




CULTURAL FESTIVALS

BRIEFING SESSION

PLACEMAKING NSW AND SYDNEY OLYMPIC PARK
AUTHORITY



As Tallawoladah (The Rocks),
Tumbalong (Darling Harbour) and
Barangaroo precincts' custodians,
Placemaking NSW recognises and
understands that it stands on
Gadigal Land, the area we know as
Sydney.

We would like to Acknowledge the
Gadigal people of the Eora Nation
and their Elders' as the Traditional
Custodians of these lands.

WHAT IS A CULTURAL FESTIVAL?

A Cultural Festival is a celebration of the traditions of a particular people or place. This includes festivals focused on a particular culture or cultures, folk festivals, arts festivals and food festivals.

A Cultural Festival demonstrates cultural relevance and appropriate food offerings, performances, and merchandise offerings, and are always free for the general public to attend and engage with.



THE EXPRESSION OF INTEREST PROCESS

- ❖ The Expression Of Interest (EOI) program was created to provide a fair opportunity for all Cultural Groups to host events and receive the wide range of support that is offered through the program.
- ❖ Cultural Organisations need to submit an EOI form to present a Cultural Festival as part of the program.
- ❖ The EOI will be assessed for eligibility by a panel that includes internal and external representatives.
- ❖ Assessment, feedback and notification of outcome will be advised within 4 weeks of the EOI closing date. We will endeavour to be back to all Festival organisers as quickly as possible.



ELIGIBILITY REQUIREMENTS

- ❖ Be an incorporated or not-for-profit organisation or have evidence of auspice from an incorporated association, and have an ABN;
- ❖ Be a recognised cultural organisation such as a National Consulate or Embassy, or cultural educational entity;
- ❖ Deliver a Cultural Festival event per the definition and not-for-profit;
- ❖ Have no outstanding debts owed to PMNSW / SOPA;
- ❖ Have all appropriate insurances in place;
- ❖ Achieve an overall score rating of 'Good' or above.

THE ASSESSMENT PROCESS

The EOI applications will be assessed by a panel that includes representatives from internal and external agencies.

Each eligible application will be assessed against a weighted criteria. The following are considered as part of the EOI assessment:

- The visitor experience of the festival and how it connects with the cultural offer being presented.
- The experience and technical capacity of the group organising the festival.
- The demonstrated financial capacity of the cultural group to deliver the festival.
- The Governance structure of the festival organiser.



WHAT IS ALLOWABLE WITH APPROVAL

- ❖ Sponsorship partners are allowed, provided there is a direct connection to the cultural group, and the partners complement the festival experience.
 - ❖ must adhere to 80/20 signage rule (80% event, 20% branding);
 - ❖ limited to 3 third party commercial brand activations.

- ❖ Ticketed experiences can also be permissible. Dependant on:
 - ❖ the type of experience being provided;
 - ❖ the cost of the ticket;
 - ❖ the number of people who can access the experience.

- ❖ Both ticketed experiences and sponsorship partners require approval from PMNSW/SOPA prior to a formal commitment being made.

- ❖ Political demonstrations or festivals with a political agenda will not be considered. We are also unable to accept festivals that are purely for profit or commercial benefit.

[LINK](#) to the Expression of Interest webpage.

1. Review the **Expression of Interest Guidelines**.
2. Review the **Cultural Festivals Templates and Cost Estimates**.
3. Review the template **Venue Hire Licence Agreement**.
4. **Prepare your documents** for submission
 1. Event Plan (refer page 4 of the Guidelines)
 2. Budget
 3. Letters of support
 4. Public Liability Insurance
5. **Nominate 3 x preferred dates** to hold your Cultural Festival. PMNSW will aim to support your first preferred date.
6. **Nominate your preferred festival size** (refer Templates and Cost Estimates).
7. **Submit through the EOI portal**.

