



Uptown

Admission guidelines

04 August 2022

investment.nsw.gov.au/Uptown





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Uptown Accelerator Overview

This document contains information about the Uptown Accelerator, whether you are eligible to apply, and how you can make an application. The Uptown Accelerator is administered by the Office of the 24-Hour Economy Commissioner.

You should read this document before applying for the Uptown Accelerator. This document sets out:

- the purpose of the Uptown Accelerator
- the eligibility criteria
- how applications are assessed
- responsibilities and expectations in relation to the Accelerator.

About the program

The two-stage Uptown Program has been developed by the Office of the 24-Hour Economy Commissioner and will be delivered in collaboration with Create NSW.

The Uptown Accelerator (Accelerator) is the first stage (Stage 1). Accelerator participants will have the opportunity to apply for seed funding through the Uptown Grant Program (Stage 2) at a later date, subject to meeting the relevant criteria.

About the Accelerator

The Accelerator aims to fast-track the formation of going-out districts across Greater Sydney in line with the NSW 24-Hour Economy Strategy.¹

For the purposes of Uptown, districts are distinct geographical areas (e.g. high streets or blocks of streets) that have a unique identity and diverse cultural and entertainment offerings across multiple venues. They are made up of three or more local businesses and other organisations that are aligned under a unified identity as a means of engaging residents and visitors.

The Accelerator will be delivered as a four-week sprint where district teams (Teams) will be required to undertake a series of workshops that aim to build capabilities and support the formation of their district.

¹ [Sydney-24-hour-Economy-Strategy.pdf \(nsw.gov.au\)](#)



Workshops delivered as part of the Accelerator will include the following:

- 1 Professional facilitation**
to support the creation of a unified vision, identity and story for the districts.

- 2 Creative services**
to support the creation of a brand identity and assets for use in promoting the districts.

- 3 Legal support**
to provide guidance on the formation and governance of an incorporated association.

- 4 Grant writing training**
to develop skills in writing persuasive proposals, submissions and grant applications.

- 5 Sponsorship and partnership training**
to help identify, create and attract sponsorship and partnership opportunities.

- 6 Pitch training**
to develop pitching and presentation skills to potential investors, sponsors and partners.

Following the four-week sprint, the Accelerator will conclude with a Pitch Night event where Teams will be given the opportunity to pitch their district to potential partners and sponsors.

Objective

The objective of the Accelerator is to accelerate the formation of districts across Greater Sydney that offer diverse, safe and vibrant going-out destinations.

COVID-19 has had a significant impact on the night-time economy, with hospitality and retail businesses, artists, live performance venues and cultural institutions suffering disproportionately.

The Uptown Program aims to support these sectors as businesses recover from the pandemic and look for greater revenue opportunities.



Expectations

The Accelerator has been designed to rapidly build the capabilities and connections of the participating Teams. The time commitment required of Teams is approximately 30 hours in total and will include:

- all members of the Team must attend the opening visioning workshop in-person (approx. 3 hours).
- a minimum of two members from each Team must participate in the:
 - Creative services webinars (approx. 4 hours)
 - Legal support workshop (approx. 2 hours)
 - Grant writing workshop (approx. 3 hours)
 - Sponsorships and partnerships training (approx. 5 hours)
 - Pitch training and rehearsals for the Pitch Night event (approx. 13 hours)

Participants must attend sessions in-person where required. In-person sessions will be held at a Sydney CBD location. Successful applicants will be notified of the exact location of all sessions in their Letter of Offer.

Key dates and timelines

Applications open	4 August 2022
Information session	11.00am AEST 11 August 2022
Applications close	11.59pm AEST 5 September 2022
All applicants advised on outcome	30 September 2022
Accelerator period	19 October 2022 – 16 November 2022
Pitch Night	1 December 2022

Key dates and timelines, including application close date, may be changed at the discretion of the Department of Enterprise, Investment and Trade.

Eligibility criteria

To be eligible for the Accelerator, applications need to be submitted by a Team comprising three or more members from different organisations.

