

Support for Business

1 July 2021

We're committed to [providing services and resources](#) to help our business communities including programs, initiatives and funding opportunities, and useful resources.

Please pass on whatever is most relevant to your network, and please encourage your members to sign up to our [business newsletter](#) to keep up to date on our programs, activities, events, and initiatives.

City of Sydney Grants & Sponsorship Programs for Businesses

The City of Sydney has 17 grants and sponsorship programs to support initiatives and projects that build the social, cultural, environmental and economic life of our city. Below are the 10 programs of most relevance to businesses in our LGA:

1. Business Support Grant - Night Time Diversification

Aims to stimulate the city's precincts and the night-time economy by supporting your business to trial new events, activities and initiatives at night (6pm to 6am) to encourage increased variety of night-time business offerings and programmed commercial activities in commercial precincts.

- Eligible to apply: not-for-profit, for-profit, or sole trader
- Applications open: 19 July – 23 August 2021
- Following round: February – March 2022

[More info](#)

2. Business Support Grant – Live Music & Performance

Aims to increase the quantity and quality of live music and performance venues in our area.

- Eligible to apply: not-for-profit, for-profit, or sole trader.
- Applications open: 19 July – 23 August 2021
- Following round: February – March 2022

[More info](#)

3. Festival & Events – Village & Community

Supports festivals and events that celebrate, develop and engage the city's communities.

- Eligible to apply: not-for-profit organisations, for-profit organisations, sole traders
- Applications open: 19 July – 23 August 2021
- Following round: February – March 2022

[More info](#)

4. Knowledge Exchange Sponsorship

Supports projects that increase capacity building, business skills and networks for economic sector growth and encourage dialogue on local and global issues.

- Eligible to apply: not-for-profit or for-profit organisations
- Applications open: 19 July – 23 August 2021
- Following round: February – March 2022

[More info](#)

5. Matching Grants

To encourage communities to take action to improve, enhance, or celebrate their local neighbourhood or business precinct.

- Eligible to apply: not-for-profit, for-profit businesses, sole traders, individuals (must be auspiced by a not-for-profit or for-profit that is eligible to apply in their own right), unincorporated community groups, owners corporations (strata and company owned)

- Applications open: 19 July – 23 August 2021
- Following round: February – March 2022

[More info](#)

6. Environmental Performance Innovation Grants

Supports testing or use of new technologies or processes that are not being implemented in the local market and could be used at scale in the local area. Funding is available for Feasibility studies and Demonstration projects.

- Eligible to apply: not-for-profit organisation, for-profit organisation with less than 200 workers or an owners corporation.
- Applications open: 19 July – 23 August 2021
- Following round: February – March 2022

[More info](#)

7. Business Support grant - Place & Industry

Promotes local neighbourhoods, connects businesses to opportunities, grows skills and knowledge and helps advocate on key issues.

- Eligible to apply: not-for-profit members based organisation with an economic focus such as a chamber of commerce or industry association.
- Applications open: February - March 2022

[More info](#)

8. Commercial Creative Business Events Sponsorship

Supports major creative events that attract visitors, create opportunities for community and business, contributes to sector development and supports the sustainability of the tourism, retail and hospitality sectors. This program sponsors a limited number of high-impact creative events each year.

- Eligible to apply: not-for-profit or for-profit organisations
- Applications open: throughout the year until funds are exhausted

[More info](#)

9. Street Banner Sponsorships

Provides banner pole hire fee waiver, enhancing streetscape vibrancy and raising the profile of forthcoming cultural events, social issues and other activities.

- Eligible to apply: not-for-profit organisation operating within our area or be able to demonstrate benefits for local residents, workers or visitors and can demonstrate that payment of standard rates would cause financial hardship.
- Applications open: throughout the year until funds are exhausted

[More info](#)

10. Landmark Venue Hire Support

Provides assistance to community groups and organisations accessing the City's major spaces.

- Eligible to apply: not-for-profit, for-profit event management companies facilitating an eligible not-for-profit's event
- Applications open: all year to applications until the value-in-kind budget is exhausted
- All applications should be submitted online at least 8 weeks before the event.

[More info](#)

See the [Grants & Sponsorship Guidelines](#) for more information on these and other programs.

Subscribe here to the dedicated [Grants & Sponsorship e-news](#).

