

# Darling Harbour Cultural Festivals Program

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## Expression of Interest Guidelines

Place Management NSW

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## Expression of Interest Guidelines

**Place Management NSW proudly supports the celebration of Sydney's rich cultural diversity through our Cultural Festivals Program. Made up of two seasons each year our Cultural Festivals Program is hosted at Tumbalong Park in Darling Harbour.**

### Overview

Place Management NSW (PMNSW) is seeking Expressions of Interest from new and previous cultural festival organisers, for Festivals to be included in the Cultural Festivals program being presented in Tumbalong Park, Darling Harbour.

PMNSW Expression of Interest process and guidelines provide advice on how festivals are presented and supported to:

- determine fair and equitable use of the space;
- set clearer expectations and timelines;
- assist organisers in the planning and delivery of their event;
- provide structure, clarity and transparency around the process.

The program enables festival organisers to focus on the cultural presentation whilst ensuring a safe and well-presented festival at Darling Harbour. Important information for organisers:

1. To host and present a cultural festival in the Darling Harbour precinct, organisers are required to submit an **Expression of Interest** to apply to be part of the new program, which will be assessed for suitability by a panel prior to confirmation of dates and commitment of the venue by PMNSW.
2. This guideline document has been produced to assist Festival Organisers submit the Expression of Interest and provide them with the best chance of success.
3. The Expression of Interest (EOI) process replaces the outdoor hire application process for cultural festivals at Darling Harbour. PMNSW are no longer accepting applications on a year on year rolling basis.

Organisers are required to:

- Nominate 3 preferred dates to deliver a cultural festival from the outlined available season dates
- Nominate the intended festival size from the site templates that include estimated size and cost
- Acknowledge the non-negotiable PMNSW procurement of key operational and compliance equipment on organisers behalf (charged at cost)
- Adhere to the timeline for planning and payment schedule

This EOI process enables a fairer and more transparent application process, eliminates uncertainty around bookings and delivers a more curated and inspired Cultural Festivals program.

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## Tumbalong Park at Darling Harbour

It's an exciting time for Darling Harbour, as it undergoes major renewal, and launches into its next phase as Australia's premier international event and entertainment destination. With Darling Harbour attracting approximately 27 million visitors each year, Tumbalong Park is one of Sydney's most prominent event locations.

Place Management NSW continues to celebrate Sydney's rich cultural diversity and a multicultural Australia, by supporting a series of vibrant cultural festivals at Tumbalong Park. These festivals provide an opportunity for visitors to explore different cultures through food, cultural demonstrations, and entertainment.

With more businesses and residents moving into the area, there is increased interest in defining a diverse calendar of activity for the space. By presenting cultural festivals in seasons, PMNSW is able to balance the use of the space with more periods of passive green space for wellbeing, as well as light infrastructure activity, and creating opportunities for alternative experiences.

## 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, food festivals. Cultural Festivals presented in Darling Harbour must demonstrate culturally relevant and appropriate food offerings, performances and merchandise offerings, and must be free for the general public to attend.

## What are Place Management NSW seeking?

Place Management NSW is looking for Cultural Festival organisers to present well curated, professionally executed festival events specifically for Tumbalong Park at Darling Harbour. Cultural Festivals presented over one or two days of a weekend, with one day bump in and one day bump out, within the defined Cultural Festival season period. They should include a program of activity that focusses on stage performances, cultural demonstrations and workshops, as well as food and merchandise stalls, and other unique offerings that specifically demonstrate or represent a particular culture/s. Please note, we do not support political demonstrations or festivals with a political agenda. Festivals should be a celebration of culture only.

## Cultural Festival Seasons

Place Management NSW is committed to supporting the presentation of up to sixteen (16) Cultural Festivals per year, accepting up to eight (8) festivals per season. The Cultural Festivals seasons per year are as follows:

Season 1: February – April

Season 2: September - November

NOTE: Due to the construction project at Tumbalong Park for the beginning of 2023, we will accept up to four (4) cultural festivals for season 1 – 2023. Organisers must nominate three (3) dates, within the season. An applicant's Expression of Interest submission is assessed against specific criteria.

