



Uptown

Photo by Cassandra Hannagan

Uptown Grant Program Guidelines — Round 3

New Applicants

December 2024

nsw.gov.au/uptowngrantprogram



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Acknowledgement of Country

The NSW Government acknowledges the Aboriginal and Torres Strait Islander people across the State and their continued connection to their lands, waters, and culture. We respect Elders past and present and the roles that First Nations artists play in contributing to their culture.

Overview

The Uptown Grant Program (the Program) is designed to fast-track the formation of local business communities and facilitate the growth of their districts into vibrant going-out hubs in line with the NSW Government’s 24-Hour Economy Strategy.

The NSW Government has committed \$5.5 million to the Program to support the development of going-out districts across Greater Sydney, Central Coast, Lower Hunter and Greater Newcastle, and Illawarra-Shoalhaven.

This document contains information about how to make an application to the Program. You should read this document in full before you apply for funding. It sets out:

- the purpose of the grant program
- eligibility requirements
- how applications are assessed
- how funding recipients will be monitored and evaluated
- responsibilities and expectations for the Program.

The Program is open to eligible applicants (see Eligibility Criteria below) from distinct geographical districts within Greater Sydney, Central Coast, Lower Hunter and Greater Newcastle, and Illawarra-Shoalhaven that demonstrate a unique identity and entertainment offering and a sustainable operating model.

The Program, developed by the Office of the 24-Hour Economy Commissioner (O24HEC) and administered by Create NSW, both within the Department of Creative Industries, Tourism, Hospitality and Sport (DCITHS), offers two streams:

- New Applicants – from \$100,000 (excl. GST) to \$200,000 (excl. GST) of seed funding to eligible District Teams for district coordination and for consumer engagement.
- Previous Recipients – from \$50,000 (excl. GST) to \$100,000 (excl. GST) of funding for previous Uptown Grant Program recipients that are working to self-sustainability and growing consumer engagement.
 - Districts that have already received two years of Uptown Grant Program funding will be required to co-contribute a minimum of 20% of the requested funding amount as additional funding.

The following Guidelines are for New Applicants only.

Previous Recipients are part of a closed funding round and will be provided with guidelines directly.

[Download the strategy](#)



Type of grant opportunity

The New Applicants stream is an open, competitive round.

The Previous Recipients stream is a closed, competitive round.

Key dates

Applications open	4 December 2024
Applications close	2pm AEDT, 29 January 2025
Applicants notified	April 2025
Program completion	All projects to be completed by 30 June 2026

Key dates and timelines, including application closing date, may be changed at the discretion of DCITHS. Please refer to the [Enquiries and application help](#) section if you require support with your application.

Uptown Grant Program objectives

The Uptown Grant Program aims to enable the development of districts across Greater Sydney, Central Coast, Lower Hunter and Greater Newcastle, and Illawarra-Shoalhaven into unique going-out destinations by supporting formally aligned groups of businesses in a local area (District Teams) to collectively work on enhancing their district's offering and building consumer engagement with their district.

The Program will provide funding to District Teams for coordination and consumer engagement activities to meet the objectives of:

- increasing coordination and collaboration between businesses in distinct geographical areas
- supporting business models that allow for partnerships, including major events, brands and government
- increasing the marketability of unique districts with distinct products developed
- increasing consumer awareness and engagement with districts.



Districts

Districts are geographically distinct micro-areas (e.g. a high street or block of streets) that have unique identities and diverse cultural and entertainment offerings across multiple venues within walking or biking distance.

Applicants will be asked during the application process to identify the geographical boundary of their district, noting that funding must be used for activities that benefit the approved district.

District Team

A District Team is an incorporated entity with membership that consists of representatives from five or more local businesses, and are aligned under a unified identity as a means of engaging residents, visitors, and collaborators to a district.

Members of the District Team are formally registered in the incorporated entity. Members may come from various sectors to serve the community around them with a range of amenities and services, such as accommodation, arts and culture, tourism, hospitality, live performance, retail and sport.

Grant funding

The Uptown Grant Program will provide the following funding opportunity:

- New Applicants – from \$100,000 (excl. GST) to \$200,000 (excl. GST) of seed funding to eligible District Teams to coordinate their district and for consumer engagement.

Eligibility criteria

District Teams which meet the eligibility criteria are:

1. an Eligible Entity; and
2. located in an Eligible Local Government Area.

The Eligibility Criteria is further described below.

Eligible entities

District Teams must be or provide evidence of becoming one of the following entities to apply:

- Incorporated Association;
- Company Limited by Guarantee; or
- Non-distributing Co-operative.

Refer to the Glossary on [page 28](#) for a definition of each eligible entity.

