

# **GRANTS AND SPONSORSHIPS POLICY**

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**Table of Contents**

Introduction	<a href="#">4</a>
Legislative Framework	<a href="#">6</a>
Ethics Framework	<a href="#">6</a>
Definitions	<a href="#">7</a>
Eligibility and Exclusions	<a href="#">9</a>
Approval and Assessment Process for Grants and Sponsorships	<a href="#">11</a>
Administration of the Grants and Sponsorships Programs	<a href="#">12</a>
Quick Response Grants Program	<a href="#">14</a>
Local Community Grants Program	<a href="#">15</a>
Local Action Plan Matching Grants Program	<a href="#">17</a>
Heritage Grants Program	<a href="#">19</a>
Environmental Grants Program	<a href="#">21</a>
History Publications Sponsorship Program	<a href="#">23</a>
Community Services Grants Program	<a href="#">24</a>
Cultural Grants and Sponsorships Program	<a href="#">26</a>
Major Festivals Program	<a href="#">29</a>
Fine Grain Business Development Matching Grant Program	<a href="#">30</a>
Conference and Business Event Sponsorship Program	<a href="#">32</a>
Village Business Partnership Program	<a href="#">34</a>
Redfern Shopfront Improvement Matching Grant Program	<a href="#">37</a>
Commercial Creative Events Sponsorship Program	<a href="#">38</a>
Banner Grants and Sponsorship Program	<a href="#">40</a>
Reduced Rates: Community Venues Program	<a href="#">42</a>

---

## GRANTS AND SPONSORSHIPS POLICY

---

Reduced Rates: Major Venues Program [43](#)

Accommodation Grants Program [44](#)

### Introduction

Sydney is a tolerant, diverse, sophisticated and creative city that draws strength from the residents and visitors in the “City of villages”. Residents feel a strong sense of belonging and a personal investment in the community, demonstrated through participation in community, cultural and environmental activities, support of local business, preservation of heritage, recording of history and respecting and encouraging diversity and difference. The City of Sydney aims to draw on these strengths and provide the support to help the community flourish and grow.

The City has 18 grants and sponsorships programs that provide funding or revenue foregone support across a range of activities encompassing community, cultural, economic and environmental. The funding and support provided through these Programs supports a diverse range of services and projects that directly benefit the community and contribute to the life of the City.

The provision of grants and sponsorships are also a mechanism for the City to further the directions highlighted in Sustainable Sydney 2030 and the resulting aims identified in social, economic, environmental and cultural policies; applications are assessed against these policies and against broad City objectives and plans. The contribution of the community organisations to developing, coordinating and managing the many funded activities is also recognised and respected. In this way, the City and the community act collaboratively to bring to life the ‘City of villages’ and Sustainable Sydney 2030.

### Definitions

- 1. Grants** are defined as funds given to organisations to assist with the services or projects they provide where the City receives only acknowledgement as the grant giver.
- 2. Sponsorships** are defined as a business agreement between organisations where the City receives benefits equal to the value of the sponsorship. These benefits may include promotion, marketing, and/or tickets.

### Categories of support

Broadly speaking, there are four categories for which grants and sponsorships are available:

#### **1. Community Services**

This includes services which complement the City’s own services in the areas of people from an Aboriginal and Torres Strait Islander background, youth, families, children, older people, culturally and linguistically diverse groups, homeless people, women, gay lesbian and transgender groups, people with a disability; and sport and recreation.

#### **2. Cultural services**

This includes the whole range of arts and culture services including performing and visual arts and crafts, literature, film, digital arts, design, architecture, history and heritage, food and wine, and their expression through public debate, festivals, exhibitions, performances, creative spaces, competitions and public celebrations of importance to individual communities and greater Sydney.

---

## GRANTS AND SPONSORSHIPS POLICY

---

### **3. Economic Development**

This includes precinct revitalisation through a range of initiatives with chambers of commerce or appropriate business associations, support for precinct development, support for creative industries and support for business events and conferences.

### **4. Environmental Initiatives**

This includes projects that provide a clear environmental benefit to the City's community by delivering services, activities, or resources that result in direct environmental improvement and innovation and those that complement Sustainable Sydney 2030, the City's own Environmental Management Plan and Residential Environmental Action.

[Return to main contents](#)

---

## GRANTS AND SPONSORSHIPS POLICY

---

### Legislative framework

The Local Government Act 1993, s356, states:

- (1) 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.
- (2) A proposed recipient who acts for private gain is not ineligible to be granted financial assistance, but must not receive any benefit under this section until at least 28 days' public notice of the council's proposal to pass the necessary resolution has been given.
- (3) However, public notice is not required if:
  - (a) the financial assistance is part of a specific program, and
  - (b) the program's details have been included in the council's draft management plan for the year in which the financial assistance is proposed to be given, and
  - (c) the program's proposed budget for that year does not exceed 5 per cent of the council's proposed income from the ordinary rates levied for that year, and
  - (d) the program applies uniformly to all persons within the council's area or to a significant group of persons within the area.
- (4) Public notice is also not required if the financial assistance is part of a program of graffiti removal work.

S 377 of the Act states:

A council may, by resolution, delegate to the general manager or any other person or body (not including another employee of the council) any of the functions of the council, other than the following:

- A decision under section 356 to contribute money or otherwise grant financial assistance to persons.

The grants and sponsorship approval process is provided later in the Policy.

### Ethics framework

The City of Sydney is committed to working towards Sustainable Sydney 2030. The City cannot achieve this vision on its own. Through the Grants and Sponsorship Program the City seeks to support enterprises and endeavours that will contribute to the actions, strategic directions and vision of Sustainable Sydney 2030 and which:

- a) contribute to human happiness, dignity and education
- b) reduce energy, water and waste demands
- c) encourage a sense of belonging and promote inclusiveness
- d) celebrate and support Aboriginal and Torres Strait Islander people and their culture
- e) support the dignity and well being of animals
- f) support the development of vibrant local economies and communities
- g) foster sustainable development, renewal and design
- h) promote a creative and cultural city
- i) are consistent with the City's espoused values and guiding principles of courage, innovation, integrity, collaboration and quality.

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## **GRANTS AND SPONSORSHIPS POLICY**

---

The City of Sydney will avoid supporting any enterprises which are considered to unnecessarily:

- i. pollute land, air or water
- ii. destroy or waste non-recurring resources
- iii. market, promote or advertise products or services in a misleading or deceitful manner
- iv. produce, promote or distribute products or services likely to be harmful to the community
- v. acquire land or commodities primarily for the purpose of speculative gain
- vi. create, encourage, or perpetuate militarism or engage in the manufacture of armaments
- vii. entice people into financial over-commitment
- viii. exploit people through the payment of below award wages or poor working conditions
- ix. discriminate by way of race, religion or sex in employment, marketing or advertising practices
- x. contribute to the inhibition of human rights generally

### **Definitions**

#### **Cash, Revenue Foregone and Value in Kind**

The City provides grants and sponsorships through cash and through value in kind. Value in kind is defined as those things which the City would normally charge for, but which it provides at a reduced rate or free of charge, including:

- park hire
- venue hire
- banner pole hire
- workspace accommodation (including offices and creative spaces)

The City values these sponsorships at the price which would have been charged if the value in kind was not part of the sponsorship.

Any services that are a real cash cost to the City, such as cleansing and waste, Development Applications, Health inspection fees, Health approvals, Section 68 approvals, Temporary Road Closures, filming fees, or in-house design, printing and distribution services will be accommodated through the provision of cash to the grant recipient to assist with those costs.

#### **Categories of funding**

The City provides 18 mechanisms for the allocation of grants and sponsorships. These are a mixture of annual programs, for which applications are accepted once a year, twice yearly or quarterly programs and ad hoc programs which can be applied for at any time in the year.

1. Quick Response Grants Program – ad hoc.
2. Local Community Grants Program – twice yearly.
3. Local Action Plans Matching Grants Program – ad hoc.
4. Heritage Grants Program – annual.
5. Environmental Grants Program - twice yearly.

---

## GRANTS AND SPONSORSHIPS POLICY

---

6. History Publication Sponsorship Program – ad hoc.
7. Community Services Grants Program – annual.
8. Cultural Sponsorship Program – annual.
9. Major Festivals Program – ad hoc.
10. Finegrain Business Development Matching Grant Program – ad hoc.
11. Conference and Business Event Sponsorship Program – ad hoc.
12. Village Business Partnership Program – ad hoc.
13. Redfern Shopfront Improvement Matching Grant Program – ad hoc.
14. Commercial Creative Events Sponsorship Program – ad hoc.
15. Banner Grants and Sponsorship Program – ad hoc.
16. Reduced Rates: Community Venues – ad hoc.
17. Reduced Rates: Major Venues – ad hoc.
18. Accommodation Grants Program – ad hoc.

