

# DARLING HARBOUR

## Culture Festival Program

EOI ANNOUNCEMENT  
OCT- NOV 2025

Placemaking NSW



**DARLING  
HARBOUR**



# OVERVIEW

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Placemaking NSW proudly supports the celebration of Sydney's rich cultural diversity through our Cultural Festival program.

The program invites cultural festival organisers to submit their expression of interest to hold their festival in Tumbalong Park in Darling Harbour. It is made up of two seasons each year.

The first season for 2025 in February to April consists of:

- Greek Festival
- Serbian Festival

The second season will run in October to November 2025.



## CULTURAL FESTIVALS PROGRAM OVERVIEW

### What is the Cultural Festivals Program?

- 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. To be accepted into the program the festival must be free for the general public to attend.
- Place Management NSW recognises and celebrates the contribution that cultural festivals make to Darling Harbour, as well as the lives of visitors and local residents. Darling Harbour has been home to many cultural festivals over the years, bringing joy and celebration to millions of people. PMNSW proudly supports Sydney's rich cultural diversity through the new Cultural Festivals Program.
- The holistic program is being offered by PMNSW to cultural organisations via a simple expression of interest.
- There are two season periods open per year at Tumbalong Park in Darling Harbour.
  - Season 1 (Feb-Apr) - EOI submission period opens (Aug) 6 months prior to season start & is open for one month
  - Season 2 (Oct-Nov) –EOI submission period typically opens (Feb/March) 7 months prior to season start & is open for five weeks.
- Assessment, feedback and notification of confirmed dates if successful will be advised within one month of EOI closing.



# EXPRESSION OF INTEREST & IMPORTANT PLANNING INFORMATION

## Expression of Interest:

Cultural organisations are required to submit an Expression of Interest (EOI) to present a Cultural Festival as part of the PMNSW program in Darling Harbour.

The EOI will be assessed for suitability by a panel prior to confirmation of dates and commitment of the venue by PMNSW.

Assessment, feedback and notification of confirmed dates if successful will be advised within 4 weeks of EOI closing.

Panel assessment decisions are final. Assessment decisions are not open for review or appeal.

## Important Planning Information:

The planning **timeline** provided by PMNSW details important dates for payments and document submissions. A custom timeline will be sent to Cultural Festival organisers if the EOI submission is successful and will be based on confirmed event date.

The **payment structure** and event deposit for use of the venue will be required to be paid upfront. Please refer to the Cultural Festival Cost Estimate as a guide for when you are creating your festival budget.

**Venue hire fees** for Tumbalong Park are waived as in-kind support for Fri-Mon usage only, a maximum of 4 days. These will be charged at determined Price on Application rates for any additional days or partial days. Additional venues, days/partial days usage are not guaranteed & are subject to approval from PMNSW

## Organiser Essential Requirements:

- Review the Expression of Interest (EOI) Guidelines and Cultural Festival Cost Estimate
- Complete the Expression of Interest (EOI) online form and submit supporting documents
- Nominate 3 preferred dates to hold your Cultural Festival. PMNSW will aim to support your first preferred date.
- If successful in securing a date, engage with your community to coordinate the best program of entertainment, food and culturally relevant displays to represent both modern and traditional aspects of your culture
- Adhere to your documentation & payment timeline.

# OVERARCHING CAMPAIGN TERRITORY: CULTURE ALIVE

A new overarching campaign territory, **Culture Alive** has been developed to encompass the overall Cultural Festival experience in Tumbalong Park and build awareness of Darling Harbour as a key destination for unique cultural experiences and community.

Each festival will also be represented with their own creative suite that will appear within the Culture Alive brand.

