

SydneyOlympicPark ○



Sydney Olympic Park Authority

Expressions of Interest

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Public Space Activations & Events Grant Program

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## Introduction

Sydney Olympic Park Authority (the Authority) is calling for Expressions of Interest from imaginative event producers, lighting and AV professionals, community groups, artists and performers, virtual content producers and others to help us activate the Park and our public domain precincts in a COVID-safe way.

These ideas can be linked to major celebrations and significant themes including art, culture, community, play, environment, sport and storytelling and must align to our Events and Activation Charter.

Grant funding is available and is capped at \$20,000 + GST per successful application (minimum is \$1,000 + GST). Applications that make reasonable requests for grant funding as a component of a broader income budget will be viewed favourably. Only one application per individual or organisation will be accepted.

In addition to grant funding, successful applicants will be offered value-in-kind (VIK) use of public domain lands within Sydney Olympic Park (conditions apply). All fixed costs (e.g. electrical connections, ongoing maintenance, road closures, temporary structures, fencing, maintenance) will need to be paid for by the applicant and included within the application budget (see below).

**Submissions close at 5pm on Friday 6 November.**

All decisions on grant funding allocated are entirely at the discretion of Sydney Olympic Park Authority.

### Proposed locations (see page 5)

- **Jacaranda Square**  
Small centrally located park bordered by Australia, Murray Rose and Dawn Fraser Avenues at the eastern end of the train station
- **The Yulang**  
Paved area adjacent to Cathy Freeman Park at the western end of the train station
- **Pop-Up Park** corner of Herb Elliott and Australia Avenue
- **Pullman Link Laneway** running from Herb Elliott Avenue between Pullman Hotel and 6 Herb Elliott Avenue
- **Stockroute Park** (facing onto Herb Elliott Avenue) and adjacent to Park Street laneway
- **Cathy Freeman Park**
- **Olympic Boulevard**

**Proposals for use of other outdoor public domain locations will also be considered, although preference will be given to town centre locations and those that support local business recovery.**

## Objectives

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The project objectives are to:

- Leverage the Park's existing event infrastructure and expertise
- Build on the Park's emerging identity and improve the attractiveness of public spaces through innovative and creative approaches (including temporary greening & road painting/ art interventions/murals/screen culture/pop-up activities/community-driven activities/classes/ interactive small group programs/market concepts
- Activate spaces and places to create a sense of energy and interest and to increase local spending
- Pilot the types of programs that the local community has told us it wants
- Establish and commence delivery of projects as early as possible in late 2020/early 2021, thenceforth through until the end of 2021

## Outcomes

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We're after creative ideas that deliver the following outcomes:

- Vibrancy and activity with things to do and see
- Bring joy, colour and a spirit of fun
- Strengthen community ownership and a sense of belonging in Sydney Olympic Park
- Drive visitation from surrounding regions to explore and discover Sydney Olympic Park
- Support local business recovery by inviting locals and visitors from nearby communities and across Sydney to spend more time in our public spaces
- Spark social connections
- Deliver innovative ideas that encourage people to meet, connect and discover
- Encourage and inspire social inclusion, cultural diversity and community well-being

## Things to consider

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- Concepts that are feasible within the limits imposed by current and anticipated COVID-19 Public Health Orders
- Not strictly time-based, i.e. ideas for activations that don't require large numbers of people to gather at a designated time/place would be viewed favourably
- Deliverable within a realistic budget (see Budget template below for completion)
  - Responsive to the principles of our place:
    - Customer at the heart
    - Our compelling story
    - One precinct, many experiences
    - Constant curation and care
- Meet the needs of our communities of interest by addressing inclusion, diversity, sustainability, community engagement and innovation
- Fresh and unique responses that respond to the opportunities offered by our more intimate places, e.g. Jacaranda Square, Stockroute Park, The Yulang, Pullman Laneway, Pop-up Park



## Evaluation and Selection of EOI Shortlisted Applicants

### Selection Process

The EOI Review Panel will assess your proposal against the selection criteria identified below and undertake a comparative analysis to allow the Authority to shortlist applicants.

Applicants shortlisted will then be interviewed to determine the feasibility of their proposal and to confirm the obligations of both parties.

Those projects that are endorsed to proceed will then be issued with a Grant Funding Deed Agreement. This document will be used to administer the grant, and successful applicants will be required to maintain and share accurate accounts of all grant money expenditure. Further, in the event that, for whatever reason, the grant funding released to the successful applicant cannot be spent on the proposed activation, this money (or part of) must be returned to the Authority within 28 days of receipt of a Tax Invoice.

### Selection Criteria

This list of selection criteria can be mapped against the overarching guiding principles of Sydney Olympic Park Authority's Events and Activation Charter – CULTURAL, CIVIC AND ECONOMIC.



<b>• Quality of proposition</b> What value will your proposal have for locals and/or visitors? How creative and inclusive is it? What kind of experience will people have? How many will have this experience and who are these people?	25%
<b>• Operationally deliverable</b> Can this event meet the operational requirements for delivery within the Park's public domain precincts?	20%
<b>• Uniqueness of offer</b> How specific to Sydney Olympic Park will your event be? Can it be experienced anywhere else? How does it celebrate the unique attributes of our place? Has this activation or any similar activation occurred in Sydney Olympic Park previously?	5%
<b>• Demonstrated capacity to deliver similar public events</b> Have you undertaken equivalent scale events before? Is your organization equipped to deliver what you are proposing? Do you have an adequate WH&S management framework and public liability insurance?	10%
<b>• Sustainability</b> Is your event able to be repeated? Is it likely to generate traction and attract interest from locals and visitors in returning?	5%
<b>• Local Engagement</b> How do you propose to engage local business, retailers and residents in developing and delivering the event? How do you aim to promote the event?	10%
<b>• Budget</b> Can you demonstrate the viability of your event budget (including any request you are making for financial assistance from the Authority)? In addition, for commercial and economic development proposals (i.e. events/ activations involving financial transactions with visitors, or commercial brand activations), we will also review:	25%
<b>• Projected commercial return to Sydney Olympic Park Authority</b> Does your proposal include the opportunity for a revenue return to Sydney Olympic Park Authority? (cf. budget template)	Assessed separately if applicable

## Map

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|---------------------|-------------------------|-----------------------|
| 1. Jacaranda Square | 4. Pullman Link Laneway | 6. Cathy Freeman Park |
| 2. The Yulang       | 5. Stockroute Park      | 7. Olympic Boulevard  |
| 3. Pop-Up Park      |                         |                       |