[Return to main contents](#)

### Eligibility and Exclusions

#### General Eligibility

To be eligible for funding, an organisation must:

- offer a project in the City of Sydney, or primarily for the City of Sydney community (minimum of 75% participants from the LGA)
- be not-for-profit (with the exception of the History Publication Sponsorship Program and the Quick Response Grant Program)
- be an incorporated body, be auspiced (sponsored) by one, or for the Local Action Plans Matching Grants Program only, a community or neighbourhood committee or group (with the exception of the Quick Response Grants Program and the History Publication Sponsorship Program)
- acquit previous City of Sydney grants and have no outstanding debts to the City of Sydney.

#### General Exclusions and Ineligibility

The City of Sydney does not provide grants for:

- projects that duplicate existing services or programs;
- projects that do not meet the identified priority needs of the City of Sydney Local Government Area;
- projects that directly contravene existing Council policy.

The City will not provide grants and sponsorships for:

- Individuals (other than the Quick Response Grants Program and the History Publication Sponsorship Program)
- General donations to Charities (however the City may provide grants to specific projects run by charities where they meet the criteria)
- Permanent staffing or ongoing operational costs (other than the Major Festivals Program)
- Projects that will rely on recurrent funding from the City of Sydney (other than the Major Festivals Program and community events as approved by Council);
- Capital expenditure over \$5,000 (equipment up to a cost of \$5,000 may be funded) except for the Heritage Grants Program.
- Waiver of fees including those for Development Applications, Health inspection fees, Health approvals and Section 68 approvals.

The City will not provide in-house design, printing and distribution services. However, organisations may apply for funding to undertake these activities themselves.

The City will not provide cleansing and waste services for events. However, organisations may apply for cash funding to undertake these activities themselves.

Support will not be given to overtly political activities or activities that could be perceived as benefiting a political party or political campaign.

Support will not be given for overtly religious activities that could be perceived as divisive within the community.

Support will not be given to organisations whose activities are not aligned with the City's ethical framework.

Generally, the City of Sydney will not accept applications from:

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## GRANTS AND SPONSORSHIPS POLICY

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- commercial organisations operating on an expected profit basis, unless there is a significant benefit to the City;
- individuals and unincorporated organisations, unless auspiced by an eligible incorporated organisation (except in the Local Action Plans Matching Grants Program, Quick Response Grants Program and the History Publication Sponsorship Program);
- previous grant recipients who have not fulfilled the conditions of the particular grant; or
- applicants that have not included the required supporting documentation.

It should be noted that Council may approve grants and sponsorships outside this policy as it sees fit, and that nothing in this Policy will prevent Council giving small gifts to organisations from time to time, nor providing support for Civic functions or one-off unpredicted events.

### **Eligibility and Exclusion exceptions:**

These exceptions and exclusions only apply to Finegrain Business Development Matching Grant Program, Conference and Business Event Sponsorship Program, Redfern Shopfront Improvement Matching Grant Program and Commercial Creative Events Sponsorship Program :

To be eligible for funding, an organisation:

- must offer a project in the City of Sydney, or primarily for the City of Sydney community (minimum of 75% participants from the LGA) or where the economic and other benefits largely accrue to the LGA (with the exception of the National/International business events)
- does not need to be a not-for-profit organisation
- must have an appropriate business registration including that of a sole trader.

The City may consider Capital expenditure over \$5,000 for Finegrain Business Development Matching Grant Program.

This Policy does not cover corporate sponsorship received by the City.

[Return to main contents](#)

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## GRANTS AND SPONSORSHIPS POLICY

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### Approval and assessment process for grants and sponsorships

<b>Grant Program</b>	<b>Funding available</b>	<b>Frequency</b>	<b>Approval process</b>
Quick Response Grants	Up to \$1,000	Ad hoc	Approved by CEO in consultation with the Lord Mayor – reported to Council in quarterly financial reports
Local Community Grants	Up to \$5,000	Twice yearly	Approved by Council
Local Action Plans Matching Grants Program	Matched up to \$10,000	Ad hoc	Approved by Council
Heritage Grants Program	Matched up to \$10,000	Annual	Approved by Council
Environmental Grants Program	Over \$5,000 in Round 1. Up to \$10,000 in Round 2	Twice Yearly	Approved by Council
History Publication Sponsorship Program	Up to \$15,000	Ad hoc	Approved by Council
Community Services Grants Program	Over \$5,000	Annual	Approved by Council
Cultural Sponsorship and Grants	Over \$5,000	Annual	Approved by Council
Major Festivals Program	Funding negotiated case by case	Ad hoc	Approved by Council
Finegrain Business Development Matching Grants Program	Matched up to \$30,000	Ad hoc	Approved by Council
Conference and Business Events Sponsorship Program	Up to \$20,000	Ad hoc	Approved by Council
Village Business Partnership Program	Up to \$80,000	Ad hoc	Approved by Council
Redfern Shopfront Improvement Matching Grant Program	Up to \$3,000	Ad hoc	Approved by Council
Commercial Creative Events Sponsorship Program	Funding negotiated case by case	Ad hoc	Approved by Council
Banner Program	Revenue foregone	Ad hoc	Approved by CEO in consultation with the Lord Mayor – reported to Council in quarterly financial reports
Reduced Rates (Community Venues)	Revenue foregone	Ad hoc	Approved by CEO in consultation with the Lord Mayor – reported to Council in quarterly financial reports

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## GRANTS AND SPONSORSHIPS POLICY

---

Reduced Rates (Major Venues)	Revenue foregone	Ad hoc	Approved by CEO in consultation with the Lord Mayor – reported to Council in quarterly financial reports
Accommodation Grants Program	Revenue foregone	Ad hoc	Approved by Council

### **Assessment process**

All grants and sponsorship applications received by the City are assessed by a panel of at least three relevant Council officers. Recommendations for all cash programs over \$1,000 are presented to Council for their approval.

If considered relevant, some applications may be assessed by external parties who have skills and professional expertise that adds beneficially to the assessment process.

## Administration of the grants and sponsorships programs

### **Provision of information about grants and sponsorships**

Information about the City's grants and sponsorships programs is available on the City's website at: [www.cityofsydney.nsw.gov.au/grants](http://www.cityofsydney.nsw.gov.au/grants)

Application forms for all programs are available from the One Stop Shop or Neighbourhood Service Centres. These are available when the grant programs open (in the case of annual or twice yearly programs) or all year round in the case of ad hoc programs.

Information can also be requested via the e-mail address: [communitygrants@cityofsydney.nsw.gov.au](mailto:communitygrants@cityofsydney.nsw.gov.au) or by calling 02 9265 9333

The City holds a minimum of four information sessions a year on the grants programs. Organisations or community groups may request a presentation on the grants and sponsorship programs or advice on their application, and where reasonably possible Council officers will provide this service.

### **Contracts**

All successful applicants will be required to enter into a contract before any funding can be released and before the project can commence. This contract will detail:

- The description of the project/activity for which funding is being provided
- The amount of cash funding to be received and the details of any value in kind support
- Specific performance criteria for each project – these should be provided when applying and can then be negotiated prior to the final signing of a contract
- Payment schedule
- Deadline for the submission of the project acquittal

In some instances, organisations may enter into a number of contracts with the City in regards to a project that has received funding. For instance, an organisation

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## GRANTS AND SPONSORSHIPS POLICY

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running a community festival may receive a sponsorship contract and then a contract for the use of a City Park. Council officers will provide advice if this is the case.

Applicants should note that many festivals and events require approvals and consents from the City, the Police and other State Government agencies. Approval of a grant does not fetter the City's role as a consent authority and does not imply that the City has given consent. Advice on relevant consents can be obtained from the Cultural Development Unit contactable via [communitygrants@cityofsydney.nsw.gov.au](mailto:communitygrants@cityofsydney.nsw.gov.au) or by calling 02 9265 9333.

### **Release of funding**

The City makes staggered grants funding payments. This means that not all the funds granted will be necessarily available at the start of each project. Generally, funding under \$10,000 will be provided in a one-off payment. In some instances, such as, where the organisation is a first time recipient or has performance criteria tied to grant payments, then funding may be split so that 50% or 75% is received at the start of the project and the remainder at the end.

Grants over \$10,000 will generally receive staggered funding, usually 50% at the start and 50% at the completion of the project.

Unincorporated organisations will have a staggered funding schedule generally provided in 25% increments against specific performance criteria.