Applicants are not eligible to apply if, at the time of application, they:

- are not currently or becoming one of the above eligible entities*; or
 - have received funding for the purpose of a Community Improvement District or a Business Improvement District in the past five years. This includes businesses that have multiple ABNs and have already used one of their ABNs to claim a grant.
-

Eligible Entities must, at the time of application:

- have an applicable Australian Business Number (ABN) for the entity applying*;
 - be registered for GST or provide evidence of GST registration application;
 - have a bank account with an Australian financial institution, or provide evidence of application*;
 - have a minimum of five registered members of the applying entity based in the district;
 - have a letter of no objection from the relevant council organisation and/or contact details of a relevant representative from a local council organisation that has agreed to be contacted in relation to this application;
 - be solvent; and
 - be able to execute a funding deed with the NSW Government if your application is successful.
-

*If successful, your District must, by the 28 February 2025, have the following to execute a funding deed:

- formal registration as an eligible entity;
- an applicable ABN for your District entity; and
- a bank account for your District entity with an Australian financial institution.

If you are in the process of acquiring an ABN for your entity, in your application you may use the ABN of one of your District Team members who must be part of the Eligible Entity, once registered. An applicable ABN for your District entity must be established to execute the funding deed.

NOTE: District Teams should seek advice from their legal, business, and financial advisors to determine the eligibility and suitability of an entity type before applying for the Program.

The NSW Government cannot provide District Teams with legal, business or financial advice about entity types.



Eligible Local Government Areas (LGAs)

Eligible entities representing a District Team must be located within one or more of the following eligible LGAs in Greater Sydney, Central Coast, Lower Hunter and Greater Newcastle, and Illawarra-Shoalhaven.

1. Bayside Council
2. Blacktown City Council
3. Blue Mountains City Council
4. Burwood Council
5. Camden Council
6. Campbelltown City Council
7. Central Coast Council
8. Cessnock City Council
9. City of Canada Bay Council
10. City of Canterbury-Bankstown
11. City of Parramatta Council
12. City of Ryde
13. City of Sydney
14. Cumberland City Council
15. Fairfield City Council
16. Georges River Council
17. Hawkesbury City Council
18. Hornsby Shire Council
19. Hunter's Hill Council
20. Inner West Council
21. Kiama Municipal Council
22. Ku-ring-gai Council
23. Lake Macquarie City Council
24. Lane Cove Council
25. Liverpool City Council
26. Maitland City Council
27. Mosman Municipal Council
28. City of Newcastle
29. North Sydney Council
30. Northern Beaches Council
31. Penrith City Council
32. Port Stephens Council
33. Randwick City Council
34. Shellharbour City Council
35. Shoalhaven City Council
36. Strathfield Council
37. Sutherland Shire Council
38. The Hills Shire Council
39. Waverley Council
40. Willoughby City Council
41. Wollondilly Shire Council
42. Wollongong City Council
43. Woollahra Municipal Council

Number of applications

You can only submit one application for your District Team.

Activities to be funded

Only eligible activities may be funded from the proceeds of a grant under the Program.

Eligible activities

Eligible activities are set out in the table below.

Eligible activities	Deliverables
1. District Coordination	<p>A minimum of 50% of the total allocated grant funding must be spent on a coordination function for your District.</p> <p>The coordination function may take the form of:</p> <ul style="list-style-type: none">• salary/wages and entitlements for employees specifically engaged for the project, i.e. the direct employment of a staff member to manage the coordination of your district and its activities• contract employment of a staff member(s) to manage the coordination of your District and its activities• third-party professional services to manage the coordination of your District and its activities. <p>NOTE: The staff member may be employed by either the Eligible Entity or a member business that is reimbursed.</p> <p>Businesses will be required to provide evidence of any payments relating to the above activities. Payments must be in line with relevant standards, industry rates and awards (if applicable).</p>
2. Consumer Engagement	<p>The remaining funding may be used for marketing and promotional activities to increase consumer awareness and engagement with the District. This activity may take the form of:</p> <p>2a) Brand development This may include:</p> <ul style="list-style-type: none">• brand and asset development• online presence development e.g. website, social media profiles, Neon Marketplace profile etc.

To be eligible to receive funding to trial recurring, multi-in-venue events or activations (2c), you must provide evidence that you have established appropriate brand and marketing assets for your District. Evidence includes a logo, related brand assets and consumer facing engagement tools such as social media accounts or a consumer-facing website that use the identified brand assets.

2b) Marketing activities

This may include:

- advertising and/or marketing campaign (such as design and production costs, social ads and advertising fees)
- public relations activity (such as PR agency costs, influencer fees, promotional material distributed at a District launch event).

