

CBDs Revitalisation Round 3

Program Guidelines

Opening	29 March 2022
Closing date and time	9:00am AEST on 27 April 2022
Enquiries	If you have any questions, contact us at investment.nsw.gov.au/contact-us or by calling 02 4908 4800
Date of guidelines released	29 March 2022
Type of grant opportunity	Open competitive



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Program overview

The NSW Government has committed \$50 million to the CBDs Revitalisation Program (the Program) to accelerate the return of people to CBDs across Greater Sydney, Newcastle and Wollongong.

The Program provides funding for events and activation activities that attract people back to CBDs. The Program increases social connectedness, engagement with and resilience of CBDs as places that people are confident to live, work, play and invest in.

This document contains information about the Program, whether you are eligible to apply, and how you can make an application.

You should read this document before applying for grant funding. This document sets out:

- the purpose of the grant opportunity
- the eligibility criteria
- how applications are assessed
- how recipients will be monitored and evaluated
- responsibilities and expectations in relation to the Program.



Objective

The objective of the Program is to accelerate the economic and social recovery of CBDs across Greater Sydney, Newcastle, and Wollongong.

This objective will be achieved by providing targeted support for events and activation activities within the retail, hospitality, entertainment, sport, arts and culture industries to attract people back to CBDs and increase connectedness and engagement with these locations.

Program funding

To ensure greatest impact, the Program funding is awarded on a competitive basis and provides grants in three rounds. The first two rounds of the grants are now closed. Round three is now open and closes at 9am AEST on 27 April 2022.

The minimum grant amount available under the CBDs Revitalisation Program is \$250,000, the maximum amount is \$800,000. The grant is exclusive of GST.

Round One (closed)

The first round of the program commenced in December 2021 and has provided total support of \$12.23 million to six events and activation activities.

Key dates and timelines

Applications open	29 March 2022
Applications close	9:00am AEST 27 April 2022
Assessment and notification timelines	25 business days from application close date
Notification/final agreement	Confidential notification will occur as soon as possible after an application is approved. Grant agreements are required to be signed and first payment made by 30 June 2022. Events supported in Round 3 must be delivered by 31 August 2022.

Key dates and timelines, including application close date, may be changed at the discretion of Investment NSW.

Round One of the CBDs Revitalisation Fund provided support to:

- Sydney’s Open for Lunch – a series of ‘long lunch’ pop up dining events held on 3 December 2021.
- Lights of Christmas – a Christmas lighting show on the façade of St Mary’s Cathedral.
- Sydney Fringe Festival – supporting activation in The Rocks during 2022.
- Culture Up Late – extension of successful program activating the State’s cultural institutions in 2022.
- Film Festivals – support to deliver film festivals across Sydney in independent and commercial cinemas (including outdoors) in 2022.
- Sydney Street Party Series – support for venues, bars, and galleries to activate precincts through street entertainment, food offerings and late-night retail in 2022.

Round Two (closed)

Round Two of the Program closed on 17 January 2022 and provided total support \$15.78 million to 25 projects. Details of the projects supported under Round Two are available [here](#).

Round Three

Round Three of the Program will open for applications between 29 March-27 April 2022. Events supported in Round Three must be delivered by 31 August 2022.



Eligibility criteria

Who is eligible to apply?

To be eligible for the program applicants **must**:

- commit to the delivery of an eligible event or activation activity by the delivery date
- be an Australian Business Number (ABN) holder
- be registered for GST
- be one of the following entity types:
 - a company incorporated under the *Corporations Act* (including a company limited by guarantee)
 - an Aboriginal and Torres Strait Islander Corporation registered under the *Corporations (Aboriginal and Torres Strait Islander) Act 2006*
 - an incorporated trustee on behalf of a trust
 - an incorporated association
 - an NSW local government body whose local government area contains an eligible CBD
 - an NSW government cultural institution as listed at the end of this document.

What are eligible events or activation activities?

For a project to be eligible it **must**:

- be for the primary purpose of revitalising the CBD(s) by attracting people and increasing connectedness and engagement with the CBD(s)
- align to the NSW Government's NSW 24-Hour Economy Strategy, Destination NSW Visitor Economy Strategy, and/or the Open Spaces program.

Examples of eligible events and activations activities include, but are not limited to:

- one-off events that encourage ongoing visitation to the CBD(s)
- event series that encourage ongoing visitation to the CBD(s)
- an art gallery running mid-week activities for children to create art attracting parents and children to the gallery
- a local council setting up a lunch time food event targeting workers to provide a reason to come into the office
- an entertainment business extending operating hours to run after hours special events
- a NSW government cultural institution running an exercise class in a unique location.



Where are the eligible locations?

