

Haymarket  
activation grant

# Haymarket activation grant

## Overview

This grant program will support one major activation in the Haymarket precinct per year to the value of \$200,000.

The activation will attract people to Haymarket (defined as the area within the dotted lines on Figure 1), celebrate Asian cultures and strengthen community inclusion and cohesion. The project will be produced through collaborations and will activate public places, business premises and vacant space with cultural programming.

Project collaborators may include:

- businesses in Haymarket
- landowners and others in Haymarket wanting to activate vacant space
- a media agency
- an arts/cultural operator
- a creative producer or event manager
- a local community group wanting to reinvigorate Haymarket.

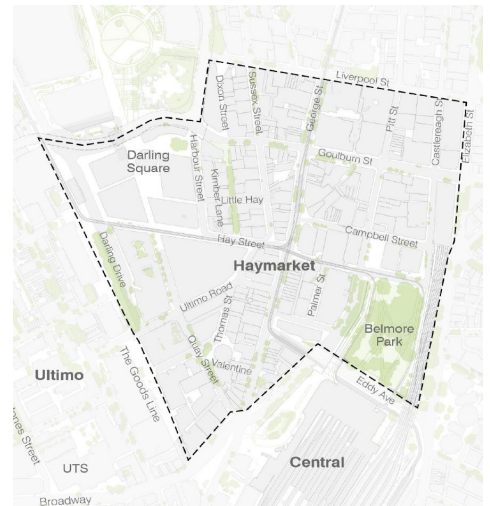


Figure 1

## Key dates

Applications open: 14 May 2024

Applications close: 17 June 2024

Activation must occur between: 1 September 2024 to 30 June 2025

This is a three-year program and will open again for applications in early 2025 for activations in the 2025/26 financial year.

## Funding available

Cash funding of \$200,000 plus up to \$100,000 of value in kind (for example banners, venue hire) is available for one major activation.

Within the cash funding component, applicants can apply for up to \$20,000 worth of capital expenditure or equipment purchase.

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## Funding priorities

Our funding will prioritise projects that:

- celebrate Asian cultures and communities
  - strengthen social inclusion, enable connectedness and reduce social isolation
  - support the visitor economy through activations, events and promotion
  - represent the cultural and social diversity of our community
  - activates Haymarket with creative and cultural programming.
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## Assessment criteria

Proposals are assessed against:

- potential reach and impact of the activation including proposed timing
  - capacity and experience of the applicant and their partners to produce the activation
  - demonstrated partnerships, connection and benefit to Haymarket and the local community
  - evidence of diversity, inclusion and equity in planning and producing the activation
  - how the project meets the funding priorities.
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## Eligibility

Not-for profit and for-profit organisations can apply.

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## Not eligible for funding

Funding is not available for:

- activations proposed outside of the Haymarket area (marked on Figure 1 in these guidelines)
- operational costs or overheads for the core business of an organisation
- activations that are part of or at the same time as pre-existing festivals and events taking place within or in the vicinity of the Haymarket area (for example Sydney Lunar Festival, Vivid Sydney or SXSW Sydney)

- projects that directly contravene the eligibility and ethics framework or existing City of Sydney policies.
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## How to apply

Applications for grants and sponsorship must be completed online.

If you are planning to hold your activation at a City of Sydney managed outdoor space please review the fees and charges for outdoor venue hire and contact the outdoor venue management team by email [openspacebookings@cityofsydney.nsw.gov.au](mailto:openspacebookings@cityofsydney.nsw.gov.au).

For more information on our grants and sponsorships see [cityofsydney.nsw.gov.au/grants-sponsorships](https://cityofsydney.nsw.gov.au/grants-sponsorships).