2c) Trialling multi-in-venue events or activations (conditional)

The trial of new or enhanced multi-in-venue events or activations to encourage ongoing visitation to businesses in your district, may include the following costs:

- artist fees
- AV and staging equipment hire
- program and production development fees.

Multi-in-venue events or activations refers to the programming of activities such as comedy, live music, dancing, trivia, bingo etc. across a minimum of three venues within the district as a unique experience. These may be one-off or recurring events or activations, but multi-in-venue participation is compulsory. These events cannot be part of any regular programming for the participating venues.

It is a requirement that any District Team who includes an event plan and budget allocation for trialling multi-in-venue events or activations in their application attaches evidence of established brand and marketing assets. This requirement demonstrates your District Team's maturity and readiness to undertake this level of program delivery. If this evidence is not attached, your plan for trialling multi-in-venue events or activations will not be considered as part of your overall application.

What does a Coordinator do?

The Coordinator is the central contact point within the District Team. While they are not necessarily the primary decision maker, they execute and deliver initiatives on behalf of the District Team. They should maintain neutrality and represent and work on behalf of the District equally and fairly.

The coordination function will be expected to undertake activities such as:

- coordinating the District Team (including the administration, record keeping for the entity, reporting, member engagement, etc.)
- being the main contact point for the District Team and for the O24HEC (and Create NSW as the grant administrator)
- growing and encouraging membership of the District Team
- securing partners and collaborators for the District
- delivering the Project Plan
- ensuring activities that are funded under the proceeds of this grant are delivered
- ensuring reporting requirements are met.

NOTE: The Coordinator role does not need to be in place for the application. It is the District Team's responsibility to appoint this role as they see fit.

Ineligible activities

The following activities are ineligible for funding from the proceeds of a grant under the Program:

- rent and utilities
- purchase or lease of land or property
- venue hire
- activities, equipment or supplies that are already being supported through other sources
- financing costs, including interest and debt financing
- maintenance and repairs
- capital works
- purchasing of permanent equipment/fixed assets
- fundraising/prizes
- education or training costs
- costs incurred before the approved project start date
- activity that constitutes the normal course of business for District Team members, not related to eligible grant activities

- activity that takes place outside of the eligible district
- activity that takes place before or after the end of the grant funding period
- hospitality costs associated with business-as-usual activities such as District Team Member meetings.

The above list of ineligible activities is not exhaustive.



Application requirements

Applications may not be considered unless they:

- are sufficiently detailed and specific to allow consideration against the Program Objectives and Assessment Criteria
- provide a completed application form and associated templates
- are submitted by the deadline.

Failure to provide this information may result in the application being deemed ineligible or non-conforming and may not be considered at DCITHS's absolute discretion.

The application form will include access to templates listed below which will be mandatory to use:

- event plan (if proposing multi-in-venue events and activations)
- budget
- risk management plan.

Assessment criteria

All applications will be assessed for eligibility and only eligible applications will be considered for funding.

Eligible applications will be assessed against the following six assessment criteria:

- District Vision
- District Team Membership
- Project Plan
- Budget
- Governance and Risk
- Longevity and Growth

You will be required to provide the following information to demonstrate and substantiate how your application meets these criteria:

Criteria and weighting	Description	What you need to provide
District Vision (10%)	A vision for your District that clearly summarises the District's aims and purpose. The vision should reflect how you want your District represented and promoted.	The District Vision should clearly demonstrate: <ul style="list-style-type: none">• goals• audience (existing and/or desired)• district member growth aspirations• character• aspiration for the identity of your location• unique selling proposition.
District Team Membership (10%)	Demonstrate how your District Team's membership reflects your District Vision and connection to district location.	Details of the registered members within the Eligible Entity, including a breakdown of: <ul style="list-style-type: none">• the names and addresses of the businesses involved• the sectors represented• the role and relevance of the members in delivering the District Vision. A business chamber may also provide a full list of their membership. If your District is in the process of becoming an eligible entity, letters must be provided from each District Team Member acknowledging their agreement to participate in the Uptown Grant Program.

Project Plan (25%)

A comprehensive 12-month plan for your District which outlines the deliverables you seek to achieve and alignment to the objective of the Uptown Grant Program.

A comprehensive District 12-month Project Plan should clearly demonstrate:

- coordinator role and activities (e.g. meeting coordination, partner identification, business networking and any other action areas identified in the District Vision)
- consumer engagement activities that develop and/or promote the District brand e.g. marketing, advertising, brand development etc.
- objectives of the project activities
- timeline for delivery, including key milestones and ability to deliver within 12 months.