KEY DATES – PLACEMAKING NSW

2024 Season 2 November- December	DATE
Expression Of Interest (EOI) Period Opens	8 January 2024
EOI Information Session 1	18 January 2024
EOI Information Session 2	19 January 2024
EOI Period Closes	28 February 2024
EOI Outcome Notification	March 2024
First Production Meeting	April – May 2024
Licence Agreement & Event Deposit Invoice Issued	April – May 2024
Second Production Meeting	July – August 2024
50% recoverable costs invoice	July – August 2024
Final Production Meeting	September – October 2024
Balance of recoverables costs invoice	September – October 2024
Session one event period	November – December 2024
Post event debrief	December 2024 – January 2025
Final event reconciliation invoice	December 2024 – January 2025

2024 Season 2 November - December
Friday 1 November – Monday 4 November
Friday 8 November – Monday 11 November
Friday 15 November – Monday 18 November
Friday 22 November – Monday 25 November
Friday 29 November – Monday 2 December
Friday 6 December – Monday 9 December

- Review the EOI guidelines - sydneyolympicpark.info/cultural-festivals-eoi
- Review the Cultural Festivals event operational readiness framework.
- Review the Venue Hire Licence Agreement.
- Prepare your documents for submission (refer to EOI guidelines and framework):
 - Event management plan
 - Budget
 - Letters of support
 - Public Liability Insurance
- Nominate 3 x preferred dates to hold your Cultural Festival. SOPA will aim to support your first preferred date.
- Nominate your preferred festival size.

KEY DATES

2024 Season 1 September — November	Date
Expression of Interest (EOI) opens	13 December 2023
EOI period closes	28 February 2024
EOI outcome notification	March 2024
First production meeting	
Licence agreement & event deposit issued	
Second production meeting	
50% recoverable costs invoice	
Final production meeting	
Bond + balance of recoverables costs invoice	
Event date	
Post event debrief	
Final event reconciliation invoice	

2024 Season 1 September — November
Friday 30 August — Monday 2 September
Friday 27 September — Monday 30 September
Friday 11 October — Monday 14 October
Friday 18 October — Monday 21 October
Friday 25 October — Monday 28 October
Friday 01 November — Monday 04 November
Friday 08 November — Monday 11 November
Friday 22 November — Monday 25 November