The City takes a commonsense approach to the release of funds and organisations may negotiate to have their funding released in different proportions over the course of the contract if not doing so will adversely affect their capacity to undertake the project.

### **Auspice**

Under most of the City's grants programs, only organisations that are legal entities are eligible for funding. This is because the City of Sydney can only enter into a funding agreement with a legal entity.

This means that individuals, partnerships, groups and unincorporated organisations seeking funding must apply for funding under an incorporated auspicing organisation.

In most cases, auspice organisations are non-government, non-profit organisations. The role of an auspicing organisation is to take responsibility for the City of Sydney funding, provide project management assistance to those being auspicied and keep financial records on the funded project for acquittal purposes.

This arrangement is used to ensure there is monitoring of the management of the finances and the maintenance of proper financial records, and in turn assists the City to meet its audit requirements.

Auspices are required to:

- enter into a written funding agreement with the City
- accept grant funds and pay these to the auspicied organisation
- monitor the use of funds to ensure compliance with the funding agreement
- ensure the funding is acquitted to the City at the completion of the project

### 1. Quick Response Grants Program

The Quick Response Grants provides support to individuals and organisations for unforeseen, emergency or exceptional circumstances. The City will provide grants in cash and value in kind, to appropriate proposals. Grants are not recurrent and a maximum amount of \$1,000 is available to any applicant in any financial year. It is expected that applicants will provide evidence of some personal contribution or fund-raising efforts towards the proposal costs.

#### **Program specific eligibility and evaluation criteria**

- Applicants must be a resident of the City of Sydney.
- Individuals and teams may apply but must provide support documentation from their club or association and peak body.
- Community development proposals must have a budget, clear objectives, and indicate preparedness to meet agreed accountability requirements.
- Applicants may only receive funding through this Program once each financial year.
- Funding is for one-off projects, annual projects will not be funded.

#### **Applicants must meet at least one of the following criteria:**

- Contribute towards a coordinated approach to service delivery and the development of responses to emerging social issues.
- Strengthen formal and informal support networks, reduce isolation and increase community participation and opportunities especially for people with the greatest need.
- State or National representation in the fields of the arts, sports or academia, at a significant event which is considered critical to career development.
- Be a team or individual from a disadvantaged background in pursuit of a unique sporting, cultural or academic experience and produce considerable social capital for those involved.
- Unforeseen circumstances – urgent situations that will have a detrimental effect on the individual or an organisation and its services if not dealt with immediately. This is strictly for situations that could not be foreseen and applicants will need to show evidence of how this situation arose and their financial status.
- Opportunities to present nationally recognised leaders in a sporting, academic, cultural or environmental field to the local community.

General Policy eligibility and exclusions apply.

[Return to main contents](#)

## **2. Local Community Grants Program**

The whole city of Sydney benefits greatly from the work done by local community organisations. The life of the City of villages is enriched by the provision of services, resources, events, projects, cultural experiences and community based activities. The Local Community Grants Program provides one-off grants to support this work to organisations based, or providing events or services, in the City of Sydney Local Government Area. These grants are available twice yearly.

Priority is given to applications which demonstrate genuine community involvement or need and that help the City further the aims of Sustainable Sydney 2030 at a local level.

### **Program Objectives:**

The Local Community Grants Program aims to:

- support cultural and community projects, events and activities occurring within the City of Sydney Local Government Area.
- foster or provide new services, initiatives and resources which address the needs of the City community.
- improve awareness and use of cultural and community services and resources in the City.
- create opportunities which develop the knowledge, skills and confidence of community members.
- encourage increased participation in local community and cultural activities, building a greater sense of community.
- contribute to a vibrant cultural and community life in the City of Sydney.

The grants are provided for specific projects, and are limited to a maximum of \$5,000 (excluding GST). Organisations may apply in each of the two grant rounds; however if a project is funded in one round, it cannot be applied for again in a second round.

### **Evaluation Criteria**

To be considered for a grant, applications should clearly describe the proposed project and show how it will:

- provide a direct benefit to the city community by delivering community or cultural services, activities, or resources to the city community.
- meet the needs of the community in general or specific target groups such as children, young people, older people, people with disabilities, women, culturally and linguistically diverse people, Aboriginal people or people of Torres Strait Island origin, gay lesbian bisexual or transgender people.
- strengthen ties within and between the various districts of the city and assist in building an increased sense of community.
- develop knowledge, skills and confidence in the community to encourage greater participation in city and cultural life.
- complement existing community and cultural services, programs and resources provided by Council, government agencies and non-government providers.

Applications must show the contribution of the organisation applying to the project or activity through cash, in-kind or volunteer support. Applications must also

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## GRANTS AND SPONSORSHIPS POLICY

---

demonstrate the organisation's ability to manage and deliver community or cultural services and not become dependent on ongoing financial assistance from Council.

General Policy eligibility and exclusions apply.

[Return to main contents](#)

### **3. Local Action Plans Matching Grants Program**

The City of Sydney's Local Action Plans Matching Grants Program has been established in response to the outcomes of the Local Action Plan Strategy and provides a mechanism for community engagement, skills development, capacity building and shared funding arrangements for the delivery of appropriate programs.

Project submissions will be open for application all year and will be required to demonstrate how they will meet a specific community project or objective in the Local Actions Plans. Some of the projects or initiatives may include physical improvements, environmental sustainability projects, cultural projects, community activities and events.

#### **Matching Grants in-cash and in-kind**

The Local Action Plans Matching Grants Program is designed to support projects that involve genuine community participation. By 'matching' what the community contributes to the project the City is building or strengthening partnerships between the City and the community, supporting the community identified projects and building a sense of community as people work together on the project.

Community contributions recognised include:

- in-kind contributions such as donated supplies, materials or services;
- volunteering time such as labour, set up & pack down, and meeting time to identify, plan and implement projects;
- direct cash input to the project (donations, income generated)

The City contribution will match the community contribution to projects in-cash or in-kind. The City may contribute cash to match community in-kind contributions i.e. a project involving a community in-kind contribution for donated supplies, labour and volunteer hours to coordinate the project estimated at \$2,500 could receive a cash grant of \$2,500 from the City for the equipment and specialist staff required for the project. A maximum matching cash grant of \$10,000 will be considered for this program.

#### **Program Objectives:**

The Local Action Plans Matching Grants Program aims to:

- support the projects identified by the participants themselves to achieve the projects and objectives in the Local Action Plans;
- build social capital and community capacity through creating a spirit of cooperation within the community and between the City;
- provide a mechanism for community engagement, skills development, capacity building and shared funding arrangements for the delivery of appropriate programs;
- realise the vision articulated by the community in the Local Action Plans;
- encourage community participation and self determination by accepting proposals from residents and members of the community that bring to life their own Local Action Plans;
- provide an opportunity to support some of the new initiatives identified by the community through the Local Action Plan process;
- enhance, not replace, the existing grants programs and to operate in tandem with the projects that the City already supports.

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## GRANTS AND SPONSORSHIPS POLICY

---

### **Evaluation Criteria:**

To be considered for a grant, applications should clearly describe the proposed project and show how it will:

- be derived but not limited to the identified community requests outlined in the approved Local Action Plans which address a specific community need and/or build community capacity;
- meet the priority project area identified for the Local Action Precinct in which they are applying;
- assist in building an increased sense of community;
- strengthen ties within the community and between the community and the City;
- develop knowledge, skills and confidence in the community to encourage greater participation in City life;
- involve community members/volunteers in the process;
- contribute the matching community resources (in-kind or in-cash);
- manage and deliver the project without becoming dependent on ongoing financial assistance from the City.

General Policy eligibility and exclusions apply.

[Return to main contents](#)

### 4. Heritage Grants Program

The aim of the Heritage Grants Program is to encourage non-profit landowners of heritage items to undertake new conservation work which, without the financial assistance of this program, may not be able to occur. In doing so, the quality of the City's heritage is improved. The program provides matched funding up to a maximum of \$10,000, with the main aim of the Program to fund small scale conservation/restoration work (i.e. under \$20,000).

#### Eligibility

- The site or building in question must be within the City of Sydney Local Government Area and must be listed as a Heritage Item, or within a Heritage Conservation Area, or within a Heritage Streetscape on a statutory list at Federal, State or local government level.
- Only non-profit organisations are eligible to apply for funding;
- Property owners receiving State and Federal heritage assistance will generally not be eligible to apply for funding;
- Property owners seeking funding for retrospective works will not be eligible to apply for funding;
- Property owners of Central Business District (CBD) heritage properties will not be eligible to apply for funding unless they have exhausted their ability to access the City's Heritage Floor Space (HFS) scheme.
- The Government (be it Local, State, or Federal) will not generally be eligible for funding on the basis that Government buildings are generally exempt from costs associated with properties, such as the payment of rates. Where such Government items/buildings are of National or State significance, Federal grants may be available to assist.

