



# Illuminate Parramatta

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**CITY OF  
PARRAMATTA**

Night Time Economy  
Diversification Grants  
2022/2023 Guidelines









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# Introduction

The night time economy is an important part of every global city. As the Central City of Greater Sydney, it is imperative that the City of Parramatta facilitates a diverse night time economy with great experiences for everyone to enjoy.

The Parramatta Night City Framework 2020 – 2024 identifies the need for a thriving night city that promotes a diversity of business offerings and celebrates our unique identity as a community and as a city.

The night time economy is important to our community. We know that our community wants more live music and entertainment after business hours and wants to see more arts and cultural activities at night, with an array of different options that cater to everyone.

The Night Time Economy Diversification Grants are focused on assisting local businesses, community groups, event producers, and creatives to participate in the diversification of Parramatta's night time economy. Project such as night time programming, live entertainment and cultural events, capital improvements,

and studies or reports that support the development of new business offerings are eligible for funding.

The Night Time Economy Diversification Grants Scheme is open to all businesses and members of the community throughout the LGA.







## 2.0

# Objectives of the Night Time Economy Diversification Grants

Council seeks to promote the City of Parramatta as a safe, vibrant and diverse night city and works towards delivering our bold ambition of transitioning into a 24-hour city.

The Night Time Economy Diversification Grants stimulate Parramatta's night time economy by facilitating a greater variety of offerings

and experiences at night for residents, workers, and visitors. The program will provide targeted funding for local businesses, community groups, event producers, and creatives to trial different business offerings as well as new and interesting concepts that build capacity in the local night time sector.

For the objectives of these grants, the 'night time' encompass the time periods between 6pm – 6am.

## 2.1

# How much funding is available?

Council is providing a total funding pool of \$50,000 for the 2022/23 Night Time Economy Diversification Grants, to be awarded to applicants across two categories.

**Applicants are asked to provide 50% cash matched funding of up to \$10,000 per successful application.**

Grant applicants must demonstrate matched funding in the form of cash contributions (i.e., not 'in-kind contributions').

*Please that grant funding cannot be provided for projects completed prior to 24 April 2023.*



3.0

# Grant categories

Grant applications to the Night Time Economy Diversification Grants are welcomed across 2 categories based on the location in which the proposed activity will occur, or the location of the business.

3.1

Category 1:  
CBD and  
surrounds

Pool of funding available: \$40,000

CBD and surrounds includes:

▶ Parramatta

▶ Harris Park

▶ Camellia

▶ Rydalmere (part)

▶ Westmead

▶ North Parramatta

▶ Rosehill

Refer to Appendix 1 for map indicating extent of Category 1 suburbs.

3.2

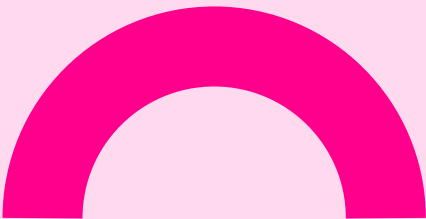
Category 2:  
Outside of CBD

Pool of funding available: \$10,000

Outside of CBD includes all other areas within the Parramatta LGA not listed under Category 1.

Please note, due to the nature of the source of funding, projects funded from Category 1 must occur within the geographic boundary of Category 1 per the map at Appendix 1 of these Guidelines  
Projects received that are outside of this boundary and incorrectly entered into Category 1 will automatically be moved to Category 2 for consideration.

If you are unsure as to which category to apply for, please email [NTE@cityofparramatta.nsw.gov.au](mailto:NTE@cityofparramatta.nsw.gov.au) to confirm.







4.0

# Key dates

20 February 2023	Application round opens at 9am
27 February 2023	Information session for potential applicants. Reservations are essential, contact <a href="mailto:NTE@cityofparramatta.nsw.gov.au">NTE@cityofparramatta.nsw.gov.au</a> to register.
20 February – 27 March 2023	Council will provide support for prospective applicants for the development of project proposals. Please contact <a href="mailto:NTE@cityofparramatta.nsw.gov.au">NTE@cityofparramatta.nsw.gov.au</a> to discuss.
27 March 2023	Application round closes at 5pm. No late applications will be accepted.
27 March 2023 – 17 April 2023	Assessment of all applications by Council. 17 April 2023 Report to Council's Chief Executive Officer recommending successful applicants.
24 April 2023	Notification of Council's determination.
24 April 2023 – 30 September 2023	Successful applicants to sign funding agreements with Council and projects undertaken during this period.
30 November 2023	Deadline for project acquittal.