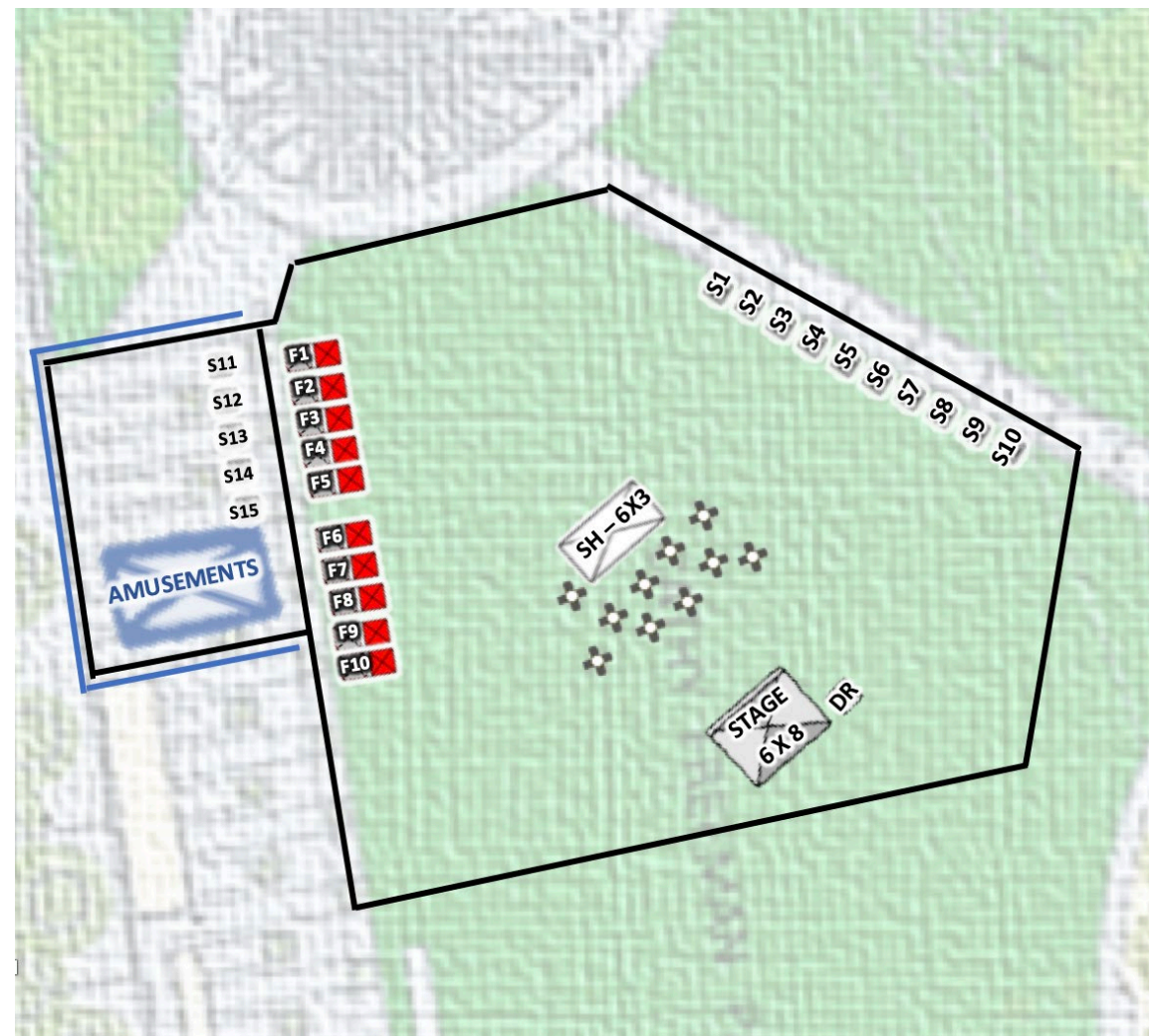
MEDIUM CULTURAL FESTIVALS

Medium event layout

Addition: Amusement Ride Area

F1 – F5 becomes S11 – S15

Item event medium	Layout 1	Layout 2
Application	\$198	\$198
Bond (refundable)	\$5,000	\$5,000
Site hire fee	\$5,500	\$5,500
SOPA operational costs	\$1,550	\$1,650
Event infrastructure	\$24,500	\$22,500
Event staff	\$1,500	\$1,500
Event waste management	\$1,000	\$1,000
Event power management	\$2,560	\$2,560
Estimated total (ex GST)	\$41,808	\$39,708



