

Attachment A

Draft Precinct Activation Grant Guidelines



Precinct activation grant guidelines

February 2022

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Front page: York Clarence Kent (YCK) Laneways Festival at Since I Left You

Photography credit: Cassandra Hannagan, 2021

Precinct activation grant

Purpose

This grant encourages collaborative partnerships between businesses, creatives and communities that renew and transform our city centre, local precincts and neighbourhoods.

Overview

This grant program encourages precinct-based collaborations between businesses, creative producers, cultural operators and community groups.

Funding can be used for new initiatives, activations and events, or to strengthen and adapt existing partnerships and programs.

These collaborations will be designed to activate businesses, public places and vacant retail and commercial space with cultural programming.

Applications must be lodged by a lead applicant and include collaborating businesses, creatives or cultural operators. Activations must take place in the City of Sydney area.

The City of Sydney is interested in supporting precincts in the city centre, Haymarket and inner-city local neighbourhoods within the City of Sydney area.

Precincts can be big or small. They are created when local businesses near each other collaborate to activate and enliven their area.

Key dates

- Applications open: 22 February 2022
- Applications close: 11 April 2022

- Project timeframe: 1 June 2022 to 30 June 2023
- Recommendations to Council: May 2022

Applicants can meet potential collaborators at a briefing session about this program in early 2022.

Funding available

Cash funding from \$100,000 to \$300,000 and value-in-kind venue and banner pole hire is available for precinct-based collaborations.

These will aim to foster strong precinct brands and encourage programmed activities in the city centre, local precincts and neighbourhoods.

Funding priorities

We will prioritise precinct-based activations that show:

- collaborations with Aboriginal and Torres Strait Islander run businesses, creatives, community-controlled organisations, and networks
- strengthened local precinct and neighbourhood identity
- creative activation of public spaces, business precincts and local neighbourhoods
- paid opportunities for local creatives
- collaborations between local businesses and local creatives to enliven the city
- promotion of local economies for the benefit of local businesses, creatives, residents and visitors

- increased visitors to the city centre, local precincts and neighbourhoods
- coordinated precinct leadership to support ongoing collaborations and activations
- plans to evaluate and monitor outcomes for the precinct in the short to medium term.
- inclusion of a clear project plan including secured partnerships and marketing/promotional plans
- evidence of a realistic budget with appropriate resourcing, including payment of creative personnel where applicable
- supporting documentation from a minimum of five collaborating businesses and other project partners
- evidence of pre-application discussions with the City of Sydney, including outdoor events or planning assessment teams as required
- clearly defined project proposals that identify activation locations in the city centre, local precincts and/or neighbourhoods.

Expected program outcomes

Precinct-based activations must contribute to one or more of these outcomes:

- increase visibility and recognition of Aboriginal and Torres Strait Islander cultures
- strengthen the unique precinct identity and offering of the city centre, local precincts and neighbourhoods
- promote collaboration between local businesses, cultural operators and creatives in a local area
- support businesses by increasing visitors and spending in a local area
- strengthen connections between local businesses and their communities
- increase paid opportunities for local cultural and creative sectors including artists, musicians and performers.

Assessment criteria

Proposals are assessed against the funding priorities and expected program outcomes. The assessment panel will consider the lead applicants’:

- demonstrated collaboration with local businesses, creative and cultural operators and/or community groups
- evidence of direct benefit to local businesses, cultural and creative operators and local precincts and neighbourhoods
- evidence of the need for the project and proposed outcomes
- capacity and experience of the lead applicant to create successful activations at a precinct level

Eligibility

To be eligible an applicant must operate in the City of Sydney local area or be able to demonstrate benefits for the area’s residents, workers or visitors.

We particularly encourage applications from organisations, groups and networks that support Aboriginal and Torres and Strait Islander communities including Aboriginal businesses, community controlled organisations and networks.

The lead applicant may be a for-profit organisation, not-for-profit organisation or sole trader that is:

- a creative producer and/or agency
- an event manager
- a precinct coordinator.

Other project collaborators may include:

- a creative, retail, entertainment, tourism and accommodation or hospitality business
- a land owner wanting to activate vacant space
- a media agency
- an arts/cultural operator based in the City of Sydney local area
- a community group wanting to reinvigorate their local neighbourhoods.

Each application must have a lead applicant **plus** a minimum of 5 project collaborators located near each other.

Not eligible for funding

Funding will not cover:

- projects that directly contravene the eligibility and ethics framework or existing City of Sydney policies
- capital expenditure over \$20,000 (equipment up to a cost of \$20,000 may be eligible)
- permanent staffing costs or ongoing operational costs.

How to apply

One application will be required for each collaboration, with funds allocated to the lead applicant. Proposals must identify a **lead applicant** and **project collaborators**.

Lead applicant

The lead applicant must lodge the application, sign the funding agreement and report project outcomes on behalf of all project collaborators.

The lead applicant will be responsible for activities such as:

- concept development and delivery
- coordinating collaborating businesses/organisations
- any public space activations
- liaising with the City of Sydney or any other relevant land owners or authorities for approvals
- coordinating marketing and media partners
- collecting data and project reporting
- coordinating and paying suppliers and/or contractors.

To apply, the lead applicant will need to provide a detailed project plan and budget outlining the activities as part of the collaboration, the time allocated to each activity, and the allocation of funds. Letters of support from collaborating businesses or organisations will also be required.

More information

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 via email openspacebookings@cityofsydney.nsw.gov.au.

For more information on our grants and sponsorships see cityofsydney.nsw.gov.au/grants-sponsorships.

You can also email communitygrants@cityofsydney.nsw.gov.au or call 02 9265 9333.

