



Expression of Interest Brief for Businesses

Click on the link below for access to the Expression of Interest form:

<https://forms.monday.com/forms/f479c9bfbad165f04b656e2d35ba3d41?r=use1>

Overview

Please read through the Pride Villages information page and FAQ before you submit your form.

The purpose of this expression of interest is to collate ideas and interest from local businesses that wish to trade out onto the road during the event period.

- If your business is within the Pride Villages footprint and has an existing approval for **display of goods on the footpath or outdoor dining**, this approval will be suspended during the event period and instead you will be required to apply to trade out onto the road.
- Not ready to commit to your activation yet but you might be interested? No problem! Please complete the EOI form anyways, you can commit to it later.

For those wishing to host an activation or event inside their venue or shop, please consider joining the Sydney WorldPride Pride Amplified Program. Activations could include special events such as talks, performances, cocktail masterclasses, cultural programming, DJs, curated menus, or a special promotion or offer exclusive for the event period to help drive trade to your business. **Round 1 applications for Pride Amplified are now closed, but Round 2 applications will open in November 2022.** For more information, please visit: <https://sydneyworldpride.com/pride-amplified/>



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Pride Villages Business Info Sessions

To assist businesses located in the Pride Villages event footprint, Sydney WorldPride will be hosting a series of information sessions online and an in-person drop-in Q&A at a local venue. These sessions will cover key event information, potential impacts on operations and the incredible opportunities during the Sydney WorldPride festival.

We encourage each business to have 1-2 representatives attend and register for one of the online information sessions listed below. Please refer to the descriptions of each session to see which is suitable for you to attend.

Monday 19 September 2022 – Online Info Sessions

This session is designed to provide businesses with a top-level overview of Pride Villages and what to expect as a participating business during the event period. There will be time for a short 10mins Q&A session at the end.

| | | |
|-----------|--|--------------|
| Session 1 | 10:00am – 10:30am https://www.eventbrite.com.au/e/415034006887 | Zoom Webinar |
| Session 2 | 5:00pm – 5:30pm https://www.eventbrite.com.au/e/415036323817 | Zoom Webinar |

Tuesday 27 September 2022 – In-Person Q&A

This session is a bespoke opportunity for businesses to talk directly to members of our Operations & Programming and Comms & Engagement teams, as well as representatives from City of Sydney, to address any questions that might not have been covered in the info sessions on 19 September.

| | | |
|-----------|---|---|
| Session 1 | 9:00am – 12:00pm https://www.eventbrite.com.au/e/415042833287 | Stonewall 175 Oxford St, Darlinghurst |
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Pride Villages Locations and Dates:



Road Closures to form the Pride Villages footprint

| | | |
|---------------------|-------------------------------|-----------------------------|
| Riley Street | Waine St – Oxford St | Fri 24 Feb – Sun 5 Mar 2023 |
| Crown Street | Campbell St – Oxford St | Fri 24 Feb – Sun 5 Mar 2023 |
| Taylor Square North | Foley St – Oxford St | Fri 24 Feb – Sun 5 Mar 2023 |
| Oxford Street | Liverpool St – Taylors Square | Sat 4 – Sun 5 Mar 2023 |

Expression of Interest deadline for all locations: COB Friday 07 October 2022



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Opportunities for Hospitality Venues

Temporary Outdoor Dining Space

- Food and drink premises such as bars, cafes and restaurants (or any other venue such as a bakery or cheese shop that provides food and/or drink services) can apply for temporary use of outdoor dining space on the road in front of their premises during the event. Please note that all activations on the footpath (display and dining) will be suspended during the festival period, regardless of if you already have permission to do this by City of Sydney.
- This applies to:
 - Food and drink premises that do not currently have an approved outdoor dining permit but would like to bring their tables and chairs onto the road for the event period or
 - Food and drink premises that currently have an approved outdoor dining permit but would like to move their outdoor footprint from the footpath to the road for the event period.
- To do this you must lodge an expression of interest with your activation ideas via the online form by COB Friday 07 October 2022.
- Sydney WorldPride, City of Sydney, and Liquor & Gaming will assess all applications on a case-by-case basis and formal approval will be given to all successful applicants.
- Each business will be responsible for managing the use of the approved space and are asked to supply their own infrastructure and services e.g. furniture, fencing, décor, waste management, security, and managing patrons on the day.
- If a business is unable to supply their own infrastructure and services, it may be hired directly from the Pride Villages Event Production Team. You can advise this in the expression of interest form.