## Eligibility

To be eligible for inclusion in the Darling Harbour Cultural Festival program, organisers must meet the following criteria:

- Be a **not-for-profit organisation**, incorporated or have evidence of auspice from an incorporated organisation, and have an ABN
- Be a recognised cultural organisation such as a national Consulate, cultural educational entity or Embassy, applying to deliver a Cultural Festival per the definition and not for profit
- Have no outstanding debts owing to PMNSW
- Have all appropriate insurances in place
- Achieve an overall scoring rating of Good or above
- PMNSW reserves the right to accept or reject any expression of interest.
- PMNSW reserves the right to reject the offer of any organiser who has any unresolved disputes, outstanding debt or has failed to comply with any previous terms and conditions with PMNSW.

## Scoring Framework

SCORE	RATING	DESCRIPTION
90-100	Exceptional	Full achievement of the requirements specified in the documentation, for that criterion. Demonstrated strengths, no errors, risks, weaknesses, or omissions
70-89	Superior	Sound achievement of the requirements specified in the documentation, for that criterion. Some minor errors, risks, weaknesses, or omissions which may be acceptable as offered
50-69	Good	Reasonable achievement of the requirements specified in the documentation. Some errors, risks, weaknesses or omissions which can be corrected/overcome with minimum effort
30-49	Inadequate	Partial achievement of the requirements specified in the EOI. Some errors, risks, weaknesses or omissions which are difficult to correct/overcome and make acceptable
10-29	Poor to deficient	No achievement of the requirements specified in the documentation. Existence of numerous errors, risks, weaknesses or omissions which are difficult to correct/overcome and make acceptable
0-9	Unacceptable	Totally deficient and non-compliant

## Expression of Interest (EOI)

### 1. Key Dates for Submission

- Season 1 (Feb-Apr) - EOI submission period opens (Aug) 6 months prior to season start & is open for one month
- Season 2 (Sep-Nov) –EOI submission period opens (Feb) 7 months prior to season start & is open for one month

Notification of acceptance or rejection, and or alternate dates will be sent within one month once assessed by the assessment panel.

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The specific dates for the upcoming season's EOI will be updated and published on the Darling Harbour website biannually.

## 2. EOI Submission

To be assessed for the EOI, festival organisers will need to submit the following **mandatory documentation** via the online platform within the EOI open dates only:

- I. EOI Form
- II. Proposed Event Plan including:
  - a. Outlining what culture is being celebrated, how, and what makes the festival special? Include information on the cuisine presented at food stalls, other general stalls, cultural workshops, types of performances and proposed hosts/Mc's, any celebrity or headline acts.
  - b. Draft marketing plan, community profile, proposed attendance figures
  - c. Structure of organisation, key contacts, roles and responsibilities
  - d. Considerations for acknowledgement of country, environmental sustainability, and access and inclusion.
  - e. Branding, signage and merchandise considerations
  - f. Secured and potential sponsors
  - g. What is the highlight of the event and why is this important?
  - h. Considerations for contemporary and new audiences.
- III. Proposed indicative Event Budget outlining expected income and expenditure
- IV. Letters of financial support from sponsors, grant providers, consulates

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### 3. Failure to submit

- Failure to submit the completed mandatory documentation will result in an application not being assessed.
- Late submissions received after the closure of EOI open period (5pm on the last work day of the week) will not be accepted

### EOI Assessment

Each Expression of Interest is assessed by a panel against a set of standard criteria (refer to Assessment Criteria below). Acceptance and date allocations are given to those festivals that best meet the criteria. Date scheduling is at the discretion of PMNSW and is based on:

1. park availability for the nominated dates
2. presentation of one particular culture per year (competing festivals from the same culture will not be accepted, due to limited availability of the park and in the interest of diversity)
3. previous festival performance in Darling Harbour

Festival organisers will be notified of the outcome by email up to 4 weeks after the EOI has closed.

### Assessment Panel

The assessment panel is made up of two (2) representatives from PMNSW, and at least one (1) external representative; from either Create NSW or Multicultural NSW or an external representative from a government agency.

### Assessment Criteria

EOIs will be assessed against the below weighted criteria. Achieving 100% is not a criterion. Submissions will be ranked, with up to 8 offers in each season.