Overarching Season Creative



Dedicated Festival Creative

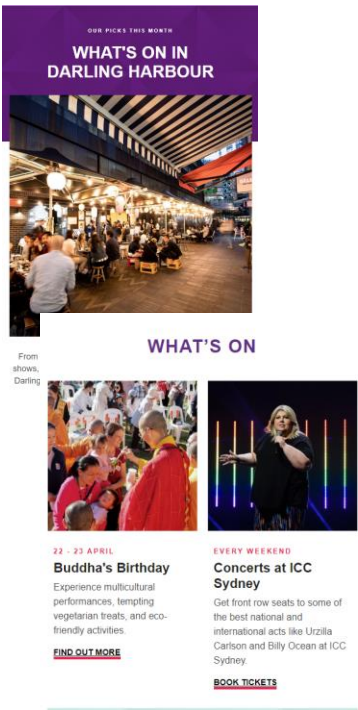
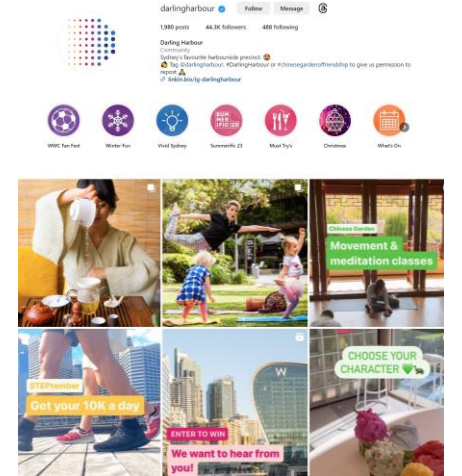
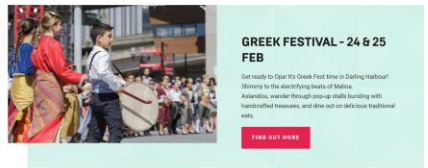




# MARKETING

The **Culture Alive** campaign will be supported by the Darling Harbour marketing channels which include web, social, eDM and in precinct signage. The campaign will also reach CALD audiences through targeted paid social advertising and PR pitching to relevant CALD media.

WEB	SOCIAL	eDM	IN PRECINCT
<a href="http://darlingharbour.com">darlingharbour.com</a> 1.5M+ yearly sessions	47K followers on Instagram 74K followers on Instagram	27K eNews subscribers	ICC digital blades/ screens



# PROGRAM BENEFITS

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The Culture Alive program is hosted in Tumbalong Park, which has recently been upgraded with a newly renovated stage will feature 2 x new 9m x 5m HD LED screens on either side of the stage, accessible access, new roof structure providing shelter and shade to the performers, motorised curved rigging truss and permanently installed AV equipment allowing for significant cost benefit to Festivals:

- Option to select from several highly valuable weekend dates from within the program
- Complimentary venue hire of Tumbalong Park for up to 4 x days from Thursday to Monday inclusive
- Event management support from the Activations, Marketing & Events (AME) team
- Marketing support across Darling Harbour's owned digital channels (web, social, eDM), as well as in precinct signage and PR

Applications to be a part of the program are assessed by a panel including members of Create NSW, Premier's Office and Placemaking NSW.





# KEY DATES & NEXT STEPS

## Weekends Available for Application:

- **October:**
  - Friday 24/10/25 to Monday 27/10/25
  - Friday 31/10/25 to Monday 3/11/25
- **November:**
  - Friday 21/11/25 to Monday 24/11/25
  - Friday 28/11/25 to Monday 01/12/25



## Key Dates and Next Steps:

### Key Dates:

- EOI submissions to be made between 3rd March 2025 - 7 April 2025
- Program acceptance and application unsuccessful notifications: Early May 2025

### Further Information Included in your Email:

- Link to Expression of Interest (EOI) Form
- Expression of Interest (EOI) Guidelines including an example timeline
- Link to a Cultural Festival Cost Estimate
- Link to the Outdoor Events Manual and Outdoor Event Policy

### Next Steps:

- Read the information supplied in the email or weblink you have received
- Chat to us! Join the two information session or if there is anything you are unsure of about the program on offer or that you would like to discuss to see if this is right for you, please contact our team prior to submitting an EOI form
- Complete and submit your EOI form



# THANK YOU



**DARLING  
HARBOUR**

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