Trialling new or enhanced multi-in-venue events or activations (if applicable):

If your District is seeking funding to trial multi-in-venue events or activations, a separate Event Plan must be provided in addition to evidence of an existing brand for the District. The plan must clearly demonstrate:

- purpose and description of event(s)
 - objectives and how the event(s) promotes the District brand
 - benefits that will be realised for your District Team Members and brand
 - target audience
 - participating venues
 - timelines and proposed event dates
 - activities and deliverables
 - communication plan
 - outcomes and success measures.
-

Budget (20%)	A detailed and itemised budget of the proposed activities to be undertaken within a 12-month period as detailed in the Project Plan.	<p>The budget must demonstrate clear use of funds through identifying:</p> <ul style="list-style-type: none"> • the total amount being sought • costs for eligible activities and deliverables • other proposed income • source of funding for activities (i.e. Grant funds or other income streams) • adherence to the minimum 50% spend on District Coordination.
Governance & Risk (15%)	<p>Demonstration of governance structures that support the District Vision and ability to deliver on the objectives of the Uptown Grant Program.</p> <p>Consideration given to risks and how they will be managed by the District Team in the short and long term.</p>	<p>Evidence of appropriate governance structures and arrangements such as a constitution which covers the following:</p> <ul style="list-style-type: none"> • membership (e.g. fees, entitlements, liabilities) • committee (e.g. functions, member election, duties) • meetings (e.g. how and when they will be conducted) • decision making (e.g. notices, quorum, voting). <p>An outline of the process for how new members can join the entity.</p> <p>A risk management plan that identifies short and long-term risks and how they will be managed.</p> <p>Insurance coverage, as appropriate, for your District Team’s activities.</p>

Longevity & Growth (20%)

Demonstrate commitment and capacity for District Teams to develop long-term business models that allow for district sustainment and growth.

Outline plans to sustain District activities beyond the Uptown Grant Program, including:

- strategies to identify, attract and engage sponsors, partners, councils and other government agencies
- evidence of current, past or planned partnerships
- capacity to generate income through other funding streams such as membership fees and grants
- outline of in-kind support
- strategy for sustaining and attracting membership.

Where an applicant does not provide the required information identified above, DCITHS reserves the right to:

- provide the applicant with the opportunity to provide the required information within probity requirements
- assess the application on the basis of the information provided
- deem the application to be non-conforming and decline the application, including where the application is considered not viable due to unsatisfactory governance or where the application does not meet a satisfactory standard against one of more of the assessment criteria.

Other relevant factors and risks may also be considered, as determined by DCITHS, through its due diligence activities, in its sole discretion, including:

- assessment of the applicant's management, its directors and officers and entities or individuals that exercise control over an applicant against the 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.

DCITHS reserves the right to use any other resource, process or procedure available – which may include the use of third-party services – to assess any claims made by, or risks associated with, the applicant.

Reporting indicators

Successful applicants will be required to provide data on key reporting indicators throughout the Program. Indicators may include:

Indicator	Measure	Evidence
Membership		
No. of members	Quantity	Self-reported
No. of meetings held	Quantity	Self-reported
Member satisfaction	Qualitative	Self-reported
No. of industry sectors involved	Quantity	Self-reported
Change in district membership	Amount	Self-reported
Engagement		
Workers employed or engaged	Additional employees engaged / Additional hours worked	Self-reported
Change in website traffic	Quantity	Self-reported
Change in digital media engagement	Quantity	Self-reported
No. of promotional campaigns	Quantity	Self-reported
No. of generated media stories	Quantity	Self-reported
Partnerships and sponsorships		
No. of partners and sponsors	Quantity	Self-reported
No. of collaborations	Quantity	Self-reported
Events and activations		
No. of events delivered	Quantity	Self-reported
Change in footfall	Quantity	District member survey Observation / Counter
Change in dwell time	Quantity	District member survey Observation / Counter
Change in sales turnover	Amount	District member survey -includes anecdotal feedback from district members
Attendee satisfaction	Qualitative	District member survey
Performers and artists engaged	Additional performers and artists engaged	Self-reported



Approvals

Endorsement/provision of a grant under this Program does not negate the need for successful applicants to obtain all necessary/required approvals or consents for events or activations if applicable. Events or activations must adhere to local planning controls and approvals and have the endorsement of any relevant sponsors.

Applicants are strongly encouraged to ensure they are aware of all approvals or consents required and can demonstrate they have consulted with relevant parties.

Proposed projects are not required to have received approvals prior to applying. However, they must demonstrate an approach to achieving approvals in the Project Plan and/or Events Plan. Proposals with existing approvals will be ranked higher for their deliverability.

Other funding programs

Applicants must disclose whether any aspect of their proposal has:

- received funding through another NSW Government funding program
- applied for funding through another NSW Government funding program with the outcome pending.

Applications may be reviewed to ensure that the applicant is not seeking or receiving multiple sources of funding for the same proposal.