ASSESSMENT CRITERIA	WEIGHTING
<b>Cultural</b> <ul style="list-style-type: none"><li>- Event plan describes types of culturally significant and relevant proposed activities</li><li>- Event plan describes types of cultural food stalls proposed</li><li>- Event plan describes cultural music, dance, workshops and performances planned</li><li>- Event plan describes culturally relevant merchandise and general stalls including sponsors offerings</li><li>- Event plan describes culturally relevant event theming and presentation</li></ul>	40%
<b>Ability to Deliver</b> <ul style="list-style-type: none"><li>- Organiser has completed the EOI Form, nominated 3 dates and expected festival size from template site plans and indicative cost estimate</li><li>- Organiser has provided a draft event plan or proposal</li><li>- Organiser has delivered the festival previously, elsewhere or on Place Management NSW land</li><li>- Organiser has provided an outline of the festival organising staff/committee with key contact details and staff/volunteers to effectively plan and manage their event. Members have experience delivering a festival.</li></ul>	30%

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<ul style="list-style-type: none"> <li>- OR Organiser has advised that there is a dedicated event coordinator on their team to manage the planning and delivery</li> <li>- Organiser has provided letters of support from council / other landowner where they have previously held their festivals. (Please note that references will be checked.)</li> <li>- Debrief notes from previous festivals and previous performance will be considered</li> </ul>	
<p><b>Governance</b></p> <ul style="list-style-type: none"> <li>- Organisers has provided ABN and evidence of NFP status or incorporate association</li> <li>- Organiser has provided public liability and workers compensation / volunteers insurances</li> <li>- Organiser has provided proof of company status</li> <li>- Organiser has confirmed there is a board of governance that the organising committee is reporting to</li> </ul>	10%
<p><b>Financial</b></p> <ul style="list-style-type: none"> <li>- Organiser has provided letters of support from sponsors / consulates / grants / major stakeholders</li> <li>- Organiser has provided a draft event budget that gives a breakdown of expected income and expenditure, and demonstrates that the festival is financially viable</li> <li>- Organiser has confirmed if the organisation has applied for or received grant funding from other organisations, including Create NSW, Multicultural NSW or City of Sydney</li> </ul>	20%

General terms and conditions:

- 1) By submitting an EOI, the organiser acknowledges that:
  - a) There are no guarantees for festivals that have previously presented at Darling Harbour. All festivals must submit the EOI and will be assessed against the criteria
  - b) Dates for future festivals will not be 'held or pencilled 'outside of the EOI process.
  - c) If nominated date isn't available, but festival has scored well on all other criteria, PMNSW may make contact to determine if an alternate date is suitable.
  - d) Licence Agreement terms and conditions have been read before submitting an EOI to ensure the payment terms are understood, as well as cancellation and timeline milestones.
  - e) PMNSW reserves the right to accept or reject any expression of interest.
  - f) PMNSW reserves the right to reject the offer of any organiser who has any unresolved disputes, outstanding debt or have failed to comply with any previous terms and conditions with PMNSW.
  - g) Any costs incurred by organisers in any way associated with the preparation and submission of this EOI will be entirely borne by the organiser.
  - h) EOI assessment decisions are final and not open for appeal.
- 2) Information and enquiries
  - a) Where an organiser has any doubt about the meaning of any aspect of the EOI, the organiser should make enquiries about and clarify matters in writing with the PMNSW venues officer.
- 3) Festival Organisers are not to solicit PMNSW personnel



- a) Festival organisers (or any representative of) must not at any time before PMNSW makes a final decision to accept a festival, contact or interview or attempt to interview or to discuss or to attempt to discuss with employees of PMNSW. PMNSW reserves the right to reject any EOI submitted by an organiser which contravenes this condition.
- 4) Confidentiality
- b) Information provided in this expression of interest or imparted to any organiser as part of the EOI process must only be used for the purpose of preparing and submitting an EOI response. Receipt of this document implies acceptance of this condition.
- c) Information supplied by a festival organiser will not be treated as commercially sensitive or confidential unless specifically requested. Information received by PMNSW may be subject to disclosure to the public under the Government Information (Public Access) Act 2009 and regulations unless it has been provided in confidence, relates to commercially sensitive information or falls within an exemption from disclosure under that act.