# 5.0

## What kind of projects are eligible?

Please read this section carefully to ensure that your project is eligible for funding under this program. It is important that all potential applicants contact Council's Night Time Economy Officer prior to starting an application to ensure your project is eligible.

Your project must seek funding for one or more of the following outcome types. Please note that the following list is not exhaustive. If you have an idea that might not fit into the categories below, please email [NTE@cityofparramatta.nsw.gov.au](mailto:NTE@cityofparramatta.nsw.gov.au) with your idea as your project may be eligible.

Council encourages collaboration between business, community groups, cultural producers, promoters, and artists.

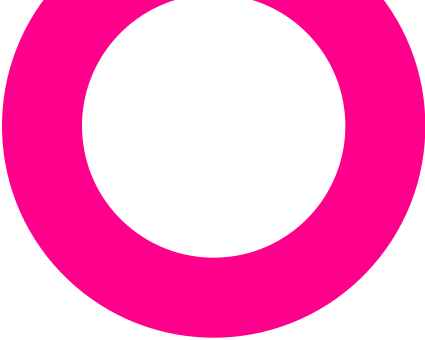
- 5.1

Live music and performance

- ▶ Financial support for live entertainment programming as part of an event or inside a business. *For example: Funding to support a family friendly concert in Parramatta Park taking place after 6pm.*
  - ▶ Studies or acoustic reports to support development applications or license approvals to host live music.
- 5.2

Night-time programming

- ▶ Providing a new or additional service/offering conducted after 6pm in a retail, service, or hospitality premise. *For example: A café' running a series of cooking classes or hairdressers offering workshops after 6pm.*
  - ▶ Curating cultural and arts activations within the public domain, a venue or a business. *For example: A multicultural short film festival in Harris Park held after 6pm.*



- 5.3

Capital improvements to a premise to facilitate night time activity

- ▶ To support improvements to a business that encourages night time visitation. *For example: Night friendly public art installations, creative lighting or functional lighting upgrades that improve the perception of safety in the area.*
  - ▶ Capital improvements to in-venue acoustics to help manage sound transfer from venue to surrounding properties.
- 5.4

Business development

- ▶ To assist in covering fees and charges associated with the establishment of a new or expanded night time business or activity. This could include development application fees, outdoor dining or street activity use charges, event permits, or liquor licensing fees. *For example: Assisting with the cost of acoustic reports and assessments for a prospective live music venue.*
  - ▶ To assist with development application costs associated with seeking an extension of trading hours of a business.
  - ▶ Assisting with additional operational and staffing costs associated with extended trading hours, or a new night time activity. *For example: Assisting with the cost of security provision for the running of an arts & culture event in the Parramatta CBD after 6pm.*
- 5.5

Collaboration & partnerships

- ▶ To support coordinated activities and partnerships between groups of local businesses / organizations / entities. *For example: Collaboration between businesses, arts & cultural institutions or service providers to produce an event or a series of live performance activations within a precinct.*