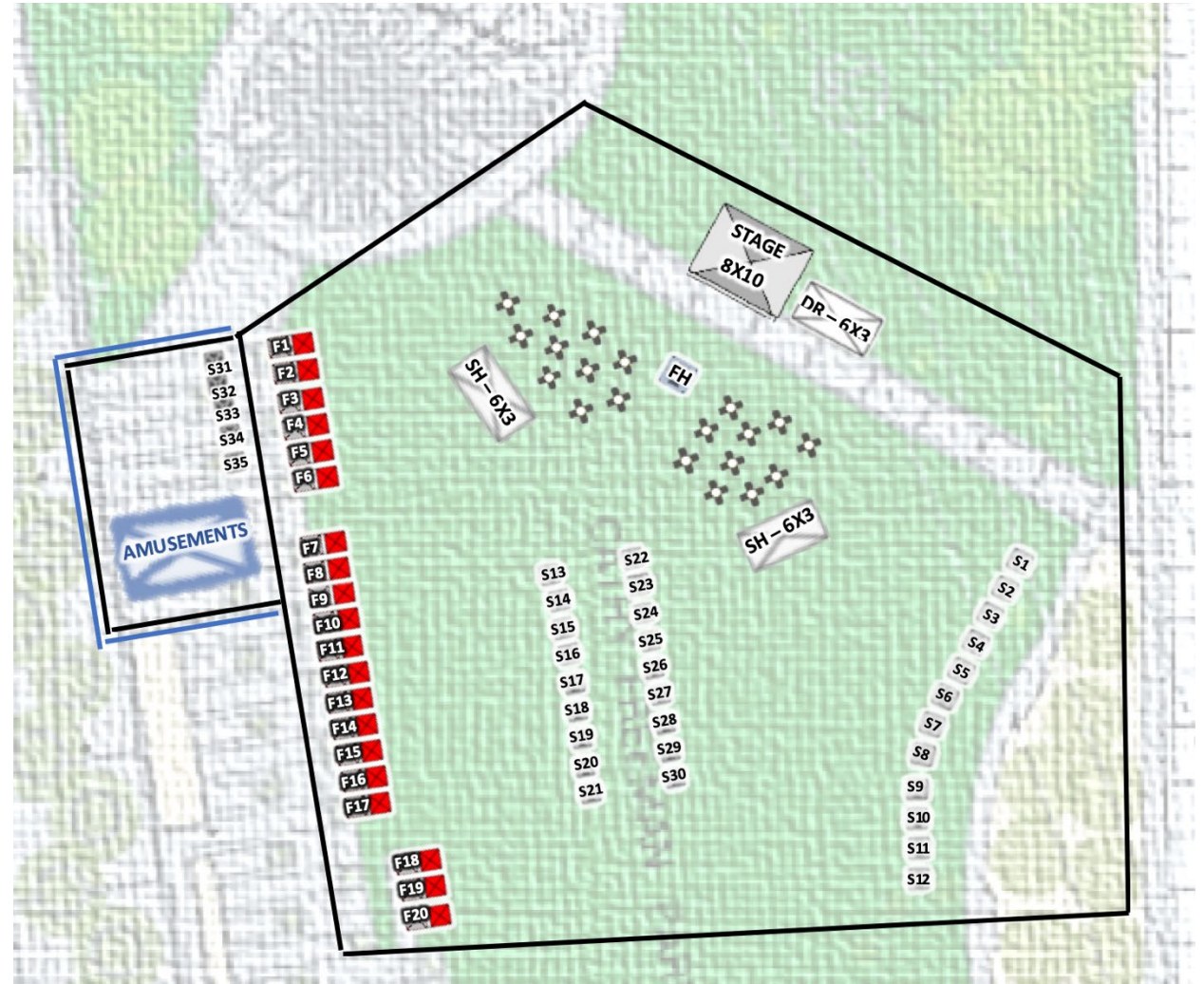
LARGE CULTURAL FESTIVALS

Large event layout

Addition: Amusement Ride Area

F1 – F5 becomes S31 -S35

Item event large	Layout 1	Layout 2
Application	\$198	\$198
Bond (refundable)	\$5,000	\$5,000
Site hire fee	\$5,500	\$5,500
SOPA operational costs	\$2,000	\$2,100
Event infrastructure	\$37,000	\$34,200
Event staff	\$1,500	\$1,500
Event waste management	\$2,500	\$2,500
Event power management	\$4,100	\$4,100
Estimated total (ex GST)	\$57,798	\$55,098



SOPA at Organiser's cost

Marquees & furniture (with SOPA approved supplier)

Security & SOPA staff

Services – power, water

Cool rooms & wash facilities

Fire extinguishers & blankets

Cleaning & waste

Parking permits

Organiser to procure (at own cost)