## Place Management NSW Support of Cultural Festivals

To support the delivery of cultural festivals at Darling Harbour, PMNSW offers the following support as part of the cultural festival program:

- Waived venue hire fees for Fri-Mon (in-kind support) for the use of Tumbalong Park only. Additional venues and days of hire are charged at Price on Application rates
- Use of existing facilities at no charge including:
  - Electricity and water
  - Crowd control barriers
- PMNSW will provide a 12m x 7m temporary stage for the delivery of Season 1 – 2023, due to the construction project
  - This will include a 3m x 6m marquee for dressing rooms.
  - Basic audio and lighting for the stage
- Support and guidance from a Venue and Events team representative
  - Including up to three (3) meetings including a site meeting pre-event.
- Procurement of base level operational equipment (charged at cost to organiser)
- Marketing support through Darling Harbour website, social media and e-news
- Discounted precinct banner hire (subject to availability)

## Procurement Responsibilities

To ensure the safe and compliant delivery of cultural festivals, and as a benefit to being part of the Cultural Festivals Program, PMNSW will take responsibility for the procurement and management of several event operations / infrastructure suppliers. This will ensure that all cultural festivals are meeting the same presentation and compliance standards and are offered the same benefits and cost savings by using government procured contractors, whom have been inducted and are aware of precinct standards for operating. The fees for these services are charged at cost to festival organisers.

1. **PMNSW will procure on the festival's behalf, at the festivals cost, the following equipment and infrastructure:**
  - Cleaning and waste removal through precinct contractors (including cleaning and waste management plan)

- Security through precinct contractors (optional, however if festival organisers would like their own provider then security/crowd and emergency management plan will need to be supplied for approval)
- Safety Officer attendance if determined as required for the scale and complexity of your event delivery
- Power plan, electrical leads and distribution boards, compliance checks
- First aid (including medical plan)
- Cool rooms
- Pot wash facilities
- Hand wash basins
- Liquid waste tanks and removal
- Gas compliance check
- Fire extinguishers and blankets

## 2. **Organisers are responsible for the following:**

Procurement and payment for the following suppliers, in consultation with PMNSW. (PMNSW is required to review and approve final plans to ensure compliance.)

- AV (from PMNSW preferred supplier)
- Marquees including flooring, weights (from PMNSW preferred supplier)
- Furniture
- Stage performers and programming
- Stallholders
- Signage and theming
- Any other unique or bespoke entertainment or structures

## The Process

### **Festival Organisers are required to:**

1. Complete the EOI form
2. Nominate the 3 preferred festival dates within the current season.
3. Indicate expected festival size by nominating expected site layout and associated costs (See appendices - Template Site Plan –medium or large)
4. Submit a proposed event plan which includes the below information:
  - Detailed description of the event, including key event components:
    - Event Times and dates
    - Target Audience
    - Food Stalls
    - Merchandise Stalls
    - Entertainment
    - Bar (if applicable)
    - How the event is being promoted
    - Estimated attendance
  - Overview of the organising committee or details of chosen professional event managers
  - Details on considerations around *Accessibility and Inclusion, Acknowledgement and/or Welcome to Country, and Sustainability Initiatives*

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5. Submit a proposed indicative budget. The budget is to include all income and expenditure and is to be as accurate and reasonable as possible.
6. Submit any letters of support from major sponsors or consulate
7. Return to PMNSW by the EOI close date for review and assessment
8. Pay application fee (detailed on EOI form)

## Next Steps

1. Once the online EOI form has been completed, and submitted within the EOI open period, it will be assessed against the assessment criteria.
2. Festival organisers will be notified of the outcome and, if accepted into the program, advised of the festival date and sent a letter of offer.
3. Festival organiser to accept the date offer, after which PMNSW will set an initial meeting to discuss the plans
4. Festival organisers will be sent a tailored timeline for their festival date and a suite of documents and templates to help with planning the festival.
5. Then the planning begins.

## Withdrawal or Cancellation

PMNSW understands that sometimes circumstances change. If for any reason a festival organiser needs to withdraw their EOI, please contact the PMNSW venues team.

Withdrawal or cancellation once a festival organiser has accepted and commenced planning with PMNSW for the festival, may incur costs depending on how close to the festival date. Please refer to the example timeline provided as an attachment and discuss with the PMNSW venues team.

## Payment Schedule

Please refer to the example timeline provided as an attachment. Specific payment dates are detailed to ensure all organisers understand the timing of payments, to enable them to effectively manage the event budgets. This also enables PMNSW to secure and pay for procured event services and infrastructure to support the delivery of the festival.