Application and assessment process

Confirmation

Once you submit your application, you will receive an email confirmation from our secure online grants system.

Applications will not be received after the closing date and time, unless there were technical difficulties outside of your control that prevented you submitting your application.

Failure to allow sufficient time to prepare, review and submit an application is not considered a technical issue.

A technical issue could include major network outages, or errors with the SmartyGrants platform.

If a technical issue has occurred, you must contact DCITHS within 60 minutes of applications closing and provide the following:

- time-stamped error message/s (this may be in the form of screenshots with relevant meta-data) to support and verify your claim
- any other supporting documentation, which may include downloaded copies of your application form and any attachments.

Late applications due to technical difficulties will be reviewed and eligibility determined with absolute discretion by the Director, Programs within the Office of the 24-Hour Economy Commissioner. Late applications will only be considered where the acceptance would not compromise the integrity and competitiveness of the process. Applicants will be notified on the outcome and next steps following the review.

Eligibility check

Your application will then be checked for eligibility against the published Eligibility Criteria.

If eligible, your application will proceed to the next assessment stage.

If ineligible, you will be advised via email within 14 business days after the closing date of the Uptown Grant Program and your application will not proceed to assessment.

DCITHS reserves the right to provide Applicants with an opportunity to provide clarification or additional information regarding the Eligibility Criteria provided the principles of probity are not breached. Incomplete applications will be deemed ineligible unless otherwise determined by DCITHS.

Assessment stage 1

The Assessment Panel will assess all eligible applications against the published Assessment Criteria.

The Assessment Panel will be chaired by DCITHS and include senior representatives from across NSW Government. External experts/advisors may be invited to provide advice during any part of the assessment process.

Assessment stage 2

The Assessment Panel's scores will be amalgamated and presented at an assessment meeting to determine their final recommendations. They will consider the assessment criteria, distribution, range, and scale of the initial recommendations.

This may include prioritising applications and activities with outcomes that better meet the Program objectives or address and ensure equity and the best outcomes for NSW Government investment.

DCITHS may also request further advice and/or clarification from applicants during the assessment process.

Applicants are not guaranteed funding, or the full funding amount requested even if your application meets the Assessment Criteria.

Decision making

The Assessment Panel's advice and recommendations will be provided to the DCITHS Secretary for final consideration and approval.

Rescindment of Grant

DCITHS retains the right to rescind a grant offer at any stage in the grant lifecycle, including after notifying successful applicants. DCITHS is not responsible or liable for any costs incurred by you prior to the execution of a funding deed if a grant offer has been rescinded.

Probity advice

An independent probity advisor will provide guidance to DCITHS and the Assessment Panel 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.

Conflicts of interest

Any conflicts of interest will be managed in accordance with the NSW Government Grants Administration Guide.

A conflict of interest, or perceived conflict of interest, may be identified if staff, any member of a committee or advisor and/or you or any of your personnel:

- have a professional, commercial, or personal relationship with a party who can influence the application selection process, or
- have 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, or
- have 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.

Applicants 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 identify an actual, apparent, or perceived conflict of interest at any time, you must inform DCITHS immediately. DCITHS staff can be contacted 9.00am - 5.00pm Monday to Friday via:

- Phone: (02) 9228 4578
- Email: uptown@create.nsw.gov.au

NSW Government staff, committee members and other officials including the decision maker must declare any conflicts of interest and ensure they are managed as per the DCITHS Code of Ethics and Conduct and the Grants Administration Guide.

Application results

Applicants will be notified of the outcome of their application under embargo as soon as possible after an application is approved.

Additional considerations

DCITHS may, at its sole discretion, and at any stage of the application or assessment process, do any or all of the following:

- require additional information from an applicant
- change the scope or the requirements of these Guidelines
- vary, amend (including by replacement) or terminate the application process
- assess 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
- consider previous breaches of any NSW Government funding agreements entered into by the applicant, its management, directors, officers, or individuals that exercise control over an applicant
- re-open an application after the closing date, provided it doesn't give the applicant an advantage over other applicants.

Successful applications – funding conditions

Funding deed

Successful Applicants will be required to enter into a funding deed with DCITHS prior to payment of the funding. The funding deed will be prepared by DCITHS and set out the obligations of the Recipient of the funding, including but not limited to monitoring and reporting, project scope, completion of milestones and payment, and permitted use of the funding.

The funding deed will require the Recipient to provide a copy of all relevant insurances, project approvals and other supporting documentation relevant to the project or as requested by DCITHS.

DCITHS makes no binding funding commitment to an applicant until both parties have executed the funding deed.