## 6.0

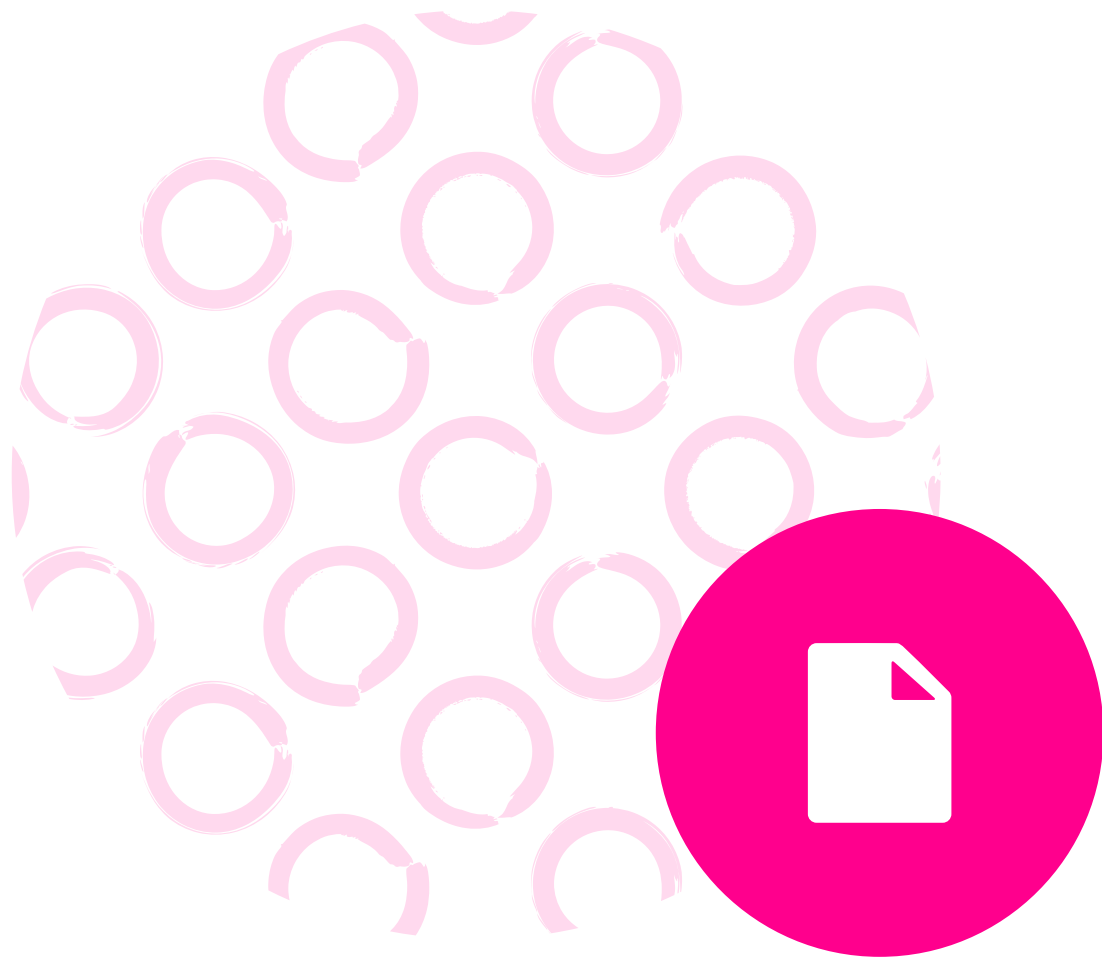
# Assessment criteria

Applications will be assessed against Council's Grants and Donations Policy. The assessment panel will also consider the following in relation to each grant application.

	Criteria description	Weighting
<b>6.1 Criterion 1</b>	<p><b>Project Merit</b></p> <p>How the proposal addresses the intended objectives of the Grants Program. The applicants should demonstrate how their proposed projects will support the growth and diversification of the night time economy.</p> <p>The proposed project should help promote the City of Parramatta as a unique and distinctive night time destination through the trial of new and interesting concepts that help build capacity in the night time sector.</p>	<b>30%</b>
<b>6.2 Criterion 2</b>	<p><b>Overall Impact</b></p> <p>The applicant should indicate how the proposed project will address a compelling need, opportunity or demand in the local night time economy.</p> <p>Applicants should also indicate the potential economic benefits of their proposed project, for example – impact on business turnover, number of new jobs created or the number of new customers created.</p>	<b>30%</b>
<b>6.3 Criterion 3</b>	<p><b>Viability</b></p> <p>The applicant should indicate their experience and capacity to undertake the project and the extent to which the proposed budgets and project plans are cost effective and realistic for the delivery of the intended project outcomes.</p>	<b>25%</b>
<b>6.4 Criterion 4</b>	<p><b>Sustainability</b></p> <p>The applicant should indicate how support for their project will contribute to Parramatta's long term vision for a diverse and sustainable night life.</p>	<b>15%</b>







## 7.0

# Supporting documentation

- ▶ A copy of your organisation's latest annual financial report or a current bank statement. If applying as an individual, a copy of your own current bank statement.
- ▶ A plan or schedule of the proposed project (i.e. indicative dates, times and locations for an activity to occur).
- ▶ Any quotes associated with your project (e.g. hire costs, consultant fees, fees and charges for a liquor license, etc.).
- ▶ Proof of the owner's consent for the project to occur within their property.