Below is a summary of the payment schedule:

<b>At time of EOI application</b>	\$198 application fee
<b>3 months out (90 days from event date)</b>	\$5,000 event deposit - The event deposit is non-refundable if the festival is cancelled less than 30 days prior to bump-in date
<b>8 weeks out (60 days from event date)</b>	50% of expected recoverable expenses plus any applicable venue hire fees due for payment
<b>3 weeks out (21 days from event date)</b>	Final invoice due for payment – Bond (\$5,000.00) plus balance of expected venue hire fees & recoverable expenses. Bond payment is secured against any damage, non-compliance or costs incurred by PMNSW
<b>4-6 weeks post event</b>	Cost Reconciliation issued. Reconciliation invoice issued for payment or Refund issued

This schedule will be captured within the timeline that festival organisers are required to sign & return in order to continue with the application.

## Reference Documents

The following documents are attached at the end of this guideline as a reference. To complete the EOI please review these documents.

### 1. Example Timeline

- This example of a timeline indicates critical planning milestones, meeting dates, deadlines for document submission, scheduled dates for invoicing and payments, and of course the cultural festival date.
- If successful, and the festival organiser accepts the offer to be part of the cultural festival program and assigned date, the venues team will create a tailored timeline specific to each cultural festival and will share this along with the templates for planning.

### 2. Template Site Plans & Indicative Cost Estimate

- PMNSW have determined the three (3) most feasible festival layouts and created templates for each. These layouts take into account food stall power access, bump in/out logistics, crowd flow, sight lines and impacts to precinct users
- The three (3) options for site layout (small, medium and large) give an example of indicative costs for each to help festival organisers in their planning.
- Festival organisers are required to nominate one site layout on their EOI to indicate to PMNSW what the expected size of their festival is, and to then use the indicative costs to help draft a proposed budget.
- The Large Festival layout indicates the maximum amount of food and merchandise vendors that will be accepted for the Cultural Festival program. Proposed site layouts that exceed the Large Festival layout's food and merchandise vendors allocations will not be approved for the venue.

### 3. Cultural Festival Licence Agreement

- PMNSW has a specific venue hire licence agreement for Cultural Festivals presenting as part of the Darling Harbour Cultural Festival Program.

## Frequently Asked Questions

QUESTION	ANSWER
<b>What is a Cultural Festival?</b>	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, food festivals. Cultural Festivals presented in Darling Harbour must demonstrate culturally significant and appropriate food offerings, performances and merchandise offerings and must be free for the general public to attend.
<b>Why are PMNSW doing an EOI program?</b>	To allow equal opportunity across the available seasons to all applicants. To provide the organiser with clear delivery expectation information and anticipated costs for the planned size festival prior to submitting the EOI application to assist in the successful planning and delivery of their Cultural Festival
<b>What does EOI stand for?</b>	Expression of Interest
<b>Can festival organisers apply to have a cultural festival at Darling Harbour any other time outside of the EOI open dates?</b>	No. Applications must be made within the allocated time frames. Late applications will not be permitted, nor will application have made outside of the allocated times.
<b>Can festival organisers have more time to complete the EOI?</b>	Expressions of Interest must be completed and submitted by the application closure date.
<b>Can festival organisers apply to hold a festival date more than 12 months out?</b>	No. Applications must be made within the allocated time frames. Late applications will not be permitted, nor will application have made outside of the allocated times.
<b>When can festival organisers confirm the date of their festival?</b>	If successful through the EOI selection process festival organisers will be provided with the dates available for their applied festival a maximum of 4 weeks from EOI closure date.
<b>What if the preferred date for the festival isn't available?</b>	As part of the EOI process, festival organisers must choose three dates. If these dates are not available, the festival will not be successful in its application. Festival organisers can then work on improving their application submission for consideration for the next EOI season dates.
<b>What happens if the festival organiser misses the EOI round for their preferred dates?</b>	The festival organiser will not be allowed to submit an EOI outside of the 'open' period. They can then submit an EOI in the next round during the EOI open period only. Dates for each of the rounds are listed on the EOI form.
<b>What happens if there are two applications from the same 'culture'?</b>	PMNSW have limited space and time available on Tumbalong Park and are looking to showcase a range of cultures. Where there are two applicants within the same season presenting the same culture, PMNSW would only accept the one application that scored the highest against the assessment criteria.
<b>What happens if the festival organiser needs to cancel the event?</b>	It's the responsibility of the festival organiser to understand the financial implications of cancelling the event at key times leading up to the event once deposits have been paid to their suppliers. The