A project must be delivered in at least one the following CBDs:

- Sydney
- Parramatta
- Sydney Olympic Park
- Liverpool
- Penrith
- Chatswood
- North Sydney
- Manly
- Bankstown
- Blacktown
- Fairfield
- Hurstville
- Kogarah
- Macquarie Park
- Campbelltown
- Wollongong
- Newcastle

Boundaries of eligible CBDs are provided at the end of this document.

Consideration will be given to the geographical spread of projects across eligible CBD locations.

What are eligible costs?

To be eligible, costs must:

- be a direct cost related to the event or activation activity
- be incurred within the project period
- reflect competitive market rates
- be a true and accurate reflection of costs required to deliver the activity.

Eligible costs include, but not be limited to:

- labour expenditure for temporary employment for the project

- the cost of any agreed project activities you contract to another organisation such as:
 - performing artist fees
 - hire of temporary equipment
- costs associated with staging events and activation activities
- costs associated with marketing and communication of events and activation activities.

If your application is successful, we will ask you to verify project costs. We will request evidence of costs such as supplier contracts, quotes, and invoices. Investment NSW may use industry cost benchmarks to assess whether costs are reasonable.

Investment NSW will make the final decision on whether a claimed cost is eligible or reasonable (and only pay the reasonable amount).

All eligible costs will be paid inclusive of GST.

What can't the grant be used for?

The grant cannot be used for the following activities:

- projects outside of the eligible CBDs
- projects which are permanent in nature
- projects requiring ongoing funding from the NSW Government
- projects that are ongoing or constitute the normal course of business
- projects that are a standalone music festival
- activities that have commenced or been completed prior to an offer of funding made to successful applicants
- activities that will not be delivered prior to the end of the grant funding period
- purchase of land or property.



Assessment criteria

How will my application be assessed?

Applications for support will be assessed against the following criteria:

Criteria	Description
Revitalisation of CBDs	<p>How the project will contribute to the revitalisation of CBDs. How the project will attract people back to CBDs and increase their connectedness and engagement with these locations. Considerations include:</p> <ul style="list-style-type: none">• The expected economic benefits of the project including:<ul style="list-style-type: none">– participation/attendance– average spend of participants– average time spent by participants in the CBD area(s).• Support of businesses located within the CBD area.• Alignment of the project with existing or scheduled events and activation activities, including the potential displacement of other events and activation activities.• Evidence that the project would not occur, or would not occur within the same timeframe or scale, without NSW Government support.
Deliverability	<p>Whether the project can be delivered within the Program delivery dates of 1 July 2022 and 31 August 2022 for Round Three projects. Considerations include:</p> <ul style="list-style-type: none">• The applicant's past performance in delivering similar projects.• The suitability of the staff and/or arrangements in place to deliver the project.• The suitability and feasibility of the detailed business plan, technical plans and/or cost estimates supporting the project.• The applicant's financial viability, including demonstration of financial viability over the duration of the event or activation activity.
Strategic alignment	<p>Alignment to the NSW Government's NSW 24-Hour Economy Strategy, Destination NSW Visitor Economy Strategy, and/or the Open Spaces program.</p>
Partnership and co-contribution	<p>The collaboration and partnerships associated with the project. Considerations include, but will not be limited to:</p> <ul style="list-style-type: none">• The nature and degree of collaboration and partnership between local governments, local businesses and/or cultural institutions.• Applicant and other non-NSW Government co-contributions to the project.• Engagement with the local community and businesses.
Other considerations	<p>All other relevant factors and risks as determined by Investment NSW, in its sole discretion, including:</p> <ul style="list-style-type: none">• Assessment of the applicant's management, its directors and officers and entities or individuals that exercise control over an applicant against fit and proper eligibility criteria.• Assessment of other factors that may cause applicants to be unsuitable for support, such as any personnel or business activities that could cause reputational or other risk to the NSW Government.

To ensure maximum impact of the Program, requested support should be commensurate with the revitalisation impact of the project.

Application process

How to apply

Applications must include:

- the applicant's details, including ABN or other identifier and primary business activities
- a short description of the project
- estimated total cost of the project excluding GST
- grant amount requested excluding GST (requested support should reflect with the expected revitalisation impact of the project)
- project location
- details of the project scope, including:
 - the type of the event or activation activity
 - the target group
 - expected benefits including:
 - » expected economic benefits outlining:
 - » participation and attendance
 - » average spend of participants
 - » average time spent by participants in the CBD area(s)
 - the timeframes for the delivery of outcomes
- details of how the project will be implemented
- a project plan, including:
 - an adverse weather plan
 - communications and marketing strategy
 - a risk management plan
 - any supporting quotes or technical documents
- how the project relates to:
 - the NSW Government's NSW 24-Hour Economy Strategy
 - Destination NSW Visitor Economy Strategy and/or the Open Spaces program

- evidence of experience in delivering projects similar in scope and scale to the project
- confirmation of co-contributions to the project
- if a joint project, confirmation of the partnership, including from the applicant and project partners
- financial statements for three continuous financial years starting from the latest available year. An audited financial statement **must** be provided for the last financial year. If financial statements are not available other evidence of financial viability such as a signed statement from an external accountant may be provided.

