

What is a Business Improvement District (BID)?

Business Improvement Districts (BIDs) are a mechanism to bring local businesses together to support and grow local economies, town centres and high streets. They are business-led, place-based partnerships, created to support local economies and to deliver services to local businesses and improve local spaces that are additional to those provided by councils or government agencies.

A BID is specific to a defined local area. Once established, government, business and the community work collaboratively to determine what the BID will set out to deliver, and how it will do so.

For more information download:

- [White Paper - Enabling Local Business Improvement Districts \(PDF, 1.49 MB\)](#).
- Policy Paper, 'Next Steps for Business Improvement Districts': [Business Improvement Districts in New South Wales | Transport for NSW](#)

Why are BIDs being proposed in NSW?

According to the public spaces during COVID-19 survey (NSW Government, 2021), the most common reasons for visiting local high streets were to shop or access services (87%) and visit cafés and restaurants (61%).

BIDs can help enhance the local trading environment, encourage economic growth and deliver civic pride. The partnerships enable collective action from businesses to address issues impacting the local economy and form a powerful tool for involving local businesses in local activities.

While there are a small number of BIDs already in place in NSW, the process for establishing new BIDs is difficult and time-consuming.

The NSW Government is currently proposing new policy to make it easier for BIDs to be set up in places where local businesses and the community think they would be useful. The outcomes of this BID Pilot Program will help to inform the future operations and regulations of BIDs in NSW.

What are the benefits of a BID?

- They help to create places that attract, retain, and enhance human and social capital.
- Create liveable, enriching, and desirable places that are commercially viable.
- Maximise the vitality and quality of public spaces.
- Give businesses further opportunities to become involved in place governance conversations in NSW.
- Stimulate local economies.
- BID networking, capacity building, shared resources, templates and mentoring.

- Increase marketing and brand awareness, unique positioning of your town centre and place to attract people and create a sense of community.
- Physical upgrades and improvements to a high street or town centre through place activations.

What is the BID Pilot Program?

The BID Pilot Program is a 2-stage initiative led by the NSW Government, including:

- **Stage 1 'Registration of Interest'** – Organisations can express their interest in participating in the BID Pilot Program and to help shape the upcoming Stage 2 'Funding Round'.
- **Stage 2 'Funding Round'** – Formal applications for funding by eligible parties assessed by the NSW Government.

The requirements for Stage 2 will be determined following review of information from Stage 1. The BID Pilot Program aims to gather insights and input to inform the development of a regulatory and legislative environment supportive of BIDs in NSW.

When do Registrations of Interest close?

Friday 21 April 2023

What type of organisations should consider submitting a registration to get involved?

The BID Pilot Program is being designed to support organisations including councils as well as incorporated associations and companies limited by guarantee across NSW with core place management and economic development functions as a chamber of commerce, business association, town improvement, tourism, high street/main street association or similar.

Where a registration is submitted by an incorporated association, or a company limited by guarantee, a letter of support or a letter of no objection will be required during the Stage 2 'Funding Round' to be provided by the local council or relevant jurisdiction agency.

Why should I complete a registration for Stage 1 of the BID Pilot Program?

By completing a registration, interested parties will help shape the development of the Stage 2 'Funding Round'. Organisations that sign up will also be the first to hear about any activities delivered under the BID Pilot Program such as webinars, capacity building materials, and the launch of the Stage 2 funding round.

How much funding is available for Stage 2 of the BID Pilot Program?

NSW Government has a funding pool of \$2.75 million available for Stage 2 of this BID Pilot Program.

Award of funding to projects and pilot locations will be subject to an assessment process to be defined as part of Stage 2.

Which entities will be funded under Stage 2 of the BID Pilot Program?

The entities to be funded under Stage 2 will be subject to a separate application and assessment process.

The BID Pilot Program is designed to support councils as well as incorporated associations and companies limited by guarantee across NSW with core functions as a chamber of commerce, business association, town improvement, tourism, high street/main street association or similar, to improve local spaces, places and grow local economies in partnership.

The BID pilot projects will only occur where there is general support from the businesses, property owners and councils within the selected site area. Individuals, chambers of commerce, and community groups are encouraged to work with their local councils if they would like to submit projects.

Are existing BIDs eligible?

Yes, provided they meet the future criteria set out in Stage 2 of the BID Pilot Program.

Is it open to all areas of NSW?

Yes, regional and metropolitan areas.

What are some examples of BID pilot projects?

It will be the responsibility of the council, companies limited by guarantee, or incorporated associations to propose what they would like to trial with the funding for their site in Stage 2 of the BID Pilot Program.

The Stage 2 'Funding Round' of the BID Pilot Program will likely prescribe trialling a mix of BID governance, strategy, planning, and on-the-ground activities. It is intended that the BID Pilot Program will occur across different geographical locations in NSW and test a variety of different BID governance structures to provide insights, data collection and evaluation processes to inform the development of BID policy, legislation and regulatory change. Examples of potential BID pilot projects include, but are not limited to:

- Governance
- Staff coordination/resource
- Physical works and placemaking activations
- Place marketing and branding services
- Safety and security services, cleaning services and environmental and amenity improvements
- Data analytics and market research, and
- Activities and projects to improve access and mobility within an area.

What's in it for participating councils, businesses and organisations?

This is a unique opportunity to receive government funding to support long-term business architecture, partnership and simultaneously boost the place and economic vitality of their site.

Some of the benefits of participating in a BID include, but are not limited to:

- BID networking, capacity building, shared resources, templates and mentoring,
- Increased marketing and brand awareness, unique positioning of your town centre and place to attract people and create a sense of community,
- Customer attraction and business networking opportunities, and
- Physical upgrades and improvements to a high street or town centre through place activations.

Participating councils, companies limited by guarantee or incorporated associations will also serve as key stakeholders in informing the future policy and legislation of BIDs in NSW.

What support will be available to groups who participate in the BID Pilot Program?

The BID project team within NSW Government will work collaboratively with successful applicants to deliver each project. A working group will be established to share ideas, resources, mentoring and to troubleshoot any issues.

What happens at the end of the trial?

The BID Pilot Program will provide insights, evaluation and test a range of models for implementing BIDs in the NSW context. This will support the investigation of policy and legislative reform options – making it easier for entities to operate and be sustainable and successful.

We also hope groups of collaborating businesses, Councils and town centre partners will continue a place-based approach to managing and supporting economic development in their area.

Will businesses be required to participate in a BID pilot in their area?

As part of the BID Pilot Program, no business will be compelled to contribute to funding the cost of a BID proposal. Industry co-funding would be on a voluntary basis (or pay for use).

Who will administer the BID Pilot Program?

The BID Pilot Program is managed by Transport for NSW Cities and Active Transport Division and financially administered by Place Management NSW.

Who do we contact if we have any questions?

Contact the team via email: businessimprovementdistricts@transport.nsw.gov.au

How to express your interest?

Website link: <https://www.haveyoursay.nsw.gov.au/bid-pilot>

Registrations close: 21 April 2023