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	PMNSW Event Deposit may be non-refundable. Please check the Terms & Conditions in the Cultural Festival License Agreement and discuss with the Venues team.
<b>When will a cost estimate be provided?</b>	Sample cost estimates based on a Small, Medium & Large Festival Layouts have been detailed in the EOI for each size festival for a 1 or 2-day delivery. These are a good indication of what festival organisers should be budgeting for. A tailored cost estimate will be made available 7 weeks out from the festival date. This will be based on the information supplied to date.
<b>Why does PMNSW require all the documentation outlined in the EOI?</b>	To be considered for the Darling Harbour Cultural Festival Program inclusion it is important that all festivals are submitting the same required information so they can be assessed fairly. As part of the festival planning process there is a timeline document that also outlines key planning documents and templates that need to be completed and submitted at various intervals in the lead up to each event. These are important and assist PMNSW in making sure they are accurately providing direction on what can and cannot be delivered in a busy city pedestrian precinct like Darling Harbour. The documents submitted enable PMNSW to assist festival organisers in delivering an exciting, well organised and safe festival for their community, festival attendees and visitors of the Darling Harbour Precinct.
<b>What happens if social distancing and event restrictions persists into 2021?</b>	Should event restrictions still be in place in 2021, the PMNSW team will work with each event individually to work through the practicalities of postponing the event further into 2021 until the ban is lifted as guided by NSW Health for mass gatherings.
<b>Will festival organisers have to provide a contingency plan if social distancing measures continue?</b>	At this stage PMNSW will continue to be guided by NSW Health, and planning should continue with a focus on this being detailed in the event Risk Assessment.
<b>If accepted into the Cultural Festival program, can the size of the festival (Small - Medium – Large) be changed during the planning?</b>	It is important that the festival organiser’s EOI is a close reflection of the festival their community group is planning to hold. The process allows for PMNSW to allocate time and resources to assist festival planning. If the festival grows significantly there may not be appropriate resources allocated to the event. In order to assist with this process, please estimate the event as larger and scale back to smaller if needed.
<b>Can the site plan be changed?</b>	Site maps can be adjusted slightly but not rearranged; however, this must be done in consultation with the PMNSW Event Manager and must be done at early stages of the planning. No changes to the event site plan will be permitted less than 4 weeks out from the event.
<b>Why is there a limit to food vendors on site?</b>	There is a limit to the number of food vendors allowed on site for a festival. The most allowed for a festival is 14 (Large Festival). This is to assist with safe delivery and compliance on site, to reduce competition between vendors and impacts to precincts, as well as to

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	reduce cleaning and waste, and to fit within the available power in the park.
<b>In previous years, PMNSW have organised a number on the festival organisers behalf, for example signage and picnic tables. Can this still be organised by PMNSW?</b>	As part of the EOI process, the items that PMNSW will procure on the festival's behalf are listed. Items outside of this list will not be organised by PMNSW, however support and direction can be provided on areas outside of the scope.
<b>What does PMNSW provide to the festival?</b>	<ul style="list-style-type: none"> <li>• Support and guidance throughout the planning process</li> <li>• Managing compliance requirements</li> <li>• Procurement of limited equipment</li> <li>• Allocated PMNSW Event Manager</li> <li>• Allocated PMNSW Account Executive</li> <li>• Venue value in kind (4 days)</li> </ul>
<b>Are festival organisers required to pay the Event Deposit?</b>	Yes. This is invoiced 4 months out from the festival date, with payment to be made by 90 days prior.
<b>Is there a fee to submit an EOI?</b>	Yes. \$198 will be invoiced on application. This amount must be paid for the festival organiser's EOI to be considered.
<b>If a festival is <u>not</u> accepted, can it be considered for the next season, or do they have to re-apply?</b>	The festival organiser will need to reapply for the next season through the EOI program. Each season is assessed separately.
<b>Does PMNSW offer grants or sponsorship?</b>	No, PMNSW does not offer cash sponsorships. The Cultural Festival program comes with significant value in kind support, including venue hire for up to 4 days, some operational infrastructure, stage, speakers, truss, screen, backstage facilities, as well as support and guidance through the planning and the delivery of the festival. Festival organisers can contact the following organisations for cash sponsorship or grant programs to support the delivery of their festival: Create NSW, Multicultural NSW, Museums & Galleries of NSW.
<b>Can festival organisers engage in commercial sponsorships to fund their event?</b>	PM NSW understand the important role third party commercial sponsors play in providing revenue to hold your cultural festival. When securing commercial sponsors please ensure the following criteria is adhered to when allowing on park brand presence: <ul style="list-style-type: none"> <li>• The sponsor must have a direct connection to the culture and complement the overall festival</li> <li>• All third party sponsors must be approved by PM NSW before any agreements are made between the festival organisers and the third party brand</li> <li>• All third party branding must adhere to the 80/20 rule signage guidelines across all signage both print and digital</li> <li>• Being a cultural festival we do limit the amount of third party on park commercial brand activations to 3-4 in order for the event to not become commercially driven</li> </ul>