Applications must be submitted online via the Program portal located at

treasury.nsw.gov.au/smartgrants.com.au/CBDRevitalisation3

Can I make a joint application?

We encourage applicants to consider joint projects and apply as a group to deliver an event or activation activity. In these circumstances, you must appoint a 'lead organisation'. Only the lead organisation can submit the application form and enter into a grant agreement with NSW Government.

The application must identify all other members of the proposed group and include a letter of support from each of the partners.

We are here to help

If you need further guidance around the application process or if you are unable to apply online contact us at investment.nsw.gov.au/contact-us or by calling 02 4908 4800.



Assessment process

Eligibility assessment

The CBDs Revitalisation Program Team will assess applications against the eligibility criteria set out in these guidelines. Proposals that are assessed as meeting the eligibility criteria will proceed and be assessed by the CBDs Revitalisation Review Committee.

Application assessment

CBDs Revitalisation Review Committee will assess eligible applications against the criteria set out in these guidelines. Where the CBDs Revitalisation Review Committee considers an application unsuitable or unsatisfactory against any criteria, it may exclude that application from further evaluation. Final eligibility determinations will be made by the CBDs Revitalisation Review Committee.

During the assessment process, applicants may be asked to provide additional information to assist in the assessment process. Advice may be sought from other NSW Government agencies or other sources to assist in the assessment of projects as required.

The CBDs Revitalisation Review Committee will assess applications and provide advice and recommendations on the suitability of each project for support to the CEO Investment NSW, and the Minister for Enterprise, Investment and Trade.

The CBDs Revitalisation Review Committee will be chaired by the NSW 24-Hour Economy Commissioner.

An independent probity advisor will be available for consultation by the CBDs Revitalisation Review Committee and will attend meetings of the Committee.

Decision making

The Minister for Enterprise, Investment and Trade will consider advice and recommendations from the CBDs Revitalisation Review Committee and the CEO, Investment NSW. The Minister for Enterprise, Investment and Trade will approve the provision and amount of support to individual projects.

Probity advice

An independent probity advisor will provide guidance to Investment NSW on any issues concerning integrity, fairness and accountability that may arise throughout the application, assessment, and decision-making process. This will ensure decisions are made with integrity, fairness, and accountability, while delivering value for money for NSW.



Successful applicants

Notification

Successful applicants will be notified via email and/or letter. Successful applicants may be requested to keep any grant support confidential for a period of time if an announcement is likely to be made by the NSW Government. The NSW Government will notify successful applicants by 30 May 2022.

Grant agreement

Successful applicants will be required to enter into a CBDs Revitalisation grant agreement with the NSW Government. The NSW Government will require the grant agreement to be executed by 30 June 2022. The NSW Government makes no binding funding or support commitment to an applicant unless and until both parties sign a CBDs Revitalisation grant agreement.

The CBDs Revitalisation grant agreement will require the successful applicant to provide a copy of all supporting documentation relevant to the project or as requested by Investment NSW.

Project activities will be set out as milestones in the CBDs Revitalisation grant agreement. Timing and requirements will vary depending on the scope and timelines of the project. Successful applicants will be required to submit project progress reports to Investment NSW as outlined in the CBDs Revitalisation grant agreement. Examples of measures to be included in the report are completion of project activities and the number event participants and/or attendance as a result of the project.



How we pay the grant

We will pay 80 per cent of the grant on execution of the grant agreement. You will be required to report how you spent the grant funds at the completion of the project.

We set aside 20 per cent of the total grant funding for the final payment. We will pay this when you submit a satisfactory final report demonstrating you have completed all obligations.

All payments are inclusive of GST.

Specific legislation, policies, and industry standards

Grantees are required to be compliant with all relevant laws, regulations, policies, and industry standards including:

- *Work Health and Safety Act 2011* (NSW)

You are required to ensure that relevant personnel working on a project funded by the CBDs Revitalisation Program maintain the following where required in respect of the project:

- Working with Vulnerable People registration
- Working with Children clearance.

Reporting requirements

Grantees must submit reports in line with the funding agreement. We will expect grantees to report on:

- progress against agreed Program milestones and outcomes
- expenditure of the grant.

The scope of works and milestones submitted as part of your application will form the basis of project reporting requirements.

