

## Item 4.

### Grants and Sponsorship - Haymarket Activation Grant

File No: S117676

#### Summary

The City of Sydney's Grants and Sponsorship Program supports initiatives and projects that build the social, cultural, environmental and economic life of the city.

The City advertised the Haymarket Activation Grant Program as being open for applications on 14 May 2024. Ten eligible applications were received.

The Haymarket Activation Grant guidelines stipulates one major activation only will be supported through this program. The activation will attract people to Haymarket, celebrate Asian cultures and strengthen community inclusion and cohesion through collaborations, activating multiple spaces in the area.

An assessment panel of five assessed the applications against the published selection criteria and recommended one for \$200,000. The recommended applicant met the selection criteria to the highest standard. The applicant anticipates attracting over 350,000 people to the Haymarket area during the activation and has secured additional funding from the NSW Government for the project.

This report recommends one grant with a total value of \$200,000 in cash and \$356 in value-in-kind in the 2024/25 financial year.

On 24 June 2024, Council adopted the revised Grants and Sponsorship Policy and Guidelines. All grants in this report were assessed in accordance with the Grants and Sponsorship Policy, the Grants and Sponsorship Program Guidelines, the priorities set out in Sustainable Sydney 2030-2050 Continuing the Vision and various other relevant City strategies and action plans.

The grant recipient will be required to sign a contract, meet specific performance outcomes and acquit their grant. All figures in this report exclude GST.

**Recommendation**

It is resolved that:

- (A) Council approve the cash and value-in-kind recommendation for the Haymarket Activation Grant program as shown at Attachment A to the subject report;
- (B) Council note the applicants who were not recommended in obtaining a cash grant or value-in-kind for the Haymarket Activation Grant program as shown at Attachment B to the subject report;
- (C) Council note that all grant amounts are exclusive of GST;
- (D) authority be delegated to the Chief Executive Officer to negotiate, execute and administer agreements with any organisation approved for a grant or sponsorship under terms consistent with this resolution and the Grants and Sponsorship Policy; and
- (E) authority be delegated to the Chief Executive Officer to correct minor errors to the matters set out in this report, noting that the identity of the recipient will not change, and a CEO Update will be provided to Council advising of any changes made in accordance with this resolution.

**Attachments**

**Attachment A.** Recommended For Funding - Haymarket Activation Grant Program

**Attachment B.** Not Recommended For Funding - Haymarket Activation Grant Program

## Background

1. The City of Sydney's Grants and Sponsorship Program supports residents, businesses and not-for-profit organisations to undertake initiatives and projects that build the social, cultural, environmental and economic life of the city.
2. On 14 May 2024, the City announced the Haymarket Activation Grant program as being open for application on the City's website, with grant applications closing on 17 June 2024.
3. Information about this grant program (such as application dates, guidelines, and eligibility criteria) was made available on the City's website. The City actively promoted the grant program through the corporate website, e-newsletters, and a City of Sydney news announcement. Email campaigns were utilised to target interested parties who have applied previously for grants at the City or who have expressed an interest in the City's programs. An online briefing session was also held on 21 May 2024 where interested organisations could hear about the Haymarket Activation Grant program and how to apply. A total of 13 attendees participated in the session.
4. As per the Haymarket Activation Grant Program Guidelines, the Haymarket Activation Grant program is open to not-for-profit organisations and for-profit organisations.
5. A total of five eligible applications were received from for-profit organisations and nil for-profit organisations are recommended in this report.

## Grants Assessment Process

6. The City's Grants and Sponsorship Program is highly competitive. Applications that are not recommended have either not scored as highly against the assessment criteria as the recommended applications or have incomplete or insufficient information. The City's Grants and Sponsorship team provides feedback to unsuccessful applicants if requested.
7. The assessment process includes advice and recommendations from a suitably qualified assessment panel. The applications are scored against defined assessment criteria for the grant program as well as the integrity of the proposed budget, project plan, partnerships, contributions and connection to the local community.
8. The assessment criteria for the Haymarket Activation Grant program are:
  - potential reach and impact of the activation including proposed timing;
  - capacity and experience of the applicant and their partners to produce the activation;
  - demonstrated partnerships, connection and benefit to Haymarket and the local community;
  - evidence of diversity, inclusion and equity in planning and producing the activation; and
  - how the project meets the funding priorities.

