

# **Attachment D**

## **Engagement Report**

# 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

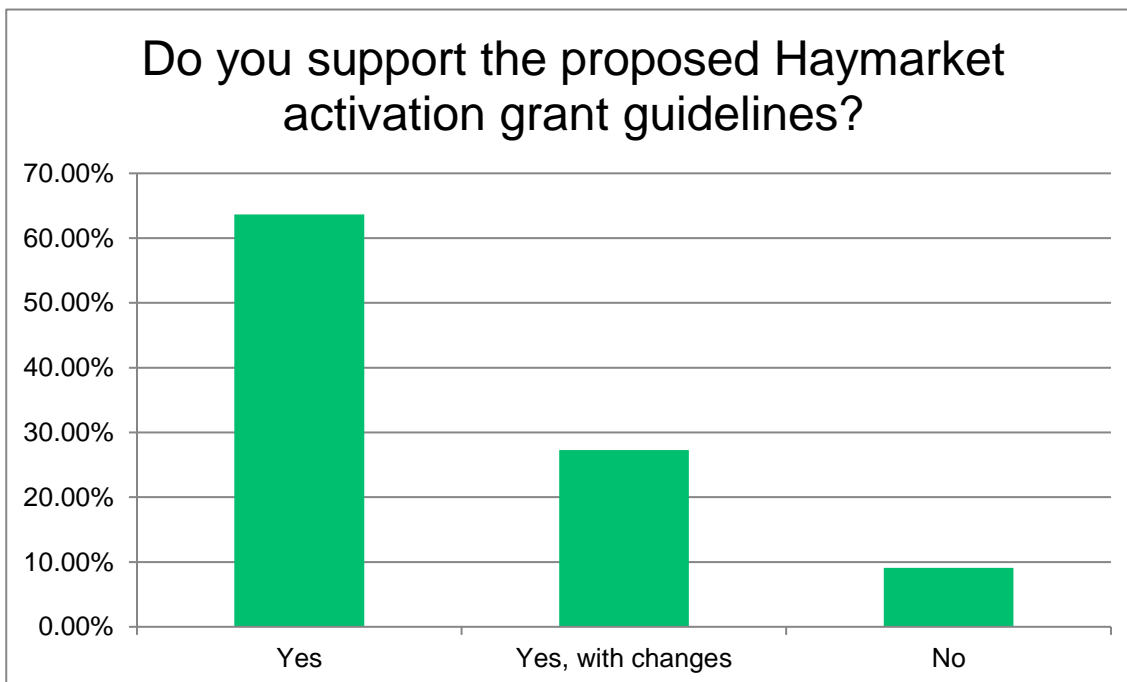
The following is a snapshot of the outcomes from the engagement.

### 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.



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.*

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*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.*

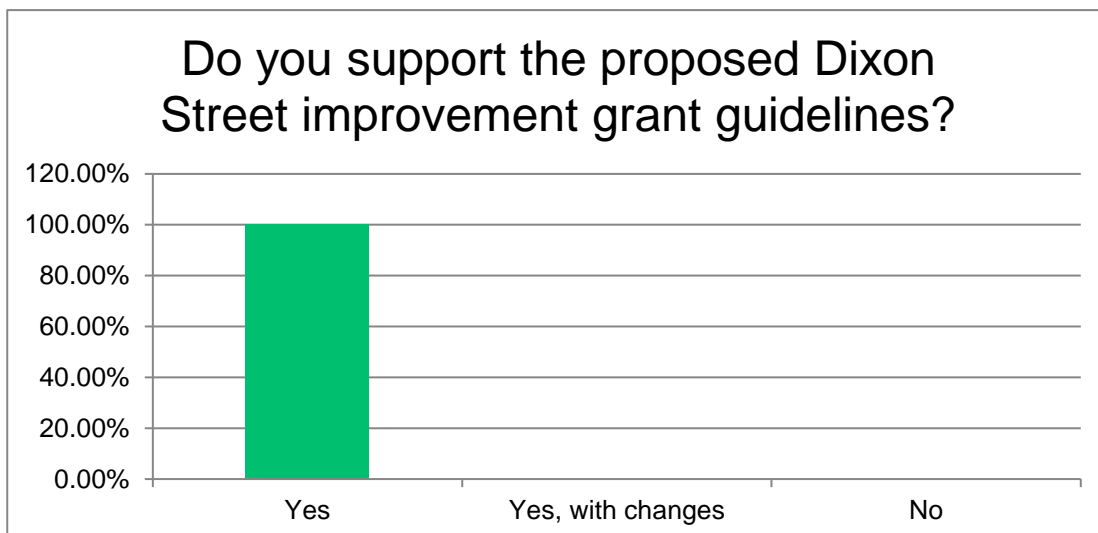
The respondent who did not support the grant guidelines provided the following explanation –

*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!*

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*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.

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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
<p>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.</p>	<p>1</p>	<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>
<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.</p>	<p>1</p>	<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>

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Question/issue raised	Total (number of times raised)	City of Sydney response
		<p>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.</p> <p>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.</p>
<p>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.</p>	1	<p>If applicants are unsuccessful, they can seek feedback from City of Sydney staff. This is also stated in our grants and sponsorship policy.</p>
<p>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.</p>	1	<p>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.</p>
<p>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</p>	1	<p>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.</p> <p>For the Dixon Street improvement grant, timelines will likely vary between applicants,</p>

Engagement report –  
Haymarket activation and Dixon Street improvement grants

Question/issue raised	Total (number of times raised)	City of Sydney response
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.

**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).





## 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 振兴拨款计划 \(草案\)](#)  
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

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

 [ทุนอุดหนุนการพัฒนาเฮย์มาร์เก็ตฉบับร่าง](#)  
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 [sydneyyoursay@cityofsydney.nsw.gov.au](mailto:sydneyyoursay@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)**   
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 [sydneyyoursay@cityofsydney.nsw.gov.au](mailto:sydneyyoursay@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

<b>Talk to us in person</b>	
<b>If you are Deaf or have complex communication needs</b>	
<b>If you need an interpreter</b>	

## 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

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\* 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.

## 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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[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 **[cityofsydney/dixon-guidelines](https://cityofsydney.nsw.gov.au/cityofsydney/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 [cityofsydney/haymarket-precinct](https://cityofsydney.nsw.gov.au/cityofsydney/haymarket-precinct).

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

填寫我們的調查問卷  
[cityofsydney/dixon-guidelines](https://cityofsydney.nsw.gov.au/cityofsydney/dixon-guidelines)

## Appendix G – Sydney Your Say March EDM

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



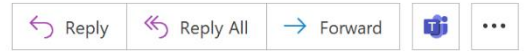
City of Sydney <mail@cityofsydney.nsw.gov.au>

To Sydney Your Say

Retention Policy 7 Year retention policy (7 years)

Expires 13/03/2031

Tue 12/03/2024 11:00 AM



[If there are problems with how this message is displayed, click here to view it in a web browser.](#)

# Sydney Your Say



### 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 [sydneyyoursay@cityofsydney.nsw.gov.au](mailto:sydneyyoursay@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', is written over a horizontal line.

**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](mailto:info@visithaymarket.com)

👤 [www.instagram.com/visithaymarket/](https://www.instagram.com/visithaymarket/)

🌐 [www.visithaymarket.com](http://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' in a cursive script.

*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.