When a grantee completes the project, the grantee must submit a final report and an audited financial report for the project.

Final reports must:

- identify if and how outcomes have been achieved
- include the agreed evidence as specified in the grant agreement
- identify the total eligible expenditure incurred
- be submitted within 30 business days of completion in the format provided in the grant agreement.

Evaluation and audit

Investment NSW will evaluate the Program to measure how well the outcomes and objectives have been achieved. We may use information from your application and reports for this purpose. We may also interview you or ask you for more information to help us understand how the program impacted your organisation and to evaluate how effective the program was in achieving its outcomes.

We may contact your organisation up to three years after you receive the final grant payment associated with the Program for more information to assist with this evaluation.

Investment NSW and the NSW Audit Office reserves the right to undertake an audit of Program funding and support within seven years. Tracking and reporting will be a requirement of the grant agreement.

Examples of the information you will be required to report on are in the sample funding agreement available at investment.nsw.gov.au/living-working-and-business/grants-and-rebates/cbds-revitalisation-program

Acknowledgement

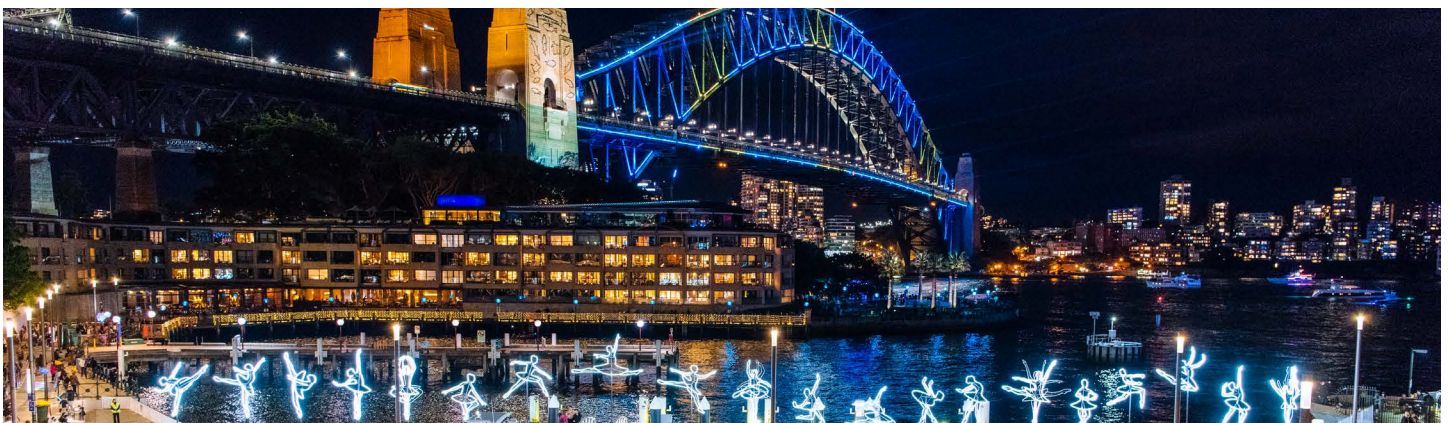
All recipients of NSW Government funding should acknowledge this financial support as per the Funding Acknowledgement Guidelines for Recipients of NSW Government Grants available at nsw.gov.au/branding/sponsorship-and-funding-acknowledgment-guidelines

The NSW Government logo should be used on all materials related to grants provided to the project. Whenever the logo is used, the publication must also acknowledge the NSW Government.

If a grantee makes a public statement about a project funded under the program, we require the grantee to acknowledge the program and the support provided.

Unsuccessful applicants

Unsuccessful applicants will be notified in writing of the outcome of their application within 25 business days from application close date.



Getting support

Resources to assist with applications are available at investment.nsw.gov.au

Investment NSW staff are available to support applicants with their applications. Contact us at investment.nsw.gov.au/contact-us or call 02 4908 4800 for assistance.

Applicants should seek advice from their legal, business, and financial advisors to determine the suitability of the Program before applying.

Enquiries and feedback

For further information or clarification, applicants can contact us at investment.nsw.gov.au/contact-us or by calling 02 4908 4800.

We may publish answers to your questions on our website as Frequently Asked Questions.

If you do not agree with the way Investment NSW has handled your enquiry or complaint, you may wish to contact the NSW Ombudsman. The NSW Ombudsman will not usually investigate a complaint unless the matter has been first raised directly with Investment NSW.