All Teams must:

- Commit to participating in the Accelerator period dates as outlined above.
- Include at least three (3) Australian Business Number (ABN) holders in New South Wales.

Federal, state and local government departments and agencies are not eligible to participate unless they are a cultural institution or otherwise listed in this document.

Existing districts and business chambers are permitted to apply.





What are the eligible locations?

The district proposed in the application must be located in Greater Sydney, which includes the following Local Government Areas:

- Bayside Council
- Blacktown City Council
- Blue Mountains City Council
- Municipality of Burwood
- Camden Council
- Campbelltown City Council
- City of Canada Bay
- City of Canterbury-Bankstown
- Cumberland City Council
- Fairfield City Council
- Georges River Council
- City of Hawkesbury
- The Hills Shire
- Hornsby Shire
- Municipality of Hunter's Hill
- Inner West Council
- Ku-ring-gai Council
- Lane Cove Council
- City of Liverpool
- Mosman Council
- North Sydney Council
- Northern Beaches Council
- City of Parramatta
- City of Penrith
- City of Randwick
- City of Ryde
- Municipality of Strathfield
- Sutherland Shire
- City of Sydney
- Waverley Council
- City of Willoughby
- Municipality of Woollahra
- Wollondilly Shire

Eligible NSW Government cultural institutions

For the purposes of the Accelerator, the following NSW Government cultural institutions are eligible:

- Art Gallery of NSW
- Australian Museum
- Barangaroo Delivery Authority
- Museum of Applied Art and Sciences
- Parramatta Park Trust
- Place Management NSW
- The Royal Botanic Gardens and Domain Trust
- State Library of NSW
- Sydney Living Museums
- Sydney Olympic Park Authority
- Sydney Opera House

Where a NSW Government cultural institution is not on the above list, the 24-Hour Economy Commissioner has the discretion to determine whether or not a NSW Government cultural institution is eligible. Please contact 24hour@investment.nsw.gov.au to discuss your eligibility as a cultural institution.

Assessment criteria

Applications will be assessed against the following criteria

Criteria	Description	Weighting
Team composition	Demonstrate diversity within the Team, with consideration given to: <ul style="list-style-type: none">• the number of businesses involved (minimum three)• a diversity of the types of members (e.g. a mix of venue types and operators)	30%
Alignment	Demonstrate alignment between the Team members in forming the district, with consideration given to: <ul style="list-style-type: none">• the vision for the district• how the different businesses complement each other and any shared challenges the district will help address or opportunities of which it may take advantage	30%
District potential	Demonstrate the future potential of the district, including the: <ul style="list-style-type: none">• benefits it will bring to the local community and more broadly• audience the district will serve• current local events and festivals etc. occurring in the area that could be leveraged	30%
Longevity	Demonstrate commitment to and sustainability of the district beyond completion of the Accelerator, including: <ul style="list-style-type: none">• consideration of a calendar of events and/or regular programming to engage locals and visitors to the district• recognition of barriers and challenges to overcome	10%

Application Process

How to apply

Applications must include

- a lead applicant including their contact details and ABN
- details of the team members including their contact details and ABN
- a team name
- the proposed geographical boundaries of the district
- detailed responses to the questions relating to the criteria outlined on page 8.

All applications must be fully complete and sufficiently detailed to allow consideration against the criteria and must be submitted by the deadline.

Applications must be submitted online via the application form located at investment.nsw.gov.au/Uptown

Any late or incomplete applications are deemed ineligible unless otherwise determined by the 24-Hour Economy Commissioner at their absolute discretion.

By submitting an application, the lead applicant agrees to be contacted by the Office of the 24-Hour Economy Commissioner about their application, including the potential for additional members to join the Team.

If the geographical boundaries of the district proposed in your application overlaps with another application, the Office of the 24-Hour Economy Commissioner will contact the lead applicant in those applications to assist the Teams to combine if appropriate.

If you need further guidance around the application process or if you are unable to apply online, contact us at 24hour@investment.nsw.gov.au.

Assessment process

Eligibility assessment

The Office of the 24-Hour Economy Commissioner will assess applications against the Eligibility Criteria set out in these guidelines. Applications that are assessed as meeting the eligibility criteria will proceed and be assessed by the Assessment Panel.