	<p>Your PM NSW Account Executive can provide specific guidance in relation to your proposed third party commercial sponsors.</p>
<b>Event Signage</b>	<p>Event signage may be permitted within the public realm subject to the applicant obtaining a PMNSW open space licence agreement, and relevant approvals, prior to the commencement of an event. All event signage should follow our precinct-wide 80/20 rule. This demands that 80% of the signage is dedicated to the event, with 20% of the space or less dedicated to event sponsors. Event organisers and applicants must submit a package of all proposed signage associated with an event proposal for PMNSW approval. This includes wayfinding signage locations and artwork examples for all signage being used onsite.</p> <p>The following types of signage are prohibited:</p> <ul style="list-style-type: none"> <li>- Non-event related general and third-party advertising</li> <li>- 'A' frame signage</li> <li>- Signage involving the use of dye on grass (unless approved by PMNSW) Obscene, offensive, derogatory and defamatory signs.</li> </ul> <p>As a guide, signage is limited to the following conditions:</p> <ul style="list-style-type: none"> <li>- The number of signs per entry/access point to the event site, and the dimensions of these signs, are to be approved in the open space licence agreement</li> <li>- Event signage is not permitted on event fencing, barricades and outdoor furniture, unless approved by PMNSW</li> <li>- Essential directional signage is permitted as approved by PMNSW. Directional signage can incorporate temporary finger signs, ground decals or small flags immediately surrounding an event site. Directional signs must not be installed more than 24 hours prior to the event and must be removed within 24 hours of the event closing, unless specific authorisation for alternative arrangements have been granted by PMNSW.</li> </ul>
<b>Are there any further discounts that PMNSW can provide to the Cultural Festivals?</b>	<p>PMNSW supports the Cultural Festivals Program through value in kind support, for venue hire and planning guidance and operational management. Any services procured on behalf of the festivals are charged at cost with no mark up, and PMNSW works with suppliers to achieve costs savings where possible without compromising on quality. PMNSW are not a funding agency and cannot provide cash support for festivals. If festival organisers are concerned about budgeting or would like to reduce costs, they can discuss with the assigned PMNSW Event Manager who can provide guidance on where reductions can be made.</p>
<b>Can the festival organiser sell tickets to the festival to help cover the costs?</b>	<p>To be accepted as part of the Cultural Festival program it is a condition that the festival is free to the public to attend. If the festival organiser would like to ticket their festival, then they will not be accepted as part of this program and will need to apply via the normal</p>



