

Haymarket activation grant

Frequently asked questions

What is the project start and end date?

The project should start within the 2024-2025 financial year. Specifically, the project should begin from 1 September 2024 to 30 June 2025.

This is a 3-year program, and applications will reopen in early 2025 for projects during the 2025/26 financial year.

What locations are supported for this grant?

The area is defined within the dotted lines of the map on page 2 of the Haymarket activation grant [guidelines here](#).

Are indoor activities supported by this grant?

Yes, indoor activities are eligible. For example, indoor venue activities involving music and arts that bring young people together are within the scope of the grant.

Project collaborators may include:

- businesses in the Haymarket area (see link above)
- landowners and others in Haymarket wanting to activate vacant space.
- a media agency - they can play a role in promoting the project.
- an arts/cultural operator - who has connections with local artists and performers.
- a creative producer or event manager - their expertise can contribute to effective project execution.
- a local community group wanting to reinvigorate Haymarket

What will the funding cover?

- Major activation: cash funding of up to \$200,000, along with up to \$100,000 in value-in-kind contributions such as banners and venue hire will be applied to one single major project.
- Collaboration with other organisations: acceptable for projects with a total value of \$200,000 cash and \$100,000 value-in-kind.
- Smaller grants: festivals and events tier 1 sponsorship will open later this year.

Is there a specific duration requirement for the event?

There are no restrictions on the duration of the event. It can take various forms, including:

- single-day event: the event can be held on one specific day.
- recurring weekly event: it may occur on the same day of every week over several weeks.
- multi-day event: the event can span several consecutive days.
- month-long event: an event taking place every day for a month.

Flexibility exists regarding the event duration, allowing organisers to tailor it to their specific needs.

Does the regulatory approval timeframe apply to indoor or outdoor events?

The approval timeframe including development applications and road closures, applies to outdoor events. Indoor events are not subject to the same timeframe requirements.

Can the applicant source international artists to perform in the event?

Yes, artists can be sourced from overseas, depending on the event's nature and the availability of local talents. If a local talent possesses equal skill and expertise, carefully consider whether an international artist is the best option.

What is the lead time to get permission for outdoor activities?

Please contact the outdoor events team on 9265 9333 or openspacebookings@cityofsydney.nsw.gov.au to get an estimate for your specific event. While you're not expected to demonstrate existing regulatory approvals in your application, it's essential to show the process has started.

When will the next Haymarket activation round open?

February 2025. Activities supported by this grant can start from July 2025 to June 2026. You can explore the festival and events sponsorship program, which opens June - August 2024. These smaller grants, up to \$50,000, allow activities to start from January 2025 to December 2025.

Will there be considerations to extend the deadline?

The current dates align with the City of Sydney's guidelines. The initial due date was 11 June, which has already been extended to 17 June. Any further extension would require approval from Council after the grant application period concludes. We do not foresee another extension to this closing date.

Is there a forum to connect with people willing to partner for grant applications?

The City of Sydney is not able to facilitate collaborations between parties for this grant program.

Is the Haymarket activation related to Sydney festivals?

The Haymarket activation grant program is distinct from the Sydney Festival and other major festivals. Adopted in 2024, its primary strategy is to support the Haymarket area, particularly during the post-Covid recovery. Challenges such as slow markets, lack of renewal and a gradual bounce back after Covid prompted the creation of this program. It's one of several actions aimed at revitalising the Haymarket area.

Can I apply for the same activity under 2 grant programs and then combine my projects if I get successful?

No. Each grant application must focus on a distinct project or initiative, separate from any previous, future, or concurrent applications.