#### Evaluation Criteria:

##### Small Scale Conservation/Restoration Work

- Projects must be publicly visible or in publicly accessible parts of the site or building; property must be a listed heritage building, or identified as a "contributory" building by a City of Sydney heritage study, located within a Heritage Streetscape or a Heritage Conservation Area).
- The work must constitute conservation, restoration or reconstruction work, adequately researched from physical and/or documentary and/or photographic evidence.
- Inclusion of a quotation from a qualified and experienced heritage consultant or experienced heritage tradesperson for the work in question.
- Where necessary, inclusion of a Development Consent demonstrating approval of proposed work, or inclusion of plans and a Development Application plus supporting documents for proposed work (i.e. not yet approved).
- The applicant's ability to demonstrate technical and financial responsibility with regard to the proposed project, specifically demonstrating ability to complete the project within 12 months of receipt of the grant or within 12 months following the issue of development consent.
- Exterior painting of heritage buildings may be funded, provided that the colour scheme proposed is an adequately researched heritage colour scheme.
- Works to weatherboard buildings may be funded, provided that the building in question is identified as being of heritage significance in the City of Sydney Weatherboard Buildings Study and complies with the other listed requirements (stated above).

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## **GRANTS AND SPONSORSHIPS POLICY**

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Applicants may also apply for funding to undertake heritage documentation work, for example a heritage impact statement or conservation management plan. Funding will be available up to \$5,000 on a matched funds basis. Up to 10% of the Program budget will be allocated towards funding these applications.

Priority will be given to:

- Urgent projects to avert a threat to a heritage item;
- Projects unlikely to attract funding from another source (for example, from State or Federal heritage funding);
- Projects which would encourage the conservation of other heritage items or items of significance;
- Projects of demonstrated heritage value to the community: for example the restoration of a prominent and important heritage item;
- Projects proposed for items of heritage significance and public visibility of the subject building or site; and
- Projects which have high public accessibility, for example: work to a heritage item which is open to the public.

Funding will not be provided for:

- conjectural reconstruction (for example uninformed addition of “period” features to buildings);
- relocation of heritage items;
- privately owned buildings;
- purchase of buildings;
- new additions to heritage buildings including new internal fittings such as kitchens or bathrooms; and
- projects already completed.

General Policy eligibility and exclusions apply.

[Return to main contents](#)

### 5. Environmental Grants Program

The Environmental Grants Program aims to encourage the development or provision of community-based environmental services and programs.

The program supports projects that provide a clear environmental benefit to the City community by delivering services, activities, or resources that result in direct environmental improvement and/ or develop knowledge, skills and confidence in the community to encourage environmental improvement and innovation within the City of Sydney area.

This program is offered over two rounds. The first round is open for applications during the annual grant rounds and is for grants over \$5,000. The second round is for grants up to a maximum amount of \$10,000.

#### **Evaluation Criteria:**

Priority will be given to projects which help the City further the aims identified in Sustainable Sydney 2030. Preference will also be given to innovative projects that address one or more of the following priority environmental needs:

#### Greenhouse Gas Reduction

- Improvement in energy efficiency
- Uptake of renewable energy supplies
- Reduced greenhouse gas emissions

#### Water

- Potable (mains) water efficiency/ reduction
- Water capture/ treatment/ recycling
- Stormwater quality and/or quantity improvement
- Celebration of water
- Catchment awareness and improvement

Applications will also be considered for projects that address one or more of the following areas:

#### Air Quality

- Reduced air emissions
- Monitoring of air pollution

#### Waste

- Waste / litter awareness, reuse, reduction and recycling

#### Flora and Fauna

- Endangered species preservation
- Domestic pet control
- Planting and maintenance of local indigenous plants (species list available from Council)
- Improved native wildlife habitat/ food sources

Environmental Education and Engagement

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## GRANTS AND SPONSORSHIPS POLICY

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- Programs to improve the local environment through behavioural change training and education that ideally links to the strategic priorities in the Residential Environmental Action Strategy 2009.

### Food

- Programs to increase edible plant food sources
- Programs to increase awareness of environmental benefits of local food sources, food safety, food security etc.
- Programs to increase awareness of sustainable and ethical food choices

### Other Environmental Benefits

- Development and implementation of Environment Management Plans or structures;
- Environmental monitoring programmes;
- Green roof programs (including any or all of vegetation, renewable energy, water reuse, reduction of heat island effect);
- Cycling programs (including any or all of increased trips to the City by bicycle, increased end-of-trip facilities etc);
- Green Travel Plans or other programs designed to increase use of sustainable transport;
- Any other programme which is able to demonstrate an environmental benefit within the LGA.

Where ever possible environmental benefits should be quantified e.g. tonnes of greenhouse gas emissions saved, volume of water or number of species saved. Qualitative benefits, such as increased public awareness or greater understanding of our current environment impacts, should also be clearly stated.

To be considered for a grant, applications should clearly describe the proposed project and demonstrate how it will:

- provide a direct environmental benefit to the city community by delivering services, activities, or resources;
- result in direct environmental improvement and/or develop knowledge, skills and confidence in the community to encourage environmental improvement within the City of Sydney area;
- complement existing services, programs and resources provided by Council, government agencies and non-government providers;
- become self-sustaining if the project will continue beyond the funding period, and not become dependent on ongoing financial assistance from Council.

All applications will be assessed for their potential environmental improvement against the level of funding requested.

Organisations may apply in each of the two grant rounds; however if a project is funded in one round, it cannot be applied for again in the second round.

General Policy eligibility and exclusions apply.

## **6. History Publication Sponsorship Program**

As Australia's oldest city, the history of Sydney is diverse, rich and intriguing. Much of this history has been unrecorded and there is much still to discover and interpret. To complement the work of the City Historians, the History Publication Sponsorship Program provides sponsorships to assist with the costs of publications that are considered relevant to the ongoing research into and recording of the history of the City of Sydney. Sponsorships of up to \$15,000 are available.

For the purposes of this Program, "Publication" is defined as being in the form of a printed document (or documents) or in an electronic format that is 'book-like' as required to receive an ISBN.

Applications can be made only to assist with the costs of publication. It is expected that the funds provided are a contribution to the publication costs only, not the full costs. Applications can only be assessed on submission of a final manuscript. Applications will not be accepted for uncompleted work. This Program does not provide funding for historical research and does not support publications that are primarily reports, photographic monographs, archival recordings or contemporary snapshots of city life. The work must be a piece of history.

### **Evaluation Criteria:**

Applications will be assessed against the following criteria:

- The general historical interest of the proposed publication
- Originality and new historical research
- The quality of the content, including the research, writing and scholarship of the manuscript
- The proposed quality and format of the publication
- The relevance to the City of Sydney Local Government Area
- The capacity of the applicant to complete the project and ensure publication

This Program will respond on an ad hoc basis to requests from publishers and historians.

All applicants must have spoken with the City Historian before submission of an application to the program. Applications can then be made in writing to the Chief Executive Officer.

[General Policy eligibility and exclusions apply.](#)

[Return to main contents](#)

## **7. Community Services Grants Program**

Community organisations that work in or for the City of Sydney Local Government Area provide significant benefits to the city community through the development and delivery of activities, projects or resources. The work they undertake helps meet the needs of the diverse city community, in particular the needs of the more disadvantaged residents.

This Community Services Grants Program recognises the value of this work and contributes to it through the provision of one-off grants to non-profit organisations based in, or providing events or services of benefit to the community in the City of Sydney local government area.

Funding is available in amounts over \$5,000. While there is no cap on the funding that can be requested, generally grants are provided up to \$30,000. Applicants requesting over \$50,000 must discuss their application with a Cultural Development Officer.

### **Program Objectives**

The Program aims to:

- support projects, events and activities occurring within the City of Sydney Local Government Area.
- foster or provide new services, initiatives and resources which address the needs of the City communities.
- improve awareness and use of services and resources in the City.
- create opportunities which develop the knowledge, skills and confidence of community members.
- encourage increased participation in local activities, building a greater sense of community.

The program encourages proposals facilitating collaboration between community organisations and those promoting the use of volunteers.

Priority will be given to projects which help the City further the aims identified in Sustainable Sydney 2030.

### **Evaluation Criteria:**

To be considered for a grant, applications should clearly describe the proposed project and show how it will:

- provide a direct benefit to the city community by delivering services, activities, or resources to the city community.
- meet the needs of the community in general or specific target groups such as children, young people, older people, people with disabilities, women, culturally and linguistically diverse groups, Aboriginal people or people of Torres Strait Island origin, gay lesbian bisexual and transgender people.
- strengthen ties within and between the various districts of the city and assist in building an increased sense of community.
- develop knowledge, skills and confidence in the community to encourage greater participation in city life.
- complement existing services, programs and resources provided by Council, government agencies and non-government providers.