Application Assessment

The Assessment Panel will assess eligible applications against the Assessment Criteria set out in these guidelines. Where the Assessment Panel considers an application unsuitable or unsatisfactory against any criteria, it may exclude that application from further evaluation. Final eligibility determinations will be made by the Assessment Panel.

The Assessment Panel will be comprised of representatives from two NSW Government agencies and the 24-Hour Economy Commissioner (the Chair). We may ask external experts/advisors to provide advice as part of the assessment process.

During the assessment process, applicants may be asked to provide additional information to assist in the assessment process. Advice may be sought from other NSW Government agencies or other sources to assist in the assessment of applicants as required.

Decision making

The Assessment Panel will recommend applicants to be part of the Accelerator. The recommendations will be considered and approved by the CEO, Investment NSW.

Applicant results

Successful applicants

Notification

The Office of the 24-Hour Economy Commissioner will notify successful applicants via email by 30 September 2022. A Letter of Offer to participate in the Accelerator will be provided at this time.

Any specific conditions associated with your participation in the Accelerator will be outlined in the Letter of Offer. The Participant Agreement will be considered executed from the date the signed Letter of Offer is received by the Office of the 24-Hour Economy Commissioner.

District Teams that successfully complete the Accelerator may be eligible to apply for funding through the Uptown Grant Program (Stage 2).

Evaluation and Audit

The Office of the 24-Hour Economy Commissioner will evaluate the Accelerator to measure how well the outcomes and objectives have been achieved. We may 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 Accelerator impacted your organisation and the Team and to evaluate how effective the Accelerator was in achieving its outcomes.

We may contact your organisation up to three years after you complete the Accelerator for more information to assist with this evaluation.

Unsuccessful applicants

Unsuccessful applicants will be notified in writing of the outcome of their application within 21 business days from the application close date.

Getting Support

Resources to assist with applications are available at investment.nsw.gov.au/Uptown

The Office of the 24-Hour Economy Commissioner is available to support applicants with their applications. Contact us at 24hour@investment.nsw.gov.au for assistance.

Applicants may wish to seek advice from their legal, business, and financial advisors to determine the suitability of the Accelerator before applying.

Enquiries and feedback

For further information or clarification, applicants can contact us at 24hour@investment.nsw.gov.au.

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

If you do not agree with the way the Office of the 24-Hour Economy Commissioner has handled your enquiry or complaint, 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 the Office of the 24-Hour Economy Commissioner.

NSW Ombudsman
Level 24
580 George Street
Sydney NSW 2000

Conflicts of interest

Any conflicts of interest could affect the performance of the Accelerator. There may be a conflict of interest, or perceived conflict of interest, if the Office of the 24-Hour Economy Commissioner staff, any member of a committee or advisor and/or you or any of your personnel:

- has a professional, commercial, or personal relationship with a party who is able to influence the application selection process
- has 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
- has a relationship with, or interest in, an organisation from which they will receive personal gain because the organisation was accepted into the Uptown Accelerator.

You will be asked to declare, as part of your application, to the best of your knowledge, there is no conflict of interest.

If you later identify an actual, apparent, or perceived conflict of interest, you must inform the Office of the 24-Hour Economy Commissioner immediately.

NSW Government staff, committee members and other officials involved in the Uptown Program including the decision maker must declare any conflicts of interest.

Conflicts of interest for the Department of Enterprise, Investment and Trade will be handled as set out in the Department of Enterprise, Investment and Trade Code of Ethics and Conduct.

Privacy

We treat your personal information according to the Department of Enterprise, Investment and Trade 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. The Department of Enterprise, Investment and Trade may also use or disclose information about Uptown Accelerator applicants under this opportunity for reporting purposes.

Government Information (Public Access) Act 2009 (NSW)

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 (NSW). Information that is deemed to be commercially sensitive will be withheld. The Government Information (Public Access) Act 2009 (NSW) 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.



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The guidelines are subject to change at any time at the sole discretion of the Department of Enterprise, Investment and Trade.

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