9. The assessment meeting for the Haymarket Activation Grant program was held on 25 June 2024 to ensure applicants were assessed against the assessment criteria.
10. The assessment panel consisted of City staff from the City Business and Safety, City Design, Creative City, Social City and Strategic Planning and Urban Design Teams.
11. Once the recommended application is approved by Council, a contract is developed which includes conditions that must be adhered to and acquitted against.
12. It is expected that the successful applicant will work cooperatively with relevant City staff throughout the project for which they have received funding.
13. The grant is recommended on the condition that any required approvals, permits and development consents are obtained by the applicant.
14. The application recommended for the Haymarket Activation Grant program is outlined in Attachment A to this report.
15. The Haymarket Activation Grant program budget for 2024/25 is \$200,000. Ten eligible applications were received, requesting a total of \$2,000,000 in cash and \$70,438 in value-in-kind.
16. In line with the guidelines, the number of applications recommended for support is one, requesting \$200,000 in cash and \$356 in value-in-kind.
17. If the recommendation is adopted, there will be no cash remaining in this budget for the 2024/25 financial year.

## Key Implications

### Strategic Alignment - Sustainable Sydney 2030-2050 Continuing the Vision

18. Sustainable Sydney 2030-2050 Continuing the Vision renews the communities' vision for the sustainable development of the city to 2050. It includes 10 strategic directions to guide the future of the city, as well as 10 targets against which to measure progress. This grant is aligned with the following strategic directions and objectives:
  - (a) Direction 6 - An equitable and inclusive city - the recommended grant project in this report contributes to community development and support active participation in civic life. They empower the community to address issues that matter to them and drive projects to create a more inclusive and resilient city.
  - (b) Direction 8 - A thriving cultural and creative life - the recommended grant projects in this report contribute to supporting artistic and creative endeavours in our city, helping foster initiative, experimentation and enterprise by creative workers and providing new opportunities for audiences to engage in the city's cultural life.
  - (c) Direction 9 - A transformed and innovative economy - the recommended grant projects in this report contribute to helping stimulate business and promote economic activity. They encourage partnerships with other organisations on business development and assist groups of businesses to work together for the collective benefit.

**Organisational Impact**

19. The grants and sponsorships contract management process will involve key staff across the City of Sydney. Identified staff set contract conditions and performance measures for each approved project, and review project acquittals, which include both narrative and financial reports.

**Social / Cultural / Community / Economic**

20. The City's Grants and Sponsorship Program provides the City with a platform to support cultural, economic, environmental and social initiatives from the communities and business, within the local area.

**Financial Implications**

21. There are sufficient funds allocated in the 2024/25 grants and sponsorship budget, included in the City's approved operating budget for 2024/25, to support the recommended grant. Details and total values are provided in the table above.

**Relevant Legislation**

22. Section 356 of the Local Government Act 1993 provides that a council may, in accordance with a resolution of the council, contribute money or otherwise grant financial assistance to persons for the purpose of exercising its functions.
23. Section 356(3)(a) to (d) is satisfied for the purpose of providing grant funding to for profit organisations because:
  - (a) the funding is part of the Haymarket Activation Grant program.
  - (b) the details of the program have been included in the Council's operational plan for financial year 2024/25;
  - (c) the program's proposed budgets do not exceed five per cent of Council's proposed income from ordinary rates for financial year 2024/25; and
  - (d) these programs apply to a significant group of persons within the local government area.

**Critical Dates / Time Frames**

24. The funding period for the Haymarket Activation Grant program is for activity taking place from 1 September 2024 to 30 June 2025. The contract will be developed for the successful application after Council approval to ensure their funding is released in time for projects starting in September 2024.

**Public Consultation**

25. An online briefing session was held on 21 May 2024 where potential applicants were notified about the Haymarket Activation Grant program and how to apply. A total of 13 attendees participated in the session.

**EMMA RIGNEY**

Director City Life

Cathy Brown, Grants Coordinator