Applications must also demonstrate the organisation's ability to manage and deliver services and not become dependent on ongoing financial assistance from Council.

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## **GRANTS AND SPONSORSHIPS POLICY**

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Applicants must provide clear objectives and specified outcomes that can be measured and reported on. Detailed budget proposals must be provided and accountability within the organisation outlined.

General Policy eligibility and exclusions apply.

[Return to main contents](#)

## **8. Cultural Grants and Sponsorships Program**

Sustainable Sydney 2030 identified the value of culture and recognised that cities who nurture creativity and encourage cultural activity result in greater social cohesion and economic development. They challenge, inspire and engage their residents, workers, visitors, businesses and communities.

The City of Sydney has an active cultural and social life enjoyed by its people, and it projects a sophisticated cultural richness to the world. It also contains areas of poverty and social exclusion which result in fractured communities and anti-social behaviour.

Funding is available in amounts over \$5,000. While there is no cap on the funding that can be requested, generally grants are provided up to \$30,000. Applicants requesting over \$50,000 must discuss their application with a Cultural Development Officer. Funding may be provided for a one year project or as a triennial grant.

### **Program Objectives**

- Enable all of our citizens and visitors to participate in and enjoy the widest cultural experience, including targeting initiatives to combat social exclusion.
- Recognise and promote the importance of culture in the development of children and young people, and that cultural activities contribute to lifelong learning.
- Support and develop those cultural activities that enrich and extend personal and community engagement, especially those which celebrate individual community identity.
- Encourage the highest standards of creativity and excellence in all aspects of cultural activities.
- Foster partnerships with organisations working in, or supporting cultural activities such as universities, arts companies, museums, galleries, State and Federal Governments and business.
- Develop lively and sustainable cultural industries, creative spaces, employment and infrastructure, including preserving and celebrating the City's heritage.
- Promote locally and internationally the expression of Sydney's cultural identity and recognise the reciprocal benefits of international cultural exchange.

### **A definition of culture**

The City takes a broad view of cultural activity, including performing and visual arts and crafts, literature, film, digital arts, design, architecture, history and heritage, food and wine, and their expression through public debate, festivals, exhibitions, creative space development, performances, competitions and public celebrations of importance to individual communities and/or greater Sydney.

The City has historic relationships with a number of organisations. Some of these sponsorships arose out of a need at the time, or a desire to partner with the State or corporate bodies to help the arts flourish. All relationships are regularly reviewed and renewed in the context of changing requirements of the City and those organisations.

### **Evaluation Criteria:**

The City has determined three categories of support for cultural activities. All organisations supported must also satisfy the following minimum criteria:

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## GRANTS AND SPONSORSHIPS POLICY

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- Foster or provide cultural initiatives and resources which address the needs of the City's communities.
- Improve awareness of cultural services and resources in the City.
- Provide creative opportunities which develop the knowledge and skills of community members.
- Encourage participation in cultural activities.
- Sound management of the organisation.

Priority will be given to projects which help the City further the aims identified in Sustainable Sydney 2030.

### Categories of support

#### Community Development

The City recognises that the arts and culture can provide significant social capital, contribute greatly to community well-being, engagement and skills development. Participation in cultural activities can reduce isolation, encourage community participation and provide opportunities for all members of the community to articulate and express their life experiences, aspirations and visions.

Category specific guidelines:

- Measurable benefits back to communities within Sydney, building a greater sense of community and providing new or supporting existing cultural resources.
- Emphasis on community participation and social inclusion.
- Development of cultural programs to build knowledge and skills in the community.
- Provide opportunities for new audiences to be exposed to the cultural life of Sydney.
- Contribute to a vibrant cultural and community life.
- Demonstrate the unique qualities of a community or a city village/activity hub, such as community festivals.
- Demonstrate excellence in content and delivery.
- Showcase creative development and innovation.

Priority will be given to projects that address the needs of the communities identified in the City's Social Plan.

#### Artistic Development

The City recognises that cultural projects, events or activities are powerful, inspirational and life changing. Through the arts and culture, society shapes its future, re-evaluates its past and holds a mirror to the present. The arts give expression to the most items issues of our time. To allow a flourishing, rich and vibrant artistic and cultural community, the City supports artistic development in the form of new productions, creative spaces, exhibitions, events, creative development and innovative projects that demonstrate excellent in content and delivery.

Category specific guidelines:

- Partnerships with other major organisations such as the State and Federal Governments and corporate partners in funding and development.
- Provide an international profile for the City.
- Presentation of work of export standard.
- Provide a platform for Sydney to present internationally recognised works and artists.

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## GRANTS AND SPONSORSHIPS POLICY

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- Showcase Australian work or artists.
- Commission new work.
- Commitment to community participation.
- Contribute to a vibrant cultural and community life in Sydney.
- Excellence in content and professional delivery.
- Showcase for innovation and creative development.
  
- Creation of employment and career opportunities for artists and arts practitioners.
- Development of creative spaces for arts practitioners to create, interpret and present work.

### Audience Development

The City supports audience development for arts and culture activities. Through creating audience development programs and opportunities for new audiences to access the arts, many community benefits are realised including social well being, community participation and economic development.

### Category specific guidelines:

- Measurable benefits back to communities within Sydney, building a greater sense of community and providing new or supporting existing cultural resources.
- Commitment to community participation.
- Contribute to a vibrant cultural and community life in Sydney.
- Excellence in content and professional delivery.
- Showcase for innovation in audience development.
  
- Increase the marketplace for the arts and cultural activities.
- Creation of employment and career opportunities for artists and arts practitioners.

The City does not provide ongoing support for projects under this program with the exception of precinct-based festivals with unique and/or specific economic, community and cultural benefits. In these cases, the City will enter into triennial funding agreements that are subject to Council approval for renewal.

The City negotiates with all sponsored organisations to leverage benefits equal to the value of the sponsorship back to the City and its residents.

General Policy eligibility and exclusions apply.

[Return to main contents](#)

### 9. Major Festivals Program

Sydney is a vibrant international city with a globally recognised creative and cultural life. This is reflected in our large festivals which fill the streets, theatres, galleries, parks and cultural spaces of Sydney with people seeking creative challenges, inspiration, pleasure and the opportunity to celebrate as a community.

The City's is a supporter of and provides sponsorship to seven major festivals in recognition of their significant contribution to the social, cultural and economic life of Sydney and the benefits that both the City and the Festival receive from maintaining on on-going relationship.

The Festivals supported are:

- Sydney Festival
- Sydney Writers' Festival
- Biennale of Sydney
- Sydney Film Festival
- Sydney Gay and Lesbian Mardi Gras
- The Australia Day Council of NSW
- Yabun Festival

The City's sponsorship of these organisations contributes to their day to day operational costs, and the City seeks specific outcomes from each of them. These sponsorships are ongoing, and reviewed every three years.

Organisations receiving funding through the Major Festivals Program are not required to apply for funding through a grants program; funding arrangements will be directly negotiated between the organisations and the City.

Organisations receiving funding through the Major Festivals Program may use funding received for core operational costs under their triennial funding agreement.

[Return to main contents](#)

### 10. Finegrain Business Development Matching Grant Program

'Finegrain' businesses are small scale, diverse and innovative businesses that are likely to be engaged in specialist retail, hospitality and entertainment or will otherwise encourage activation of under-used spaces in city laneways and plazas with business activity that is currently undersupplied or non-existent in the city centre.

Central Sydney has a unique natural setting and contains significant icons that represent Australia to the world. A truly global city must also preserve and extend the city's finegrain and encourage diverse business to retain a lively, engaging city centre.

Through the Finegrain Business Development Matching Grant Program, the City of Sydney seeks to encourage small scale, diverse and specialised businesses to locate and thrive in the city centre; delivering significant benefits to the local community, visitors and tourists.

#### **Matched Grant**

The applicant must make a matched contribution to the business venture for which funding is sought. The contribution must be used as investment into the business and refers to cash only, not to in-kind contributions. This contribution must not be obtained through any other subsidy from state, territory or federal governments. Up to \$30,000 matched funding will be considered for this program.

#### **Grant Objectives**

The grant will support new small businesses to locate, and existing small businesses to grow, in the laneways of central Sydney; as well as new, unique and innovative businesses to establish in or relocate to central Sydney. These businesses will contribute to achieving the broad aims of Sustainable Sydney 2030 to create a Green, Global and Connected city.