NSW Ombudsman
Level 24
580 George Street
Sydney NSW 2000

Conflicts of interest

Any conflicts of interest could affect the performance of the Program. There may be a conflict of interest, or perceived conflict of interest, if Investment NSW staff, any member of a committee or advisor and/or you or any of your personnel:

- has a professional, commercial, or personal relationship with a party who is able to influence the application selection process
- has a relationship with or interest in, an organisation, which is likely to interfere with or restrict the applicants from carrying out the proposed activities fairly and independently
- has a relationship with, or interest in, an organisation from which they will receive personal gain because the organisation received a grant under the grant program.

You will be asked to declare, as part of your application, any perceived or existing conflicts of interests or that, to the best of your knowledge, there is no conflict of interest.

If you later identify an actual, apparent, or perceived conflict of interest, you must inform Investment NSW immediately.

NSW Government staff, committee members and other officials including the decision maker must declare any conflicts of interest.

Conflicts of interest for Investment NSW will be handled as set out in the Investment NSW Code of Ethics and Conduct.



Privacy

We treat your personal information according to the Investment NSW Privacy Management Plan and the *Privacy and Personal Information Protection Act 1998*. This includes letting you know:

- what personal information we collect
- why we collect your personal information
- who we give your personal information to.

Your personal information can only be disclosed to someone for the primary purpose for which it was collected unless an exemption applies.

Investment NSW may also use or disclose information about grant applicants and grant recipients under this grant opportunity for reporting purposes.

Government Information (Public Access) Act 2009

Applicants should be aware that information submitted in applications and all related correspondence, attachments and other documents may be made publicly available under the *Government Information (Public Access) Act 2009* (NSW). Information that is deemed to be commercially sensitive will be withheld. The *Government Information (Public Access) Act 2009* (NSW) makes government information accessible to the public by:

- requiring government agencies to make certain sorts of information freely available
- encouraging government agencies to release as much other information as possible
- giving the public an enforceable right to make access applications for government information
- restricting access to information only when there is an overriding public interest against disclosure.

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The guidelines are subject to change at any time at the sole discretion of Investment NSW.



Eligible CBDs

CBD or urban centre

Boundaries

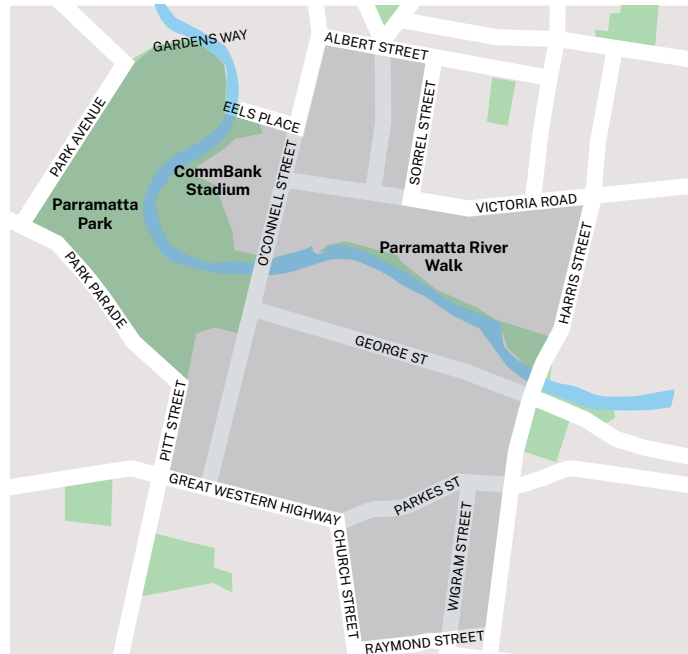
Sydney CBD

The area bounded by Sydney Harbour, the ANZAC Bridge, Wattle Street, Abercrombie Street, Cleveland Street, South Dowling Street, Boundary Street and Rushcutters Creek.



Parramatta

The area bounded by the Harris Street, Macarthur Street, Victoria Road, Sorrel Street, Albert Street, O'Connell Street, Eels Place, the Parramatta River at Gardens Way, Park Avenue, Park Parade, Pitt Street, the Great Western Highway and Church Street, Raymond Street, Cambridge Street and Allen Street.