City of Sydney Business Support Programs

1. Love Food Sydney

In partnership with the NSW Government, we've launched Love Food Sydney. Join to receive free access to tools that teach simple and cost-effective ways to reduce food waste, save money and in doing so, protect the environment. Simply register online and you'll be provided with online training modules. [More info](#)

2. Outdoor Dining Opportunities – Alfresco City

To help hospitality venues recover from the devastating effects of Covid-19, we're working with the NSW Government to provide venues with more options to cater for more customers. We're trialling a fast-tracked, free application process for outdoor dining permits. The trial will run until 30 June 2022.

Eligible to apply:

- Cafes, bars, restaurants and cultural venues that already have an outdoor dining permit
- Cafes, bars, restaurants and cultural venues that currently don't trade outdoors and that serve food for eating at the premises

For more information on outdoor dining permits, including fees, call us on 02 9265 9333.

3. Pitt Street Mall Activation Program

Supports new activities in Pitt Street Mall that are designed to attract shoppers by creating 'experiential opportunities' through events and performances. The program allows events and activities to occur outside of the standard hire fee for the use of Pitt Street Mall.

For enquiries contact the City Business team at citybusiness@cityofsydney.nsw.gov.au

Completed 2021 City of Sydney programs relevant to business

4. Reboot free webinar series

Leading experts from some of Australia's fastest growing companies help small businesses and creatives adapt, innovate and bounce back better. Each webinar includes a workshop session with a local business owner or creative just like you, to discuss their current challenges and explore potential solutions. [More info](#)

Reboot 2021 program completed on 28 June. [Watch recordings](#) of all seminars from across all 3 series.

Sign up to our [business newsletter](#) to keep up to date with new program opportunities

5. Visiting Entrepreneur Program (annual program)

An annual program of free events where global and local experts explore the latest technological breakthroughs and innovations. 2021 program completed. [More info](#)
[Watch recordings](#) of events and webinars from across previous programs.

Sign up to our [business newsletter](#) to keep up to date with new program opportunities

6. Retail Innovation Program (annual program)

Since 2019 the retail innovation program provides an opportunity of a lifetime for retail businesses to learn, free of charge, from innovation and entrepreneurial leaders and experts. It challenges the way owners look at their business and explores opportunities to embrace some of the latest trends. 2021 program completed. [More info](#)

Sign up to our [business newsletter](#) to keep up to date with new program opportunities

7. Food Lab Sydney

Join a vibrant community of successful food businesses, social enterprises and food consultants and launch your career in food. 2021 applications have recently closed.

Sign up to our [business newsletter](#) to keep up to date with new program opportunities

8. Asia Business Event Series

A series of events aiming to equip Sydney-based SMEs with key insights and capabilities to explore business opportunities in Asia. This year's program contained 3 events focusing on 1) international education, 2) e-commerce for retailers and 3) trade diversification. Sign up to our [business newsletter](#) to keep up to date with new program opportunities

Useful City of Sydney data and resources

1. City of Sydney Data Hub

Freely available to everyone to use and republish as they wish, without copyright, patent or other restrictions.

- [Browse and download data sets](#) as a spreadsheet, KML or shapefile
- [Create maps](#) to visualise, analyse and discover trends
- Use the [ArcGIS API for JavaScript](#) to access data programmatically.

[More info](#)

2. Floor Space and Employment Survey

Provides data on all businesses for every building in our local government area.

[More info](#)

3. Visitor Profile and Experience Survey

Research to help businesses identify possible considerations and opportunities through understanding:

- the types of people who are active in commercial areas across the city over an 18 hour time frame
- their main reasons for visiting various locations
- their behaviour when in the area and how they felt about the experience
- their indicative spend while in the area
- how they travelled to and from different locations.

[More info](#)

4. Community Wellbeing Indicators

In response to a growing appreciation that there is more to being successful than just boosting economic output, we monitor a broad range of factors that contribute to community wellbeing and sustainability.

Community indicators are used to develop social, cultural, environmental, governance and economic policy. They are sourced from a range of primary research efforts, such as our own surveys and records, and secondary sources such as the Australian Bureau of Statistics Census and NSW Health surveys.

[More info](#)

5. Community Recovery Plan

Provides a clear, staged approach to how we are supporting economic and social recovery during and after the Covid-19 pandemic. It works alongside our organisational recovery plan which outlines the approach for reopening our services, offices and facilities. This plan is based on extensive feedback from the community, including 1,100 local businesses.

[More info](#)