The grant aims to:

- Encourage finegrain built form in the urban environment
- Activate central Sydney
- Encourage diversity in the city centre with business activity that is currently undersupplied or non-existent in the city centre
- Catalyse further activation of underutilised locations eg. precinct or cluster development, increasing foot traffic to the destination, encouraging new spaces to emerge
- Encourage greater levels of activity in central Sydney during the evenings and on weekends
- Improve amenity for central Sydney residents and visitors
- Encourage destination businesses to occupy premises in central Sydney

#### **Categories of support**

##### Laneways

The City's laneways provide a significant finegrain experience in the global city centre of Sydney. The grant may encourage small businesses to seek out opportunities to contribute to activation of these distinctive sites.

##### Business diversity in other underutilised locations

Some opportunities may emerge in underutilised locations which are not laneways. In this instance, the grant is to encourage business diversity in the city centre. These businesses may demonstrate unique attributes as follows:

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## GRANTS AND SPONSORSHIPS POLICY

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Distinctive / bespoke / uncommon / innovative / unusual / curious / unexpected / specialised

### **Evaluation Criteria:**

The City has determined two categories of support. All applications must also satisfy the following minimum criteria.

#### Location:

Central Sydney local government area– West of College and Wentworth Streets, North of Eddy Avenue, East of Harbour Street and Hickson Road.

#### Type of Business:

Through this program the City wishes to encourage a diverse mix of uses for its fine grain spaces. These can include but are not limited to

- Hospitality
- Retail (not wholesale)
- Other business type that ensures active street frontage and destination foot traffic

#### Governance

Applicants must:

- Be an Australian Citizen or Permanent Resident of Australia
- Be registered appropriately in Australia ie as a sole trader, registered company, business partnership or co-operative.
- Demonstrate business skills and capacity to run the business.
- Demonstrate the proposed venture's commercial sustainability.
- Hold approved Development Consent and all required operation licenses, or has lodged such applications. [The grant will be awarded only if any required licensing and development applications for the venture are approved.]
- Be registered for GST and hold all legally required operating insurances with an insurer approved by the City.

#### **Ineligibility**

- Business entities with turnover of more than \$5 million, or their subsidiaries, will not be eligible to apply.
- Businesses that employ 20 people or more are not eligible to apply
- People or businesses employed by the City of Sydney or other government agencies are not eligible to apply.

General Policy eligibility and exclusions apply.

[Return to main contents](#)

### 11. Conference and Business Event Sponsorship Program

The City of Sydney recognises the value that conferences and business events held within the City's LGA can bring to Sydney. These include conferences, conventions, symposia, congresses, incentive group events, marketing events, special celebrations, seminars, courses, public or trade shows, product launches, exhibitions, company general meetings, corporate retreats, study tours or training programs.

Conferences and business events provide an economic and social benefit to the City. They showcase Sydney as a tourist, cultural, intellectual and retail destination and they provide opportunities for debate and dialogue. Conferences and business events that are held within the City range from small, community focused events to international conferences with a diverse range of delegates. Conferences and business events can be held on topics that cover all professional, social and community interests. Conferences and business events are organised by both not for profit and commercial organisations.

Generally, the City supports local community conferences through the provision of revenue foregone services and potential applicants can apply for reduced rates for the use of City venues or waiver of banner poles hire fees. These applications can be made on ad hoc basis through the relevant program.

The Conference and Business Events Sponsorship Program provides cash grants for conferences and business events that directly benefit City residents and/or that align with and further City Policy. The Program provides one-off cash grants of amounts up to \$20,000; applications are considered by Council on an ad hoc basis.

#### **Evaluation Criteria:**

##### Local Community Conference or Business Event

To be considered for a grant, applications should clearly describe the proposed conference or business event. The application should demonstrate the benefits to the City and show how:

- the outcomes will provide a direct benefit to the city community by delivering services, activities, or resources to the city community. These can include economic development benefits.
- the outcomes of the conference or business event will meet the needs of the community in general or specific target groups such as children, young people, older people, people with disabilities, women, culturally and linguistically diverse groups, Aboriginal people or people of Torres Strait Island origin, gay lesbian bisexual and transgender people.
- the outcomes of the conference or business event will assist with the development, promotion and implementation of City Policies, including social, economic, environmental and cultural Policy.
- the conference or business event will develop knowledge, skills and confidence in the community to encourage greater participation in city life.
- the conference or business event outcomes will complement existing services, programs and resources provided by Council, government agencies and non-government providers.
- Further the aims of Sustainable Sydney 2030.

#### **Evaluation Criteria:**

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## GRANTS AND SPONSORSHIPS POLICY

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### National/International Business Events

To be considered for a grant, applications should clearly describe the proposed business event.

The application will be assessed on a number of community benefit criteria: economic; visitation; profile; industry and business development; community development; social, environmental, cultural development; and corporate benefits.

The application should demonstrate the benefits to the City and show how it will:

- enhance economic viability and jobs growth for the City's community
- enhance Sydney's reputation as a global, connected city through leadership in environment management, creative/innovative industry, education, retail or medical/health sectors
- attract national and/or international attention to Sydney as a place to visit, work and invest
- create opportunities for education and information exchange between City community and delegates
- provide an innovative opportunity to implement Sustainable Sydney 2030 (including the development, promotion and implementation of City policies, eg social, economic, environmental and cultural)
- provide appropriate benefits through a sponsorship agreement

Applicants should speak with a Cultural or Economic Development officer before applying in writing to the Chief Executive Officer.

General Policy eligibility and exclusions apply.

[Return to main contents](#)

## **12. Village Business Partnership Grant Program**

The residential areas in the City have been characterised as a diverse 'City of Villages' surrounding the city centre. These village precincts are a key contributor to the City's renowned liveability, with each possessing its own distinctive character based on its physical, social and cultural attributes and assets. They also contribute to attracting workers and business investment, which strengthen the City's economy. In this way the quality of local community life, the access to services and opportunities it provides, and the prosperity of local economies are linked.

Sustainable Sydney 2030 seeks to develop and support local economies and employment in recognition of the role played by robust local economies in the regional and global economy.

Through the Village Business Partnership Grant Program the City of Sydney provides funds for initiatives that seek to revitalise and enhance local commercial and retail precincts for the benefit of residents and visitors. By helping to encourage and stimulate local business and economic activity, the program will contribute to building strong local economies, creating and sustaining employment opportunities and developing and retaining local retail, commercial and professional services. Applications of up to \$80,000 will be considered for this program.

### **Grant Objectives**

The Village Business Partnership Grant aims to:

- assist in the revitalisation and enhancement of local commercial and retail economies
- create opportunities that develop the capacity, knowledge and skills of local businesses and their organisations
- encourage the business community to become involved in the civic, cultural, social and recreational life of their local communities
- encourage business to adopt and implement sustainable environmental practices
- assist village associations to plan for and deliver longer term goals and objectives for village economies, in alignment with the City's policies and strategies.

The City has historic relationships with a number of existing business partnerships. All relationships are regularly reviewed and renewed in the context of changing requirements of the City and those organisations.

### **Eligibility**

Eligibility for this grant is limited to non profit incorporated associations who substantially represent a village's economy: such as village business partnerships and village chambers of commerce.

Eligible associations include:

- 2010 Business Partnership
- Glebe Chamber of Commerce
- Haymarket Chamber of Commerce
- Kings Cross Partnership
- Newtown Precinct Business Association
- Paddington Business Partnership
- Pyrmont Ultimo Chamber of Commerce

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## GRANTS AND SPONSORSHIPS POLICY

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- South Sydney Business Chamber [formerly Redfern Waterloo Chamber of Commerce]
- Surry Hills Association Incorporated
- Walsh Bay Precinct Partnership

In order to ensure grants assist village associations to plan for and deliver long term goals and objectives for village economies in alignment with the City's policies and strategies, the following are essential prerequisites for an association submitting an application for assessment.

- A three year Business Plan endorsed by the association
- A one year Operational Plan endorsed by the association
- An adopted Constitution endorsed by the association

The grant is also open to new associations that meet the above eligibility requirements, however it is strongly recommended that any potential new applicant meet with the City's Business Precincts Manager prior to preparing an application.

### **Evaluation Criteria**

The City has determined two categories of support under which applicants can apply. Applications will be assessed against the following criteria:

- Applications must reflect the objectives and projects outlined in the three year Business Plan and one year Operational Plan
- Projects must be clearly described and are to deliver public benefit to defined village precinct areas in alignment with the City's policies and strategies
- Applications must clearly demonstrate how each project relates to the overall package of projects/initiatives being applied
- Projects are to build sustainability of the partnership's management capacity
- Applications must state the required level of funding for each project, including provision of detailed budgets and schedules
- Applications must provide clear objectives and specified outcomes/performance criteria that can be measured and reported on.