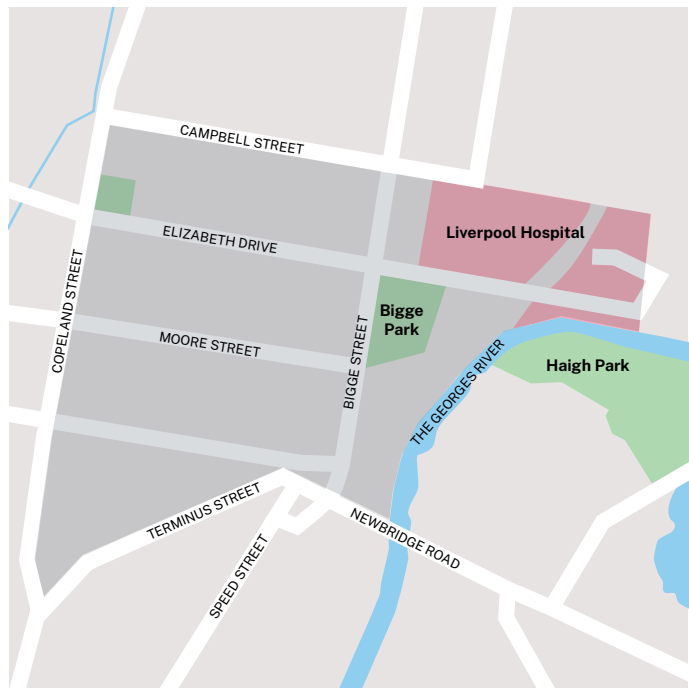
Sydney Olympic Park

The area bounded by Marjorie Jackson Parkway, Parramatta River, Homebush Bay Drive, the Western Motorway, Edwin Flack Avenue and Kevin Coombs Avenue.



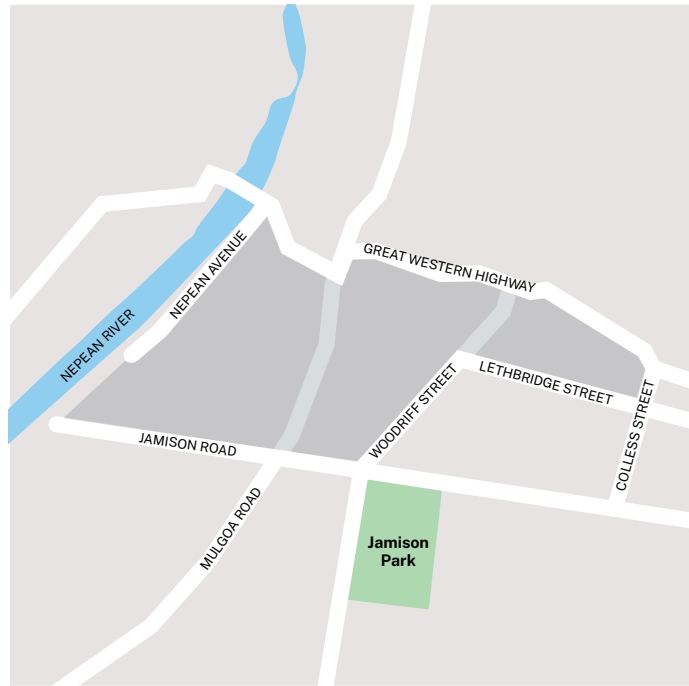
Liverpool

The area bounded by Campbell Street, the Liverpool Hospital District, the Georges River, Newbridge Road, Terminus Street and Copeland Street.



Penrith

The area bounded by Jamison Road, Woodriff Street, Lethbridge Street, Colless Street, Cox Avenue, The Crescent, the rail corridor, Castlereagh Road, Mulgoa Road, High Street, Memorial Avenue and Nepean Avenue.



Chatswood

The area bounded by Albert Street, Stanley Street and Victoria Avenue, Penshurst Street, Blakesley Street, Archer Street, Malvern Avenue and Ashley Street and the Pacific Highway.



North Sydney

The area bounded by Arthur Street, the Warringah Freeway, Ridge Street, West Street, Hazelbank Place, the Pacific Highway, Bay Road, Edward Street, Mount Street, William Street and Blues Point Road, Sydney Harbour foreshore, Olympic Drive, Pitt Street, Humphrey Place, Broughton Street, McDougall Street, the Bradfield Highway and High Street.



Manly

The area bounded by Addison Road, Stuart Street, Cabbage Tree Bay, Manly Cove, Woods Parade, Sydney Road, Parkview Road, Raglan Street, Pittwater Road, Collingwood Street, Bridge Road, Queenscliff Beach, Manly Beach, Marine Parade, Bower Street, Montpelier Place and Reddall Street.



Bankstown

The area bounded by Stacey Street, Macauley Avenue, Chapel Road, Brandon Avenue, Greenwood Avenue, Marion Street, Meredith Street and the Hume Highway.