Temporary extension of liquor license for approved outdoor dining space

1. Food and drink premises wanting to extend their liquor license to the approved outdoor space will need to complete the liquor license temporary change of boundaries form and attach it to their expression of interest application.
2. This is only available to venues with an existing liquor license.





Considerations for All Hospitality Businesses

- To maximise attendance, consider aligning your trading hours to coincide with the event.
- Provide additional waste management facilities and services as required.
- Footpaths are to remain clear of any infrastructure during the event period.

Considerations for Licensed Businesses

- Licensed businesses must comply with existing DA and liquor license conditions
- Physical barriers must be in place to determine your licensed area
- Licensed businesses to provide security to control access into their extended licensed areas
- Additional conditions may be imposed on your liquor license as determined by Liquor & Gaming
- Kindly note that beverage partners that conflict with Sydney WorldPride's partners will not be allowed to activate within your licensed extension on the road. This of course does not apply within your existing venue. Sydney WorldPride's partners are:
 - Lion – (e.g. Little Creatures)
 - Pernod Ricard – (e.g. Absolut)
 - Diageo – (e.g. Don Julio, Johnny Walker)
 - Archie Rose – Gin
 - Treasury Wine Estates (e.g. Squealing Pig)
 - Red Bull – Red Bull





What to prepare

Please ensure you have the following information on-hand when you go to fill out your application and attach it as required.

Mandatory:

- Public Liability Insurance Certificate

If applicable:

- Outdoor Dining Permit Number
- Liquor License Number
- Temporary Food License
<https://www.cityofsydney.nsw.gov.au/business-permits-approvals-tenders/register-temporary-food-stall>
- Temporary change in boundaries form
<https://www.cityofsydney.nsw.gov.au/-/media/corporate/files/services/business-permits-approvals-tenders/outdoor-dining/liquor-licence-application-temp-change-of-boundariesv2.pdf>

Opportunities for Retailers

Apply to activate road space in front of your premises

- During the event period, businesses will not be able to activate on the footpath, so you may want to explore using space on the road in front of your business to promote your services, interact with event attendees in a fun way, and drive business
- This is available to businesses within the road closure footprint (pedestrianised area only).
- To apply for road space, you must lodge an expression of interest with your activation ideas by COB Friday 07 October 2022.
- Sydney WorldPride and City of Sydney will assess all applications on a case-by-case basis and formal approval will be given to all successful applicants.
- Each business will be responsible for managing the use of the approved space and will need to supply their own equipment and services. This includes furniture, fencing, waste management, security, and managing patrons on the day.



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What to prepare

Please ensure you have the following information on-hand when you go to fill out your application

Mandatory:

- Public Liability Insurance Certificate

Note the following:

- Each business will be responsible for management and costs involved with the use of the approved outdoor area, including furniture, fencing, waste management, crowd management and extension of liquor licensing if required.
- Temporary structures will not be permitted for any outdoor activity without approval from Sydney WorldPride and City of Sydney.
- Only the area on the road in front of business premises will be available for retailer/hospitality business use subject to approval by City of Sydney and Liquor & Gaming (in the case of temporary liquor license extensions).
- In the event that the Government was to increase COVID-19 restrictions, the responsibility lies with businesses to adhere to these when business is conducted within their indoor and approved outdoor areas as required.
- The management of waste generated on premises or within the outdoor dining space of businesses will be the responsibility of each business.
- Food court style arrangement of additional tables and chairs will be arranged by Sydney WorldPride at each street closure for patrons to consume food and non-alcoholic drink, as well as waste management services to attend to any additional public waste generated and additional security to assist with public crowd management.
- Consumption of alcohol will not be permitted outside of the approved licensed areas of hospitality businesses and designated licensed areas within the streets, managed by Sydney WorldPride.
- Sydney WorldPride site management and security will patrol each pedestrianised site on the day.
- NSW Police will be present and will provide assistance if needed.
- Sydney WorldPride reserves the right to share this information where required with any contracted or third party.





Contact Us:

You may contact the Sydney WorldPride Pride Villages team at pridevillages@sydneyworldpride.com for any additional support or questions. We can advise what may be possible during the road closures, support you through the approval process and help you benefit from our marketing and promotional channels.



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