Under embargo

When Applicants are notified under embargo, they are not permitted to publicise the outcome until the official announcement has been made by the relevant Minister or by the O24HEC within DCITHS. The embargo period is taken seriously and failure to comply may impact your current or future funding eligibility.

Funding payment

80% of the funding will be paid on execution of the funding deed by both parties, and remaining 20% on completion of the first Deliverable. To qualify for the second payment, Districts must provide a Progress Report for approval from DCITHS. A sample progress report can be found at Appendix B.

The funding deed will include project scope of works and project conditions and set out payment milestones and the expected activities to satisfy each milestone.

Payment will not be made until any former DCITHS outstanding acquittals have been submitted.

Please refer to [Contracts and Payments](#) information for the process regarding successful applications.

Acquittal

Successful Applicants will be required to submit final reporting on their project outcomes to acquit their funding. This reporting will include evidence of Eligible Activities and measures of success including reporting against indicators as required by DCITHS. A sample acquittal report is included at Appendix C.

Funding recipients who do not complete satisfactory final reporting and/or fail to provide evidence of funds being expended for the purpose for which they were intended, may be required to repay funds.

Acknowledgement of NSW Government support

A communication pack will be provided to funding recipients containing approved key messages, branding, logos and multimedia to help promote the project and acknowledge the funding contribution.

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#toc-sponsorship-and-funding-acknowledgement

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

If a funding recipient makes a public statement about a project funded under the Program, we require the funding recipient to acknowledge the Program and the support provided.

Unsuccessful Applications

Applicants who are not successful will be notified by email of the outcome of their unsuccessful application. Unsuccessful applicants will have the opportunity to receive feedback on their application via an optional online feedback session with DCITHS.

Evaluation and Audit

The Program will be evaluated to measure how well the outcomes and objectives have been achieved. We may collect and 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.

DCITHS and the NSW Audit Office reserve the right to undertake an audit of Program funding and support within seven years. Tracking and reporting will be required as part of the funding deed.

Enquiries and application help

There are a range of templates to use for your application.

If your district program involves working or engaging with Aboriginal communities, artists and/or arts and cultural workers please refer to the [NSW Aboriginal Arts & Culture Protocols](#) for guidance. Just as Aboriginal culture is living and continues to evolve, these Protocols have been developed to be a living document so please refer to that link for the latest version of the document.

DCITHS staff are available to provide technical advice and general information to potential Applicants on the interpretation of these guidelines, including the types of activity eligible for funding and support with the online application process. DCITHS staff cannot help directly with your application. To maintain a fair and equitable process, staff cannot edit or correct any applications or provide advice on the content or choices required against the Assessment Criteria.

For further information or clarification, please contact DCITHS staff between 9.00am – 5.00pm Monday to Friday on:

- Phone: (02) 9228 4578
- Email: uptown@create.nsw.gov.au

Please contact staff well before the closing date.

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

Complaint Handling

Should you need to make a complaint during or after the application process, you may contact DCITHS staff between 9.00am – 5.00pm Monday to Friday on:

- Phone: (02) 9228 4578
- Email: uptown@create.nsw.gov.au

If you do not agree with the way your complaint has been handled, 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 DCITHS.

NSW Ombudsman
Level 24
580 George Street
Sydney NSW 2000

Accessibility, inclusion, and support

The NSW Government is committed to improving accessibility to all our funding programs.

If you are an Applicant with a disability and you require this information in a format which is accessible to you, or if you require this information in another language, you can contact us on (02) 9228 4578 between 9.00am and 5.00pm Monday to Friday (except on public holidays).

The National Relay Service numbers are:

- TTY users: Phone 133 677 then ask for (02) 9228 4578.
- Speak and Listen users: Phone 1300 555 727 then ask for (02) 9228 4578.

Glossary

For the purpose of the grant program, the following terms have been provided to be drawn upon when applying:

Active District Team members are those that are part of the Eligible Entity and regularly participate in the planning, management, delivery or decision-making for the District Team.

Collaborations are formal working arrangements with other organisations which may include sponsorships or partnerships.

Company Limited by Guarantee means a company registered under the Corporations Act 2001 (*Cth*) formed on the principle of having the liability of its members limited to the respective amounts that the members undertake to contribute to the property of the company if it is wound up. (*Corporations Act 2001 (Cth)*)

A co-contribution may include cash or in-kind support such as other funding, earned income (e.g. ticket and product sales), or income from fundraising, sponsors, or philanthropic entities.

Districts are geographically distinct micro-areas (e.g. a high street or block of streets) that have unique identities and diverse cultural and entertainment offerings across multiple venues within walking or biking distance.

A **District Team** is an incorporated entity with membership that consists of representatives from five or more local businesses, and are aligned under a unified identity as a means of engaging residents, visitors, and collaborators to a district.