AV

Programming and performers

Stallholders

Signage & theming

Any other bespoke cultural engagement

First Aid

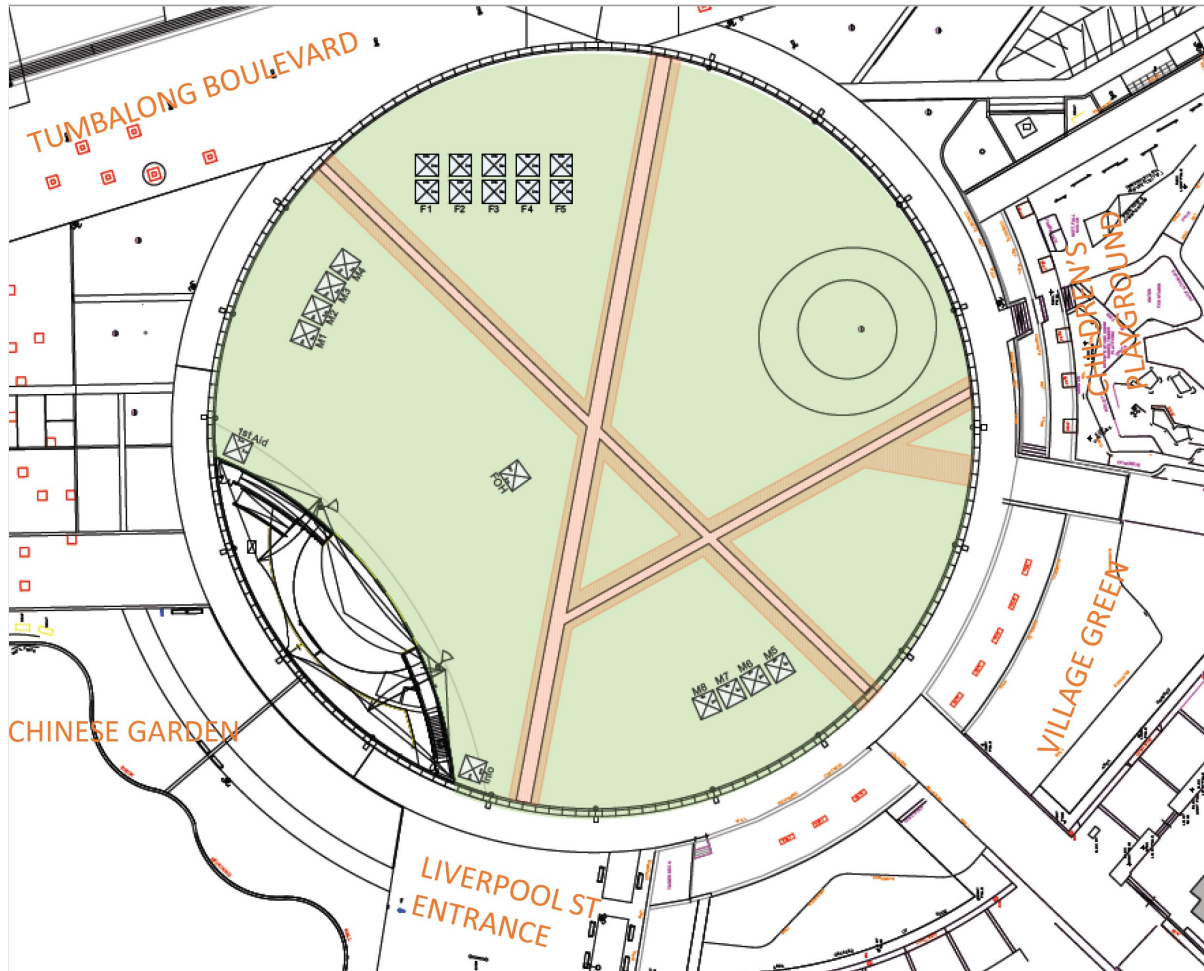
*SOPA to approve suppliers

- Requirements for operation of a Temporary Food Stall ([City of Parramatta website](#))
- State Environmental Planning Policy – Exempt & Compliant Development ([NSW Government website](#))
- Annual Community Grants Program ([City of Parramatta website](#))
- Scan the QR code and visit [Sydney Olympic Park's website](#) for more info



