct Partnership Inc	Project 3 - Destination Marketing	A marketing program to raise the profile and showcase Walsh Bay as a unique destination to experience the arts and hospitality industries.	\$10,000	Nil	Nil	Nil	Nil