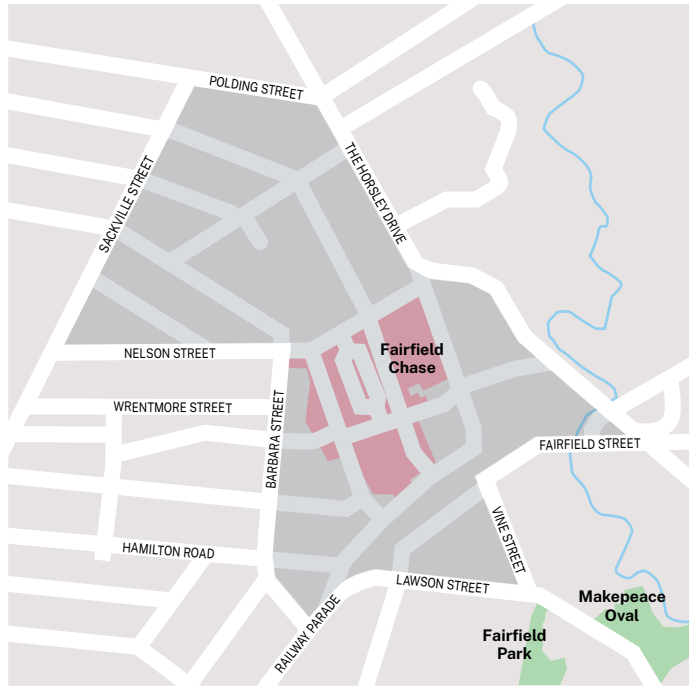
Blacktown

The area bounded by Sunnyholt Road, Third Avenue, Balmoral Street and Newton Road.



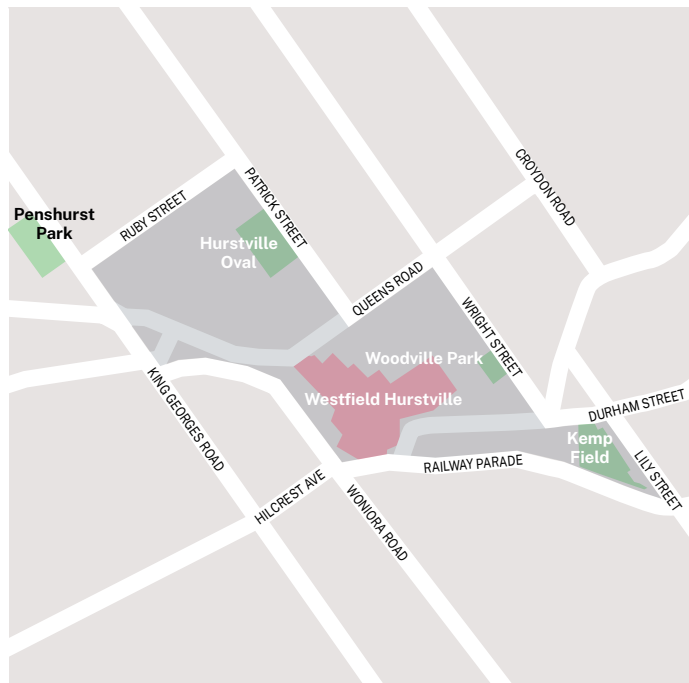
Fairfield

The area bounded by Railway Parade, Lawson Street, Vine Street, Fairfield Street, The Horsley Drive, Polding Street, Sackville Street, Nelson Street and Barbara Street.



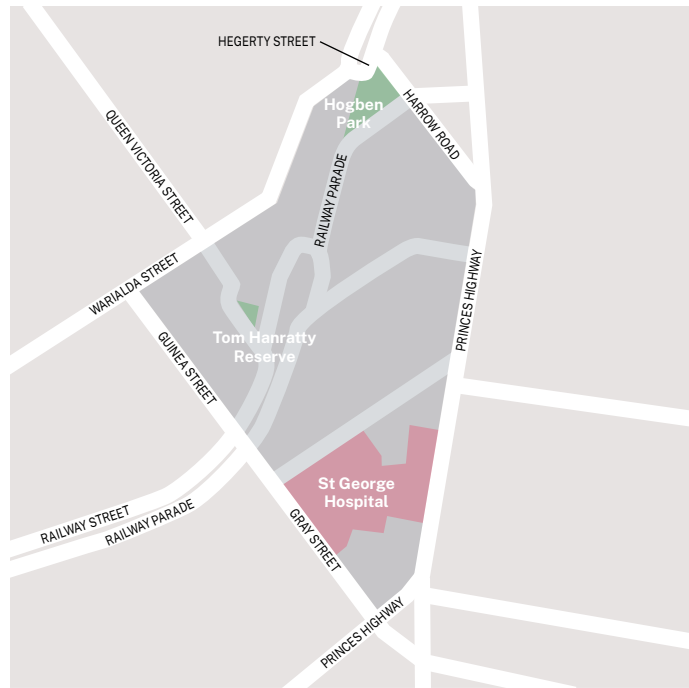
Hurstville

The area bounded by Lily Street, Railway Parade, Woniora Road, King Georges Road, Ruby Street, Patrick Street, Queens Road, Wright Street and Durham Street.