## 8.0

# Eligibility criteria

- |            |   |  |
|------------|---|--|
| <b>8.1</b> | <b>To be eligible for funding, an applicant can be:</b> | <ul style="list-style-type: none"><li>▶ A commercial business;</li><li>▶ A hospitality, service or cultural venue;</li><li>▶ A tertiary or cultural institution;</li><li>▶ A not-for-profit organization;</li><li>▶ A business, community, or cultural collective;</li><li>▶ An individual artist, producer, or promoter.</li></ul>  |
| <b>8.2</b> | <b>To be eligible for funding, an applicant must:</b>   | <ul style="list-style-type: none"><li>▶ Undertake the project within the City of Parramatta Local Government Area;</li><li>▶ Meet the Grant objectives;</li><li>▶ Undertake the project between 24 April and 30 September 2023;</li><li>▶ Not have any outstanding debts to Council;</li><li>▶ Have relevant licenses and insurances at the time of application;</li><li>▶ Not have any overdue progress or acquittal reports for previously funded grants;</li><li>▶ Have approval of the property owner for any capital works, or programming outside of ordinary business.</li></ul>  |
| <b>8.3</b> | <b>What is not eligible for funding?</b>                | <ul style="list-style-type: none"><li>▶ Projects that do not contribute to achieving the program's objectives;</li><li>▶ Any costs associated with "business as usual" activities, such as ordinary staffing costs, rent or other overheads;</li><li>▶ The purchase or commercial lease of a property;</li><li>▶ The relocation of a business or routine maintenance costs;</li><li>▶ Expenditure unrelated to a project, such as internal fittings, display shelving, painting and the like;</li><li>▶ Projects that will rely on future recurrent funding from the City of Parramatta beyond the funding provided;</li><li>▶ Projects that do not satisfy relevant planning controls or Council's policies (e.g. Outdoor Dining Policy, Street Activity Policy, etc.);</li><li>▶ Projects that cannot comply with Public Health Orders that may be in force to protect from the spread of Coronavirus.</li></ul> |



9.0

# How do I apply?

9.1	<b>Contact Council with any questions before preparing your application</b>	<p>It is essential that applicants contact Council prior to submitting an application, to ensure your project is eligible. Before beginning your application please email <a href="mailto:NTE@cityofparramatta.nsw.gov.au">NTE@cityofparramatta.nsw.gov.au</a> to discuss your proposal.</p> <p>Applicants will be advised of any necessary approvals required to facilitate their project as part of their pre-submission consultation, as well as the required documentation.</p>
9.2	<b>Prepare your documentation</b>	<p>Council will work with prospective applicants to review preliminary plans, works, and programming before the proposal is fully developed. Quotes and itemised cost estimates from providers, licensed trades, or any other third party should be provided with your application.</p> <p>Please contact email <a href="mailto:NTE@cityofparramatta.nsw.gov.au">NTE@cityofparramatta.nsw.gov.au</a> for support with your application.</p>
9.3	<b>Submit your application by March 2023</b>	<p>Applicants should apply through the SmartyGrants platform between 9am, 20 February and 5pm, 27 March 2023. Late applications or applications in any other form will not be accepted.</p>
9.4	<b>Council will assess your application</b>	<p>Council officers will review all applications received against the grant objectives, scope, and outcomes. A recommendation of successful applications will be made to Council's Chief Executive Officer for approval.</p>
9.5	<b>Successful applicants are notified</b>	<p>All applicants will be notified of the outcome of their application by 24 April 2023. Successful applicants will be notified by email and be required to sign a Funding Agreement with Council prior to commencing their project. Terms of payment of funds and reporting will be discussed with applicants.</p>
9.6	<b>Commencement of works, reports, programs and projects</b>	<p>Works, reports, programs, and projects are carried out as per conditions stipulated within the Funding agreement.</p>
9.7	<b>Review and / or inspection of project progress</b>	<p>Council staff will undertake a site visit (or seek other forms of evidence, such as photos) to ensure that the work complies with the Funding Agreement.</p> <p>Following completion of the works, reports, programs, and/or projects, the applicant is required to provide all receipts and tax invoices that state the completion of the works, reports, programs, and/or projects to Council.</p>
9.8	<b>Review of works reimbursements and acquittal</b>	<p>Council will review receipts and tax invoices to confirm that the works have been satisfactorily completed as per the conditions of the funding agreement. Applicants will have until 30 November 2023 to complete the acquittal of their projects.</p>