Members of the District Team are formally registered in the incorporated entity. Members may come from various sectors to serve the community around them with a range of amenities and services, such as accommodation, arts and culture, tourism, hospitality, live performance, retail and sport.

Incorporated Association is an association registered under the *Associations Incorporation Act 2009 (NSW)*.

Equipment refers to physical or tangible resources or property.

Multi-in-venue events or activations refers to the programming of activities such as comedy, live music, dancing, trivia, bingo etc. across a minimum of three venues within the district as a unique experience. These may be one-off or recurring events or activations, but multi-in-venue participation is compulsory. These events cannot be part of any regular programming for the participating venues.

New Applicants refers to District Teams that have not previously received funding through the Uptown Grant Program.

Non-distributing Co-operative means a co-operative registered under the *Co-operatives (Adoption of National Law) Act 2012* (NSW) that is prohibited from giving returns or distributions on surplus or share capital to members, other than the nominal value of shares (if any) at winding up. (Co-operatives National Law, section 19, Co-operatives (Adoption of National Law) Act 2012 (NSW)).

Previous Recipient is a District Team comprising of members that are substantially the same, and that represent geographical boundaries that are substantially the same, as a District Team that has previously executed an Uptown Grant Program funding deed. The final decision on whether an applicant is a Previous Recipient will be determined by DCITHS.

Recurring programming are activities such as events that occur at regular intervals (e.g. weekly, monthly, yearly, seasonally, etc.).

Language interpreting service

If English is not your first language and you would like to speak to DCITHS staff about the guidelines or application form, we can arrange an interpreting service to support this communication.

Arabic	إذا كنت تحتاج إلى هذه المعلومات بصيغته أسهل للقراءة أو بلغتك الأم، أو إذا كنت تحتاج إلى مساعدة في تقديم طلبك، يرجى الاتصال بنا بين الساعة 9 صباحاً و5 مساءً من الإثنين إلى الجمعة
Traditional Chinese	如果您需要我們以更容易獲取的格式或您的母語提供這些資訊，或者您在申請中需要任何幫助，您可以在週一至週五上午9時至下午5時之間同我們聯絡
Simplified Chinese	如果您需要我們以更容易獲取的格式或您的母語提供這些資訊，或者您在申請中需要任何幫助，您可以在週一至週五上午9時至下午5時之間同我們聯絡
Filipino	Kung kailangan mo ang impormasyong ito sa madaling ma-access na format o sa iyong unang wika, o kung kailangan mo ng anumang tulong sa iyong aplikasyon, maaari kang makipag-ugnay sa amin sa pagitan ng ika-9 ng umaga at ika-5 ng hapon Lunes hanggang Biyernes
Greek	Εάν χρειάζεστε αυτές τις πληροφορίες σε πιο προσιτή μορφή ή στην πρώτη σας γλώσσα, ή αν χρειάζεστε βοήθεια με την αίτησή σας, μπορείτε να επικοινωνήσετε μαζί μας από 9πμ έως 5μμ, Δευτέρα έως Παρασκευή
Hindi	यदि आपको यह जानकारी अधिक सुलभ प्रारूप (फॉर्मेट) में या अपनी पहली भाषा में चाहिए, या यदि आपको अपने आवेदन के साथ किसी भी सहायता की आवश्यकता है, तो आप सोमवार से शुक्रवार सुबह 9 बजे से शाम 5 बजे के बीच हमसे संपर्क कर सकते हैं।
Italian	Se hai bisogno di queste informazioni in un formato più accessibile o nella tua prima lingua, o se ti serve assistenza con la domanda, puoi contattarci dal lunedì al venerdì tra le 9 e le 17

