

# The Festival of Place – Summer Night Fund

Fact sheet – October 2021



Credit: Burwood Council

## Re-emerge, Celebrate and Engage!

*The Summer Night Fund brings The Festival of Place to your streets – wherever you are in NSW. It's part of the NSW Government's efforts to re-energise our local centres in the evening and at night as we emerge from lockdown.*

### About the program

Building on the success of last year's Festival of Place Summer Fund, the Department of Planning, Industry and Environment (the department) is once again seeking expressions of interest from all NSW councils to support free activations or events in public spaces.

Every council in NSW is eligible to apply for up to \$15,000 for free activations or events that enliven public spaces in the evening or at night, from 1 January until the end of April 2022.

### Program objectives

- Support community wellbeing by giving people opportunities to safely return to public spaces
- Activate the evening and night time economy in public spaces in and around high streets across the state
- Boost foot traffic and dwell time in local centres
- Support job creation for creative and hospitality sectors
- Enable longer-term activation of public spaces through minor amenity upgrades and regulatory changes.



## Criteria

- Funding is for live activations or events in the evening or night time (4pm onwards). For existing or planned events applicants must explain how the funding will be used to complement what is already planned.
- Activations or events must be held between 1 January and April 2022.
- Activations or events must be free to access, even if registrations are required for managing attendance.
- Activations or events must be in public spaces in and around high streets within local centres.
- Activations or events need to support local employment and local businesses.
- Councils must partner with a local chamber of commerce or similar.

## Conditions of funding

- Funding can be used for:
  - Engaging artists, performers, musicians, or other creative workers.
  - Event production, including technology providers, or arts companies involved in program development.
  - Event infrastructure, including leasing of equipment.
  - Any other service provided it contributes to delivering an activation/event including COVID safety, but not for marketing and promotion purposes.
  - Purchasing materials or upgrading facilities for minor amenity changes needed to support the live activation or event, e.g. a screen, lighting, seating, planter boxes.

Funding cannot be used to offset expenses of an existing or planned activation or event, but can be used to extend on an event (eg a daytime event into the night-time).

- Activations or events must be **COVID-Safe** and meet Public Health Orders

- Successful applicants must recognise the NSW Government and The Festival of Place in any promotion and signage.
- Successful applicants must extend an invitation to their local NSW Member of Parliament.
- Within 6 weeks of the completion of the activation or event, councils will need to provide a completion report that measures the benefit of the investment via SmartyGrants to the satisfaction of the Department.

### Inner West Council Case study

#### Light Up the Town Halls

Supported by The Festival of Place Summer Fund, Inner West Council's Light Up the Town Halls featured projections and audio on Balmain Town Hall's façade in celebration of the local Aboriginal community.

Over 2,000 visitors across 10 days gathered to hear the stories of *Baludarrri*, Balmain's local Aboriginal narratives, projected onto the Town Hall in a truth-telling project.

The project provided an opportunity for people to safely return to their public spaces, and supported engagement and employment of creative workers and producers. Community members commented on their excitement seeing public activations happening again.



Image: Summer Fund, Inner West Fest Baludarrri.  
Credit: Daniel Kukec



## How to sign up

1. Councils can sign up by completing a simple online form via [SmartyGrants](#) by **4pm, 15 November 2021**. Councils will only be able to sign up once.
2. Unless further information is required, applicants will be notified if their proposal meets the criteria and a funding agreement will be issued to successful applicants via SmartyGrants within 14 days of EOIs closing. Payment of funding is conditional on the successful applicant entering into a funding agreement with the department.

### Wagga Wagga Case Study

#### Lost Lanes – Reimagining Wagga Wagga's city centre

The drought, bushfires and COVID-19 have created many challenges for regional NSW. This project was an opportunity to help the city centre of Wagga Wagga bounce back.

From December 2020 to June 2021, the project transformed Baylis and Fitzmaurice Streets in the city centre into places for the community with art, lighting, temporary furniture, mini-dining pop-ups, creative laneway treatments and music.

The project culminated in a launch at the 2021 Lost Lanes festival in June, supporting the night-time economy, connecting the community with local businesses and fostering community pride.



Image: Lost Lanes, Wagga Wagga. Credit: Matt Beaver

## Program Outcomes

The Summer Night Fund will bring activations and events to public spaces across the State. Funding recipients will be required to report on the number of activations or events, number of attendees, number of people engaged or employed, amount of public space activated (sqm) and results of partnering with local chambers of commerce or similar.

The department will be seeking information from funding recipients to understand where barriers may exist to delivering activations and events in public space.

## Questions

For frequently asked questions, see our [website](#).

A webinar to introduce the program will be held on Monday, 18 October 2021. The webinar will take councils through the EOI process, the types of projects that can be funded and ideas and information on complementary Government initiatives. Register [here](#). The webinar will also be recorded and available on our website.

Contact the public space team via email:

[PublicSpace@planning.nsw.gov.au](mailto:PublicSpace@planning.nsw.gov.au)

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