## 10.0

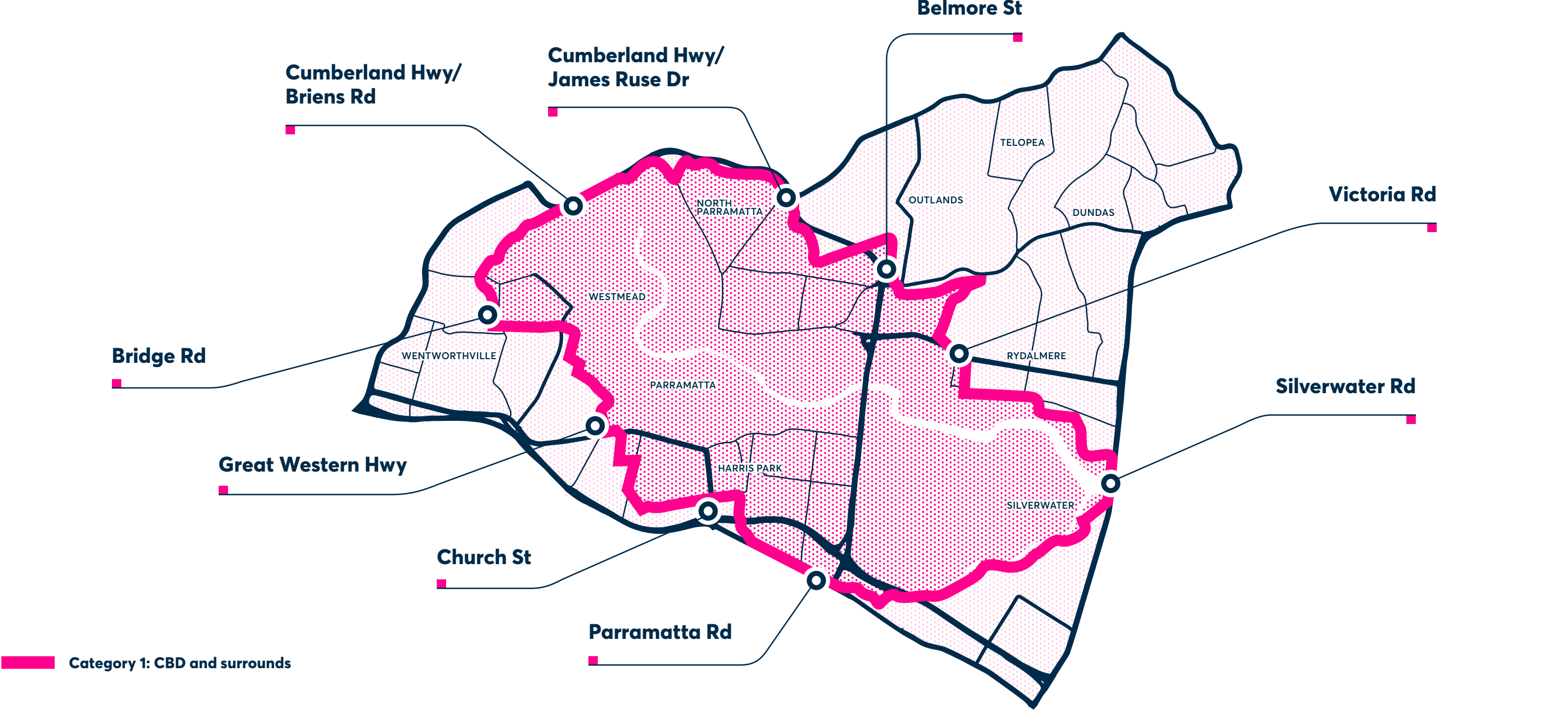
# Other important things to consider

- ▶ Please be aware that grant funding cannot support projects completed prior to 24 April 2023.
- ▶ If your application is successful, you will need to provide evidence of an appropriate level of insurance to undertake your project, prior to commencing.
- ▶ If you already have insurance coverage, please attach a Certificate of Currency to your application.
- ▶ All projects must be conducted in accordance with the Public Health Order at the time of their undertaking.
- ▶ If you are unsure as to what documentation you may need to provide, email [NTE@cityofparramatta.nsw.gov.au](mailto:NTE@cityofparramatta.nsw.gov.au) to confirm.



Appendix 01

Category Map



Category 1:

CBD and surrounds

This refers to anything located inside the highlighted area above, and broadly includes Parramatta, Westmead, Harris Park, North Parramatta, Camellia, Rosehill and Rydalmere.

Category 2:

Outside of CBD

This refers to anything located outside the highlighted area above.

If you are still unsure which category to apply for, please email [NTE@cityofparramatta.nsw.gov.au](mailto:NTE@cityofparramatta.nsw.gov.au)



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Address:      126 Church St, Parramatta  
                 PO Box 32, Parramatta NSW, 2124

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Phone:        1300 617 058

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📞 If you require more information about the City's  
Night Time Economy Diversification Grants,  
please contact:

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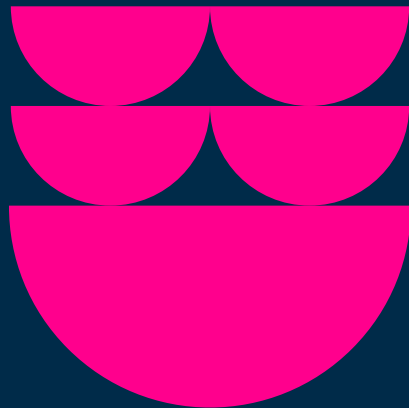
**Gavin Seow**  
Night Time Economy Project Officer

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NTE@cityofparramatta.nsw.gov.au

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