Learn more

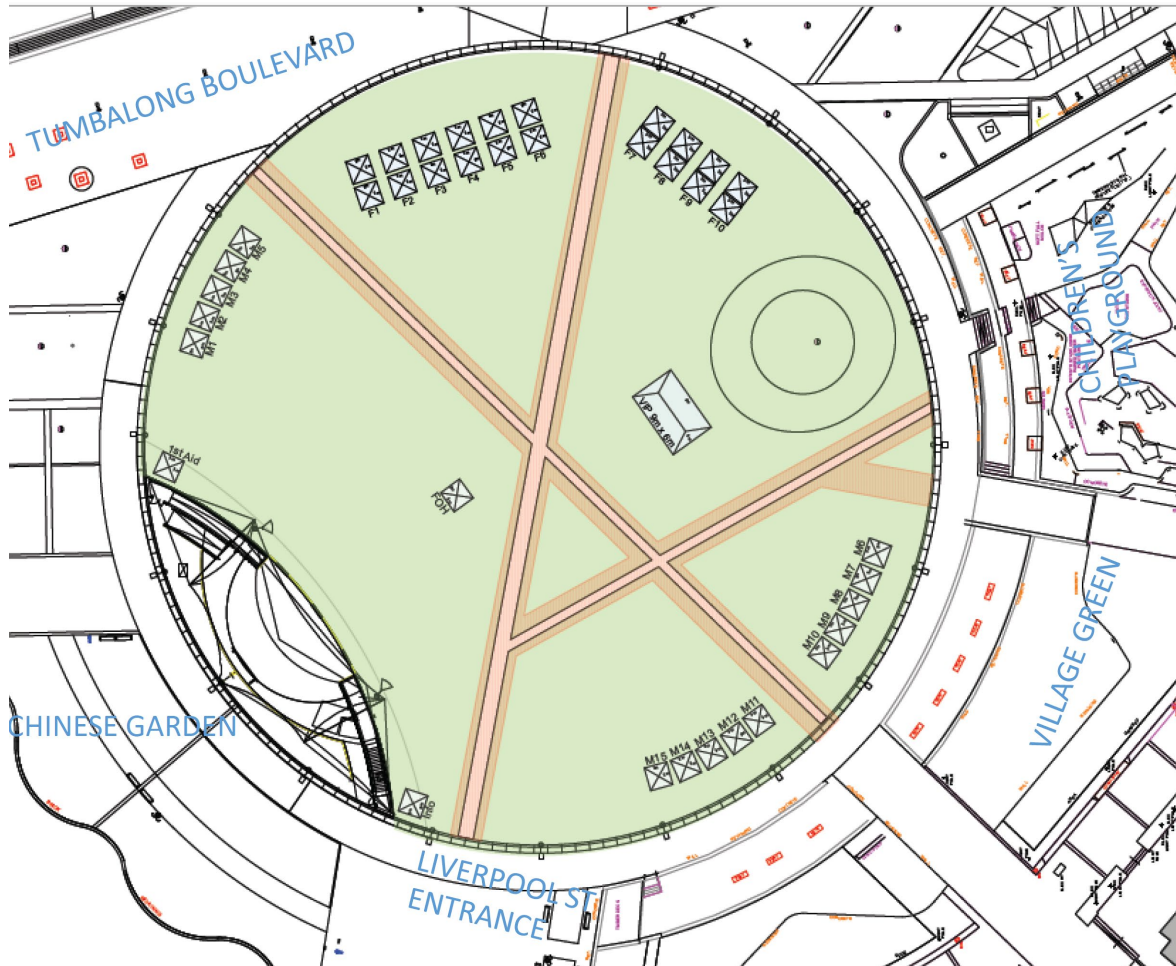
SMALL CULTURAL FESTIVALS – Placemaking NSW



Item	1 Day	2 Day
Application	\$180.00	\$180.00
Bond (refundable)	\$5,000.00	\$5,000.00
PMNSW Operational Costs		
Security (Event & Asset)	\$5,500.00	\$6,500.00
PMNSW Staff	\$12,500.00	\$17,000.00
Cleaning	\$3,500.00	\$5,000.00
Waste Removal (incl liquid)	\$2,000.00	\$3,000.00
Cool rooms/Fridges	\$2,500.00	\$2,800.00
Hot hand wash + basins	\$600.00	\$600.00
Plumbing/Gas compliance	\$3,000.00	\$3,000.00
Electrical plan + install	\$8,000.00	\$8,000.00
Fire extinguishers/blankets	\$600.00	\$600.00
Track Mat (Vehicle on grass)	\$300.00	\$300.00
First Aid	\$1,000.00	\$1,500.00
Organiser Operational Costs		
Marquee & structures	\$15,000.00	\$15,000.00
Signage for stalls	\$3,000.00	\$3,000.00
Audio/Visual/Lighting	\$7,000.00	\$10,000.00
Estimated Total (Ex. GST)	\$69,680.00	\$81,180.00

Costs are indicative only to help with budget planning.
The specific requirements of your Festival will alter final costs.