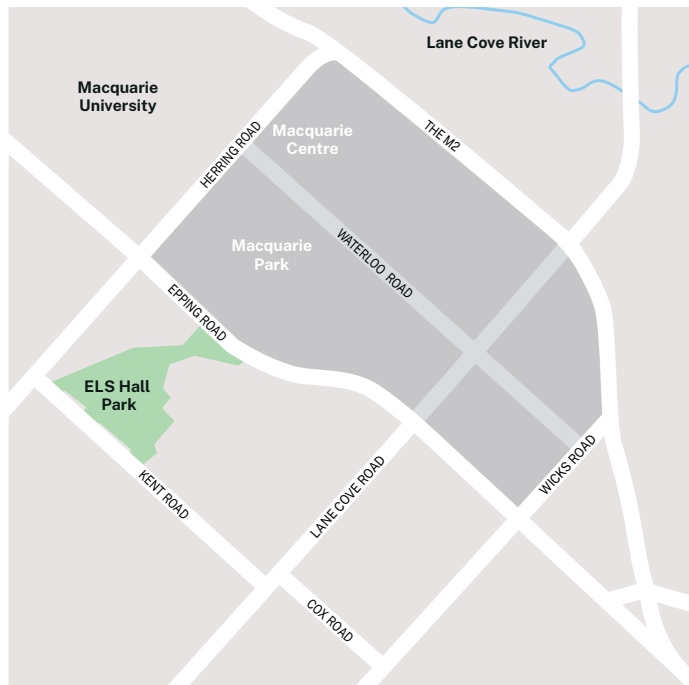
Kogarah

The area bounded by the Princes Highway, Gray Street, Guinea Street, Warialda Street, Hegerty Street and Harrow Road.



Macquarie Park

The area bounded by Wicks Road, the M2, Herring Road and Epping Road.



Campbelltown

The area bounded by Campbelltown Road, Moore Street, Oxley Street, Apex Park, The Parkway, Narellan Road, Farrow Road, Watsford Road and Kialba Road.



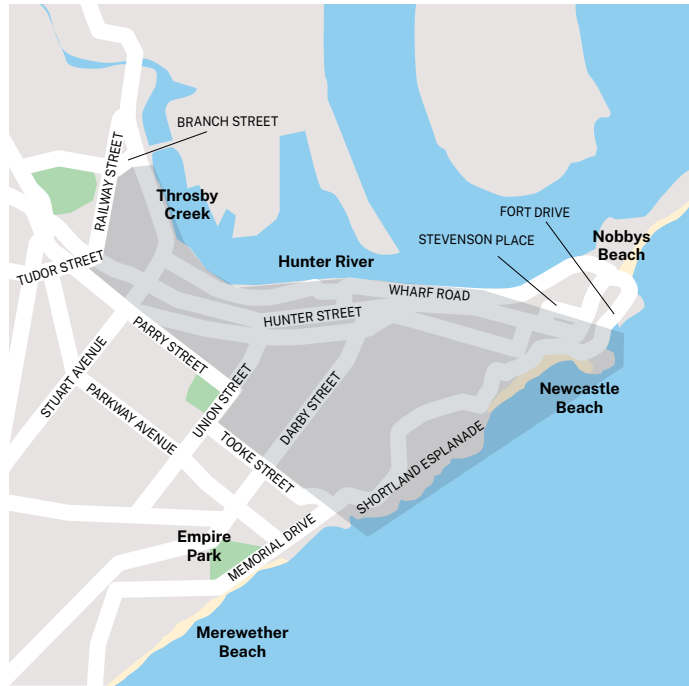
Wollongong

The area bounded by Corrimal Street, Smith Street, Denison Street, Gladstone Avenue and Swan Street.



Newcastle

The area bounded by Tudor Street, Railway Street, Branch Street, Throsby Creek, the Hunter River, Stevenson Place, Fort Drive, Shortland Esplanade, Newcastle Beach, Memorial Drive, Tooke Street, Union Street and Parry Street.



Eligible NSW Government cultural institutions

For the purposes of the CBDs Revitalisation Program the following NSW Government cultural institutions are eligible:

- Art Gallery of NSW
- Australian Museum
- Barangaroo Delivery Authority
- Museum of Applied Art and Sciences
- Parramatta Park Trust
- Place Management NSW
- The Royal Botanic Gardens and Domain Trust
- State Library of NSW
- Sydney Living Museums
- Sydney Olympic Park Authority
- Sydney Opera House

Where a NSW Government cultural institution is not on the above list, the Minister for Enterprise, Trade and Investment has the discretion to determine a NSW Government cultural institution as eligible.




More information

 investment.nsw.gov.au

Contact us

 investment.nsw.gov.au/contact-us

 Phone: +61 24908 4800

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