The City encourages applications which facilitate collaboration between businesses of various types and sizes, and between business and the community of which they are a part.

Priority will be given to projects which help the City further the aims identified in Sustainable Sydney 2030.

### **Categories of Support**

#### Organisational Capacity Building

The City recognises that local economic development initiatives develop broad business engagement and skills development. Information exchange and participation in organisational development and projects will provide opportunities for all businesses to improve individual performance; and contribute to sustaining local business precinct retail, commercial and professional services.

#### **Category specific guidelines:**

- Creation of resources to facilitate communication with local businesses; for example, building a contact database, association website and or regular and occasional e-newsletters

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## GRANTS AND SPONSORSHIPS POLICY

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- Creation of an engagement plan for members and/or local businesses to provide local networking forums, information exchange and business to business development opportunities
- Collection at a local knowledge level of business related data for the retail strip and/or precinct, including business type, lease/ownership changes and vacancies
- Development of tools, resources, collateral and guidelines to ensure good governance of the organisation

### Marketing and Promotions

The City recognises that the economic vitality of the precincts involves commercial exchange between businesses and shoppers of products and services, whether they be residents or visitors. To encourage a vibrant and successful economy, the City supports projects which promote the business precinct and its offering.

### **Category specific guidelines:**

- Projects which support 'shop local' principles
- Projects which support the development of existing or emerging offerings of the precinct; for example a dining guide to coordinate efforts of businesses involved in a dining cluster within a precinct
- Projects and campaigns which support findings, and assist in implementing recommendations of Business Precinct studies and other relevant Policies and Strategies

### **Ineligibility**

- Where a particular project or initiative is better undertaken by the City or another organisation, the City, in consultation with the business association concerned, may undertake that project or fund another organisation to do so.
- Duplication of projects across precinct areas will not be supported

General Policy eligibility and exclusions apply.

[Return to main contents](#)

### **13. Redfern Shopfront Improvement Matching Grant**

Roller shutters in commercial village centres create a lifeless, unsightly and hostile environment. They disguise the product or service on offer, reduce ambient light on the street, potentially screen illegal activity, present a target for graffiti and contribute to a general perception that an area is unsafe with little to offer the local community or visitor.

Through the Redfern Shopfront Improvement Matching Grants the City of Sydney seeks to encourage building owners or tenants to make improvements to a shopfront which, without financial assistance, may not be able to occur.

#### **Matched Grant**

The applicant must make a matched contribution of cash only, not value-in-kind, to the project. This contribution must not be obtained through any other subsidy from state, territory or federal governments. Matched grants of up to \$3,000 will be considered for this program.

#### **Grant Objectives**

- Encourage removal of roller shutters from properties
- Achieve a cumulative impact by encouraging neighbouring properties to work together
- Improve general cleanliness, lighting and security on the main street
- Contribute to an improved sense of safety, wellbeing and economic activity on the street
- Leverage the City's investment on capital improvements in the Redfern Street village centre
- Support initiatives identified as important by business stakeholders and the community
- Change the broader community's perception of the area

#### **Evaluation Criteria**

- The property must be located on Redfern Street between Elizabeth and Regent Streets, Regent Street between Cleveland Street and Henderson Road, Cope Street between Redfern and Turner Streets or Abercrombie Street between Ivy and Butlin Streets.
- The applicant can be a property owner or a tenant holding owner's consent
- The project must include removal of a roller shutter
- The matched cash contribution may cover costs associated with replacement approved security device, alarm system, laminating or double glazing, removal of unused signs, security lighting, application of anti graffiti treatments, shopfront painting and decoration

#### **Ineligibility**

Funding will not be provided for:

- Purchase of buildings
- Extensions or additions to properties
- Relocation of business
- Routine maintenance
- Internal shopfittings including display shelves, painting etc
- Properties owned by employees of the City of Sydney or other Government agencies

General Policy eligibility and exclusions apply.

## **14. Commercial Creative Events Sponsorship Program**

The City of Sydney recognises that major creative events contribute to Sydney's economy and its cultural life. Major events also create opportunities for community and business participation on a broad scale.

It is recognised that major events can deliver significant tourism benefits. A diverse events calendar adds a further layer of experience for visitors to Sydney and can provide the impetus for an initial visit, a return visit or a longer stay.

A vibrant event calendar creates jobs for the City's creative workers and contributes to the development of the industry sector. Events can also help hospitality, tourism and other event support businesses flourish.

Cities often compete for the right to host major events. An integrated approach to event attraction and development that has the cooperation of all levels Government as well as the private sector can enhance Sydney's competitive advantage.

It is within this framework that the City provides support to secure new events for Sydney and to encourage the growth, success and retention of existing events.

### **Purpose**

The City of Sydney aims to support major creative events that deliver economic, social, cultural and other benefits to the residential and business community within the City of Sydney Local Government Area (LGA).

This program is available for events developed and delivered on a commercial or not for profit basis. It is the extent to which each event contributes to the City's economy and cultural life that will determine whether or not it is supported.

### **Objectives**

The intention of this program is for the City to sponsor a limited number of high impact creative events each year.

### **Evaluation Criteria:**

The City will consider sponsoring events that:

- Deliver significant economic benefits to the City of Sydney LGA as well as social, cultural and other benefits to the resident and business communities;
- Enhance the profile and reputation of Sydney as a creative city;
- Further the City's aspirations as expressed in Sustainable Sydney 2030;
- Emanate from the Creative Industries sector; and
- Align with the City's ethical values.

Events that receive investment support from the NSW Government will be considered favourably but not exclusively.

### **Sponsorship Value**

Sponsorship by the City of Sydney is intended to complement rather than be a substitute for investment by other parties, including Government and private sector organisations.

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## GRANTS AND SPONSORSHIPS POLICY

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The value of the City's sponsorship of any one event will be determined following an assessment of the economic and other benefits estimated to arise from the event.

Under this program the City's contribution may include cash, the valuation of the brand association with the City of Sydney, and reducing or waiving nominated Council fee for Services.

### **Eligibility**

To be eligible for funding, an organisation must:

- Propose an event in the City of Sydney or one when the benefits will reasonably accrue to the City of Sydney LGA;

Requests for sponsorship will be considered on an ad hoc basis as applications are received.

General Policy eligibility and exclusions apply.

[Return to main contents](#)

### 15. Banner Grants and Sponsorship Program

The City's Banner Program aims to:

- support cultural and community projects, events and activities occurring within the City of Sydney Local Government Area;
- provide an attractive and visual medium that makes a positive contribution to the overall character of the streetscape;
- improve awareness of cultural and community events and services in the City; and
- contribute to a vibrant cultural and community life in the City of Sydney.

The City of Sydney provides charity, non-profit cultural and community service organisations access to utilise the City's Street Banner poles. Organisations are required to identify the sponsorship or grant program which best fits their circumstances.

#### 1. Major Cultural Institutions Sponsorship

As outlined in the Cultural Grants and Sponsorships Program, the City will waive the hire fee of up to a maximum of 400 banner poles for a period of up to four weeks per year per institution, on application by major cultural institutions.

Locations and timing of banners is subject to availability and will be confirmed upon application.

The institutions will be responsible for the costs of manufacture, installation and dismantling. The City's logo will be reproduced on these banners in recognition of this support.

#### 2. Sponsorship

A sponsorship is defined as an arrangement whereby the City of Sydney will provide services or funding in return for benefits of a commensurate value. Benefits may include promotion, acknowledgment and/or tickets.

Registered charities and non profit organisations can apply for sponsorship in the form of waived banner hire fees, by completing the Banner Program application form.

Any sponsorship by the City in the form of waived fees in relation to the use of banner poles applies to the hire fees only and does not include sponsorship for design, manufacture, installation, dismantling, establishment fee or any other out of pocket expenses incurred by the City.

Subject to availability, the City reserves the right to determine the number and locations of banner poles that will be provided.

#### 3. Grant

A grant is defined as an arrangement whereby the City of Sydney provides services or funding and does not receive any tangible benefits.

The City offers grant applicants the opportunity to request up to a maximum of 150 banners for a period of up to two weeks, once a year. Subject to availability, the City reserves the right to determine the locations of banner poles that will be provided. Additional banners and display periods will be charged at the charity rate.

Any grants by the City in the form of waived fees in relation to the use of banner poles applies to the hire fees only and does not include fees relating to design,

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## GRANTS AND SPONSORSHIPS POLICY

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manufacture, installation, dismantling, establishment fee or any other out of pocket expenses incurred by the City

Organisations seeking a grant in the form of waived banner hire fees are required to complete the Banner Program application form.