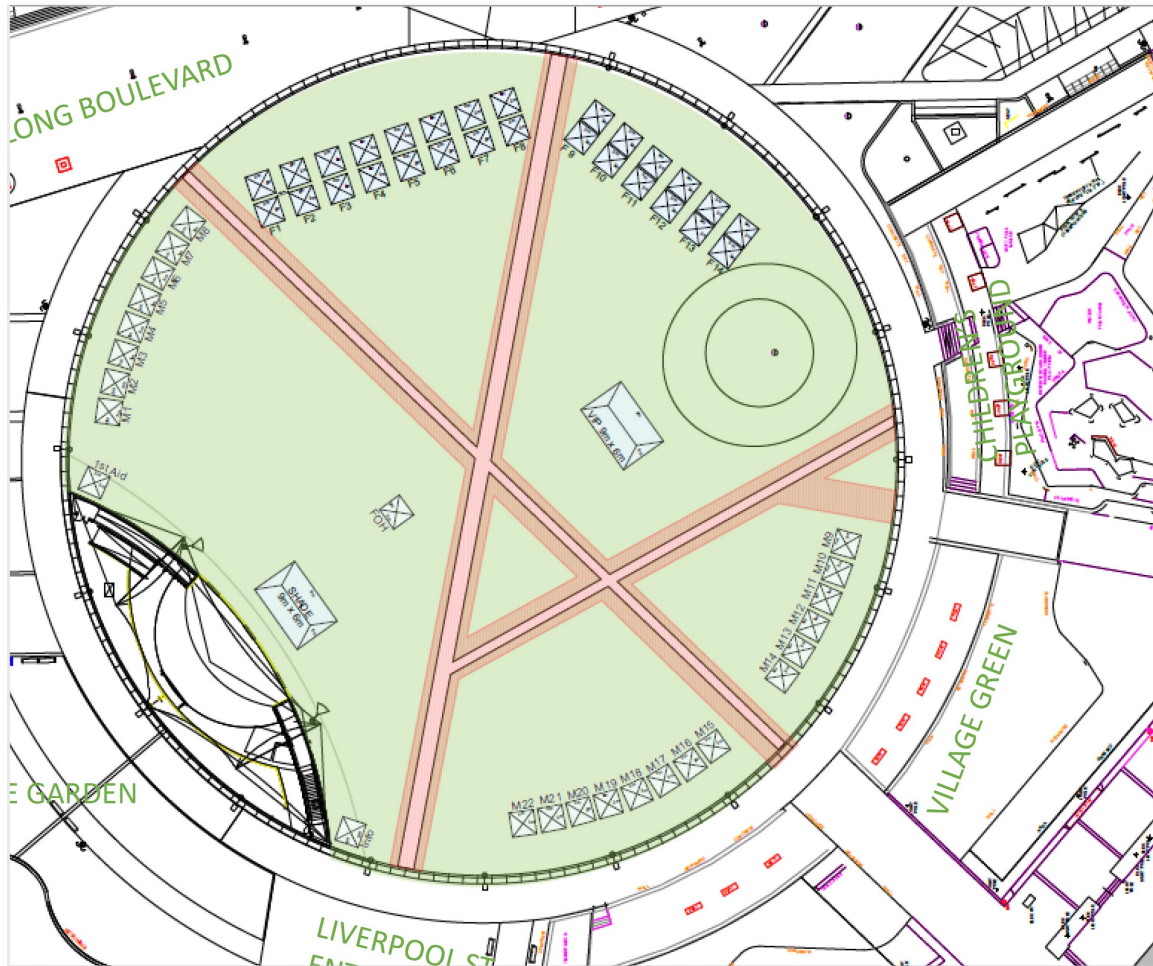
MEDIUM CULTURAL FESTIVALS – Placemaking NSW