Korean	열어 보기 쉬운 포맷이나 본인의 모국어로 이 정보를 보고 싶거나, 신청 과정에 무슨 도움이라도 필요하시면 월요일부터 금요일 오전 9시부터 오후 5시 사이에 연락하시면 됩니다
Macedonian	Ако оваа информација ви треба во подостапен формат или на вашиот прв јазик, или ви треба помош околу вашата апликација, може да не контактираме меѓу 9 наутро и 5 попладне од понеделник до петок.
Portuguese	Se necessitar desta informação num formato mais acessível ou na sua língua materna, ou se necessitar de qualquer assistência com o seu pedido, pode contactar-nos entre as 9:00 e as 17:00 horas, de segunda a sexta-feira.
Spanish	Si necesita que esta información esté en un formato más accesible o en español, o si necesita asistencia con su solicitud, puede ponerse en contacto con nosotros de lunes a viernes entre las 9 y las 17 hrs.
Thai	หากคุณต้องการข้อมูลนี้ในรูปแบบที่สามารถเข้าถึงได้ง่ายขึ้นหรือเป็นข้อมูลในภาษาแรกของคุณ หรือหากคุณต้องการความช่วยเหลือเกี่ยวกับใบสมัครของคุณ คุณสามารถติดต่อเราได้ วันจันทร์ถึงวันศุกร์ ระหว่างเวลา 9.00 น. ถึง 17.00 น.
Turkish	Bu bilgilere daha erişilebilir bir formatta veya ana dilinizde ihtiyacınız varsa veya başvurunuzla ilgili herhangi bir yardıma ihtiyacınız varsa, Pazartesi-Cuma günleri 09:00-17:00 saatleri arasında bizimle iletişime geçebilirsiniz.
Vietnamese	Nếu quý vị cần thông tin này ở dạng dễ đọc hơn hoặc bằng tiếng mẹ đẻ của mình, hoặc nếu cần được trợ giúp về bất cứ điều gì với đơn xin của mình, quý vị có thể liên hệ với chúng tôi trong khoảng thời gian từ 9 giờ sáng đến 5 giờ chiều, từ Thứ Hai đến Thứ Sáu

Privacy

We treat your personal information according to the DCITHS *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.

DCITHS may also use or disclose personal information about Uptown Grant Program Applicants for reporting, media and promotional purposes.

As per the Premier’s Memorandum (M2024-03 Grants Administration Guide), information related to grants awarded must be published within 45 days after the grant agreement takes effect. Information that must be published includes the Recipient name, location, delivery location and funding amount. This information will be published on the NSW Government Grants and Funding Finder at nsw.gov.au/grants-and-funding.



Confidential information

Other than information available in the public domain, you agree not to disclose to any person, other than us, any confidential information relating to the grant application and/or agreement, without our prior written approval. The obligation will not be breached where you are required by law to disclose the relevant information or where the relevant information is publicly available (other than through breach of a confidentiality or non-disclosure obligation).

All third parties are required to comply with this Confidential Information clause. DCITHS may at any time, require the Applicant to arrange for the Applicant, the Applicant's employees, agents or subcontractors to give a written undertaking relating to non-disclosure of DCITHS's Confidential Information in a form DCITHS considers acceptable. A breach in Confidential Information will result in legal action and/or termination of funding.

We will keep any information in connection with the funding deed or the application confidential to the extent that it meets all of the three conditions below:

1. You clearly identify the information as confidential and explain why we should treat it as confidential
2. The information is commercially sensitive
3. Revealing the information would cause unreasonable harm to you or someone else.

DCITHS will not be in breach of any confidentiality agreement if the information is disclosed to:

- the Assessment Panel and other NSW Government employees and contractors to help DCITHS manage the program effectively
- employees and contractors of the Department of Creative Industries, Tourism, Hospitality and Sport so DCITHS can research, assess, monitor and analyse our programs and activities
- employees and contractors of other NSW Government departments or agencies for any purposes, including government administration, research or service delivery
- other Commonwealth, State, Territory or local government agencies in program reports and consultations
- the Auditor-General, Ombudsman or Privacy Commissioner
- comply with any relevant law
- the responsible Minister or Secretary
- a House or a Committee of the NSW Parliament.

The funding deed may also include any specific requirements about special categories of information collected, created or held under the funding agreement.

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*. Information that is deemed to be commercially sensitive will be withheld, unless there is an overriding public interest in favour of disclosure.

The *Government Information (Public Access) Act 2009* 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.

Appendix A

Checklist

Your application will need to include the following:

- the total grant amount requested
- a District Team profile including a list of registered team members, their business names and type, ownership/contact details and operating details of member businesses involved
- evidence that your District Team is represented by an Eligible Entity including your membership, constitution, and ABN
- a letter of no objection from the relevant council organisation and/or contact details of a relevant representative from a local council organisation that has agreed to be contacted
- a nominated application key contact for your District Team, including contact information
- a description of the geographical boundary of your District including the LGA(s) in which the District is located
- a clear and concise District Vision
- a Project Plan outlining activities that will be delivered within the funding period
- a well substantiated budget for how you will spend the grant, including any co-contributions
- a constitution or governance plan which details the structure and arrangements for the District Team
- a Risk Management Plan
- an Event Plan if trialling new multi-in-venue events or activations
- evidence of district longevity and growth demonstrated through current or planned partnerships, strategies to engage, retain and attract members and ability to sustain activities beyond the grant program.

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Any costs expended in applying for this grant are the responsibility of the applicant and are not eligible to be claimed under this funding round (see list of Ineligible Activities). Applicants will have no right to claim costs in the event of no grant being awarded or an offer of a grant being rescinded at the absolute discretion of DCITHS.

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W: nsw.gov.au/uptown