#### **4. Charity and Non Profit Rates**

Registered charities and non profit organisations are eligible for the charity and non-profit hire rate, published in the City's Fees and Charges, for banner pole hire fees.

Applications for banner pole hire at the charity/non profit published rate is dependent upon receipt of the appropriate documentation confirming taxation status.

The City reserves the right to determine the number and locations of banner poles that will be provided.

#### **Evaluation Criteria:**

- a) contribute toward a coordinated approach to service delivery and the development of responses to emerging social issues;
- b) strengthen formal and informal support networks, reduce isolation and increase community participation and opportunities;
- c) increase access to and the achievement of basic rights for people with the greatest need;
- d) promote a balanced debate aimed at achieving social harmony;
- e) raise funds for a cause or organisation which is in keeping with the City's interests or experiencing exceptional circumstances involving genuine hardship

General Policy eligibility and exclusions apply.

[Return to main contents](#)

### 16. Reduced Rates: Community Venues Program

Through providing reduced rate access to the City's portfolio of community venues, community organisations are able to undertake programs, events or activities that contribute to social well-being, reduce isolation, increase cultural participation and fundraise for worthy causes.

The City has a portfolio of community properties available for hire including rooms in our town halls, community, libraries and recreation facilities.

Fees and charges are set for the facilities each year by Council. There is a variety of rates for each venue, based around commercial and not-for-profit use. Fees and charges are available through the One Stop Shop, Neighbourhood Service Centres and Venue Management.

The purpose of the Reduced Rate Program is to provide assistance to organisations that contribute to the Sydney city community. The Program is intended only for organisations, which due to financial hardship, are unable to pay the community/not for profit rate of hire. Organisations must demonstrate this financial hardship in their application. All Reduced Rates are based on the published rate of hire.

#### **Program Eligibility**

To be eligible, an organisation must show that:

- It is a non-profit organisation or in partnership with a non-profit organisation.
- It is based within the City of Sydney, or providing services or benefits to the City of Sydney community.
- The event will be of benefit to the City of Sydney, its residents and/or visitors.
- It is properly constituted with a statement of purpose and an organisational structure.
- It will acknowledge the Council's assistance in the granting of Reduced Rates in any promotional material for the event.
- A program of events has been prepared together with an appropriate publicity and promotions campaign.

#### **Evaluation Criteria:**

- Contribute toward a coordinated approach to service delivery and the development of responses to emerging social issues.
- Strengthen formal and informal support networks, reduce isolation and increase community participation and opportunities.
- Increase access to and the achievement of basic rights for people with the greatest need.
- Promote a balanced debate aimed at achieving social harmony.

General Policy eligibility and exclusions apply.

[Return to main contents](#)

### 17. Reduced Rates: Major Venues Program

The City's Major Venues - Sydney Town Hall, Paddington Town Hall, and the Barnet Long Room at Customs House, are all architecturally and historically significant spaces. They are used for a variety of purposes including events, concerts, fundraisers, conferences, meetings and community gatherings. Through providing a reduced rates program, the City is able to assist community organisations to access and utilise these venues, thereby adding value to contribution that these organisations make to and in Sydney.

Fees and charges are set for the facilities each year by Council. There is a variety of rates for each venue, based around commercial and not-for-profit use. Fees and charges are available through the One Stop Shop, Neighbourhood Service Centres and Venue Management.

The purpose of the Reduced Rate Program is to provide assistance to organisations that contribute to the Sydney City community. The Program is intended only for organisations, which due to financial hardship, are unable to pay the community/not for profit rate of hire. Organisations must demonstrate this financial hardship in their application. All Reduced Rates are based on the published rate of hire.

#### Eligibility

To be eligible, an organisation must show that:

- It is a non-profit organisation or in partnership with a non-profit organisation.
- It is based within the City of Sydney, or providing services or benefits to the City of Sydney community.
- The event will be of benefit to the City of Sydney, its residents and/or visitors.
- It is properly constituted with a statement of purpose and an organisational structure.
- It will acknowledge the Council's assistance in the granting of Reduced Rates in any promotional material for the event.
- A program of events has been prepared together with an appropriate publicity and promotions campaign.

#### Evaluation Criteria:

- Contribute toward a coordinated approach to service delivery and the development of responses to emerging social issues.
- Strengthen formal and informal support networks, reduce isolation and increase community participation and opportunities.
- Increase access to and the achievement of basic rights for people with the greatest need.
- Promote a balanced debate aimed at achieving social harmony.

General Policy eligibility and exclusions apply.

[Return to main contents](#)

### 18. Accommodation Grants Program

The City of Sydney's Accommodation Grants Program aims to support community groups, organisations and services that encourage community development, enhance services and programs provided for the community, and address priority needs in the City of Sydney Local Government Area (the City) and broader community needs.

Under the Accommodation Grants Program, the City leases community facilities (buildings and spaces) to non-profit community-based organisations and groups at no charge or at reduced rates (below market rental).

#### **Administration of the Accommodation Grants Program**

The administration of the City's Accommodation Grants Program is undertaken with reference to the City's Sustainable Sydney 2030, Social Policy and Social Plan 2006-2010. The Social Plan states that the City will:

- Promote positive interactions and understanding between communities;
- Continue to provide a network of affordable and accessible community facilities across the City; and
- Ensure that access & equity needs are identified and addressed for all people in the City.

The City recognises that the City's communities are diverse, with people from many different backgrounds and with many different needs and interests. The City's communities include residents and people who work in the City, and the Sydney's global and capital city standing is associated with a responsibility to support for organisations that meet the needs of communities that are not physically within the City.

The City also recognises and values the vital contribution of community groups and organisations and the services and programs they provide to the different villages and communities of the City, to their social and economic health. Appropriately, accommodation grants are distributed equitably across the City, including in high rent areas such as the City's business district and prominent retail and service precincts, together with fringe areas.

#### **Eligibility and Evaluation Criteria:**

To be eligible for a grant under the Accommodation Grants Program an organisation must meet the following criteria:

- The organisation must be a not-for-profit community organisation that is legally recognised (proof of non-profit status will be required).
- The charter of the organisation must respond to the City's priorities and community needs as identified in the City's Sustainable Sydney 2030 social planning analysis.
- The needs of target groups (specific communities) and priority social issues in the City's communities should be considered and reflected in program and service delivery. The organisation should provide service(s) / program(s) to a target group/s or areas that include:

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## GRANTS AND SPONSORSHIPS POLICY

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- Children and families;
  - Young people;
  - Older people;
  - Women;
  - Aboriginal and Torres Strait Islander People;
  - People with a disability;
  - Culturally and linguistically diverse people;
  - Gay, lesbian, bisexual and transgender people;
  - Homeless people and people with housing needs;
  - Arts and cultural development;
  - Healthy Communities - recreation and sports;
  - Community development and local area / neighbourhood development (for example, neighbourhood centres); and
  - Heritage and history.
- The organisation must provide a service(s) / program(s) that will enhance the well-being of, and deliver outcomes for local communities, or respond to social issues relevant to local communities.
  - The organisation must demonstrate that it has limited capacity to receive support from government or the private sector to meet its accommodation needs, and that it is unable to meet its accommodation needs independently.
  - The organisation must be willing to work in partnership with the City and other community organisations on relevant community programs.
  - The organisation must be willing to co-locate with other services and share resources (except in special circumstances).
  - The organisation will ideally have a track record of community development and promoting positive interaction between diverse groups in the City, or be staffed/managed by people with such experience.

Under exceptional circumstances, the City reserves the right to consider applications from organisations that do not meet all the above criteria.

### **Exclusions**

Applications for the following are ineligible and will not be considered:

- Individuals.
- Commercial/profit making organisations and groups.
- Organisations and groups with a party political purpose.
- Organisations and groups which provide services which duplicate others in the local area.
- Organisation and groups who are not willing to share facilities (where practicable) with other community groups, and work in partnership with the City and other community organisations.
- Organisations and groups that have resources available at their disposal to secure and maintain accommodation independently of the City.
- Residential accommodation.

General Policy eligibility and exclusions apply.

[Return to main contents](#)

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## GRANTS AND SPONSORSHIPS POLICY

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### REFERENCES

#### Related Legislation & Standards

- Local Government Act 1993

#### Related Policies and Procedures

### APPROVAL AND REVIEW

#### Review Period

Director City Culture and Community will review this policy every 1 year.

#### Next Review Date

December 2011

#### TRIM Reference Number

Document number: 2010/006983

### AUTHORISATION

Approved by Council on 6 December 2010