Item	1 Day	2 Day
Application	\$180.00	\$180.00
Bond (refundable)	\$5,000.00	\$5,000.00
PMNSW Operational Costs		
Security (Event & Asset)	\$6,000.00	\$6,000.00
PMNSW Staff	\$12,500.00	\$17,000.00
Cleaning	\$4,000.00	\$5,000.00
Waste Removal (incl liquid)	\$2,500.00	\$3,000.00
Cool rooms/Fridges	\$3,000.00	\$3,000.00
Hot hand wash + basins	\$1,000.00	\$1,000.00
Plumbing/Gas compliance	\$4,000.00	\$4,000.00
Electrical plan + install	\$10,000.00	\$10,000.00
Fire extinguishers/blankets	\$800.00	\$800.00
Track Mat (Vehicle on grass)	\$300.00	\$300.00
First Aid	\$1,500.00	\$2,000.00
Organiser Operational Costs		
Marquee & structures	\$22,000.00	\$22,000.00
Signage for stalls	\$4,000.00	\$4,000.00
Audio/Visual/Lighting	\$7,000.00	\$10,000.00
Estimated Total (Ex. GST)	\$83,780.00	\$96,000.00

Costs are indicative only to help with budget planning.
The specific requirements of your Festival will alter final costs.

LARGE CULTURAL FESTIVALS – Placemaking NSW



Item	1 Day	2 Day
Application	\$180.00	\$180.00
Bond (refundable)	\$5,000.00	\$5,000.00
PMNSW Operational Costs		
Security (Event & Asset)	\$8,000.00	\$9,000.00
PMNSW Staff	\$12,500.00	\$17,000.00
Cleaning	\$4,000.00	\$6,000.00
Waste Removal (incl liquid)	\$3,500.00	\$4,500.00
Cool rooms/Fridges	\$4,000.00	\$4,000.00
Hot hand wash + basins	\$1,500.00	1,500.00
Plumbing/Gas compliance	\$5,000.00	\$5,000.00
Electrical plan + install	\$12,000.00	\$12,000.00
Fire extinguishers/blankets	\$1,000.00	\$1,000.00
Track Mat (Vehicle on grass)	\$300.00	\$300.00
First Aid	\$2,000.00	\$2,500.00
Organiser Operational Costs		
Marquee & structures	\$30,000.00	\$30,000.00
Signage Stalls	\$5,000.00	\$5,000.00
Audio/Visual/Lighting	\$7,000.00	\$10,000.00
Estimated Total (Ex. GST)	\$101,480.00	\$112,980.00

Costs are indicative only to help with budget planning.
The specific requirements of your Festival will alter final costs.

PROCUREMENT RESPONSIBILITIES

- ❖ All costs in relation to the festival are the responsibility of the event organiser
- ❖ This list summarises the minimum event contractors that need to be procured

Organiser to procure	PMNSW to procure at Organiser's Cost
AV (from PMNSW approved supplier)	Cleaning & Waste
Marquees & Furniture (from PMNSW approved supplier)	Security & PMNSW staff
Programming and performers	Services – power, water, gas connection
Stallholders	Cool rooms & wash facilities
Signage & Theming	First Aid
Any other bespoke cultural engagement	Fire extinguishers & blankets

DARLING HARBOUR

- ❖ PMNSW Operational Readiness Framework ([PMNSW website](#))
- ❖ PMNSW Outdoor Event Policy ([PMNSW website](#))
- ❖ PMNSW Outdoor Events Manual ([PMNSW website](#))
- ❖ City of Sydney Event Guidelines ([City of Sydney website](#))
- ❖ City of Sydney Requirements for operation of a Temporary Food Stall ([City of Sydney website](#))
- ❖ State Environment Planning Policy – Exempt & Compliant Development ([NSW Government website](#))



THANK YOU

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 **DARLING
HARBOUR**

SydneyOlympicPark 


NSW
GOVERNMENT