# Darling Harbour Cultural Festivals Program



	venue hire process. Please note the value in kind support offered in this program is not offered to general venue hire events.
<b>Can festival organisers sell tickets to experiences that are programmed as part of the event?</b>	This depends on the experience being provided and how it links to the culture. Please discuss this with the assigned PMNSW Event Manager.
<b>Can festival organisers hold a raffle as part of there festival?</b>	Raffles/Giveaways are a permitted activity as part of your Culture Festival under the following guidelines: <ul style="list-style-type: none"> <li>Organisers to see therequired license from the NSW Lottery Office - permit number to be submitted to PMNSW</li> <li>Sponsors of the raffle will need to adhere to the 80/20 rule for signage</li> <li>Ticket sales must be contained within the licensed venue</li> </ul>
<b>Are there ways to save money on the event equipment hire attached to the festival?</b>	PMNSW Event Manager can assist with suggestions on ways to reduce costs. The festival may wish to consider making their event smaller or reducing their operational hours to assist with saving money. All equipment procured on behalf of the festivals is charged at cost. Also providing firm event details early in the planning process will allow PMNSW to assist with suggestions that may lead to cost savings.
<b>Can the festival organiser arrange their own security provider?</b>	Festival organisers can provide their own security if the contractor holds the appropriate licences & insurances. A roster of services will need to be provided to and approved by PMNSW to ensure the festival has the appropriate cover. PMNSW recommends that the festival uses 'ACES Security' as they currently provide precinct security and have the knowledge of the location and the reporting lines in place direct to the Darling Harbour Rangers.
<b>Can the festival organiser provide their own volunteer cleaners to support the cleaning of the event and reduce costs?</b>	It is a condition of the program that the precinct cleaning and waste contractors are engaged by PMNSW to ensure a premium standard of cleanliness and compliant waste management practices. This is charged back to the festival at cost price. A volunteer base may be useful to supplement paid resources to support sustainability practices.
<b>Can PMNSW support recycling initiatives on ground at the festival?</b>	Yes, the cleaning contractor can report on recycling. To manage this process, additional staffing is required to sort rubbish and document figures for reporting.
<b>Can the festival have a smoking area</b>	No. As part of PMNSW commitment to an enjoyable precinct and outdoor event experience for attendees the event is required to be a non-smoking event. Smoking areas are not permitted.
<b>Can festival organisers use a different supplier for Audio?</b>	Yes, however this must be approved by a PMNSW Event Manager. The proposed supplier must provide appropriate licences and insurances. For this to be approved, a PMNSW AV contractor technician is required to be on site over the duration of the festival to ensure that the PMNSW Sound System is not damaged and so that any issues can be resolved on the day of the event.

# Darling Harbour Cultural Festivals Program



<p><b>Can the bump in of festival equipment and infrastructure commence on the Thursday?</b></p>	<p>As Tumbalong Park is a premium green space in Darling Harbour, PMNSW encourages festival builds to be completed quickly and with minimal impact to the venue and general public. As part of the Cultural Festivals Program venue hire is provided as value in kind for Friday - Monday (4 days). Additional days outside of this including Thursday bump in, will attract a fee, and will be approved depending on availability and other activity happening in the precinct.</p>
<p><b>Can PMNSW support the festival with additional marketing?</b></p>	<p>Yes, PMNSW supports the festival with additional marketing activities including listing on the Darling Harbour website, social media posts (Facebook and Instagram) and via a media release. The Account Executive will notify festival organisers when the Marketing team will require information and when this information is shared via those channels.</p>
<p><b>Does PMNSW supply a dedicated Event Manager to support the event process?</b></p>	<p>Yes, a PMNSW Event Manager is allocated to each Cultural Festival. On occasion, there may be changes to the PMNSW Event Manager representative through the planning process to provide the festival with the best service and attention.</p>
<p><b>What is the role of the PMNSW Event Manager?</b></p>	<p>The PMNSW Event Manager's role is to guide and provide advice based on experience and expertise in the venue. Whilst they provide guidance and mentor festivals through the process, they are not the organisers of the event. Should festival organisers require assistance to submit documentation to PMNSW, and to deliver their event, it is recommended festival organisers hire an Event Manger on the festival's behalf.</p>
<p><b>What is the role of the PMNSW Account Executive?</b></p>	<p>The PMNSW Account Executive is the point of contact for all EOI liaison, venue enquiries, finance and legal correspondence.</p>
<p><b>Who sits on the assessment panel?</b></p>	<p>Two (2) representatives from PMNSW, as well as one (1) representative from Multicultural NSW and Create NSW.</p>
<p><b>Can the festival organiser contact the assessment panel to discuss their festival EOI and plans?</b></p>	<p>No. The names and contact details of the assessment panel will not be disclosed to ensure that there is no canvassing of panel members over the EOI process to keep the application fair to all parties involved. After the assessment, each festival organiser will be given feedback on their EOI submission, as well as advising whether they have been successfully accepted into the program or not.</p>

## Further Information

For any questions or to discuss submissions, please contact the PMNSW Venues team on (02) 9240 8872 or email [venuehire@property.nsw.gov.au](mailto:venuehire@property.nsw.gov.au).



Thank you for taking the time to read  
the Cultural Festivals Program  
Expression of Interest Guidelines.

## Enquiries

### Venue Hire – Place Management Division

Property NSW

PO Box N408

Grosvenor Place NSW 1220

**Phone:** (02) 9240 8872

**Email:** [venuehire@property.nsw.gov.au](mailto:venuehire@property.nsw.gov.au)