

# Cathy Freeman Park Cultural Festivals Program

## Expression of Interest Guidelines

Sydney Olympic Park Authority

---

<b>Overview</b>	<b>3</b>	<b>Information and enquiries</b>	<b>8</b>
<b>Cathy Freeman Park at Sydney Olympic Park</b>	<b>3</b>	<b>Sydney Olympic Park Authority's Support of Cultural Festivals</b>	<b>8</b>
<b>What is a Cultural Festival?</b>	<b>3</b>	<b>Procurement Responsibilities</b>	<b>8</b>
<b>What is SOPA seeking?</b>	<b>3</b>	<b>Payment Schedule</b>	<b>9</b>
<b>Cultural Festival Seasons</b>	<b>4</b>	<b>Reference Documents</b>	<b>10</b>
<b>Key Dates for Submission</b>	<b>4</b>	<b>Marketing package assets</b>	<b>11</b>
<b>Applicant Eligibility</b>	<b>4</b>	<b>Frequently Asked Questions</b>	<b>12</b>
<b>The Process</b>	<b>5</b>		
<b>EOI Assessment</b>	<b>5</b>		
<b>Next Steps</b>	<b>7</b>		
<b>Withdrawal or Cancellation</b>	<b>7</b>		
<b>General Terms and Conditions</b>	<b>7</b>		
<b>Confidentiality</b>	<b>8</b>		

**Sydney Olympic Park Authority proudly supports the celebration of Sydney's rich cultural diversity through our Cultural Festivals Program. Made up of two seasons each year, our Cultural Festivals Program is hosted at Cathy Freeman Park.**

## Overview

Sydney Olympic Park Authority (SOPA) is seeking Expressions of Interest (EOI) from new and previous cultural festival organisers for inclusion in the Cultural Festivals Program being presented in Cathy Freeman Park, Sydney Olympic Park.

The program enables festival organisers to focus on the cultural presentation whilst ensuring a safe and well-presented festival at Sydney Olympic Park. Important information for organisers:

- To host and present a cultural festival at Cathy Freeman Park, organisers are required to submit an **Expression of Interest** to apply to be part of the new program. This will be assessed for suitability by a panel prior to confirmation of dates and commitment of the venue by SOPA.
- This Guideline document has been produced to assist festival organisers in submitting their Expression of Interest and provide them with the best chance of success.

This EOI process enables a fairer and more transparent application process, eliminates uncertainty around bookings and delivers a more curated and inspired Cultural Festivals Program.

SOPA Expression of Interest Guidelines provide advice on how festivals are presented and supported to:

- determine fair and equitable use of the space.
- set clearer expectations and timelines.
- assist organisers in the planning and delivery of their event.
- provide structure, clarity, and transparency around the process.

Organisers are required to:

- Nominate three (3) preferred dates to deliver a cultural festival from the outlined available season dates.
- Nominate the intended festival size from the site templates that include estimated size and cost.
- Acknowledge the non-negotiable SOPA procurement of key operational and compliance equipment on the organiser's behalf (charged at cost).
- Adhere to the timeline for planning and payment schedule.

An applicant's Expression of Interest submission is assessed against specific criteria.

## Cathy Freeman Park at Sydney Olympic Park

As the landowner, SOPA continues to celebrate Sydney's rich cultural diversity and a multicultural Australia by supporting a series of vibrant cultural festivals in Cathy Freeman Park. These festivals provide an opportunity for visitors and residents to explore different cultures through food, cultural demonstrations, and entertainment.

With more businesses and residents moving into the area, there is increased interest in defining a diverse calendar of activity for the space. By presenting cultural festivals in seasons, SOPA can balance the use of the space with more periods of passive green space for wellbeing, as well as light infrastructure activity, and creating opportunities for alternative experiences.

## What is a Cultural Festival?

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, and food festivals. Cultural Festivals presented in Cathy Freeman Park must demonstrate culturally relevant and appropriate food offerings, performances, and merchandise offerings, and must be free for the public to attend.

## What is SOPA seeking?

SOPA is looking for Cultural Festival organisers to present well-curated, professionally executed festival events specifically for Cathy Freeman Park. Cultural Festivals presented over one or two days of a nominated weekend, with one day bump in and one day bump out, within the defined Cultural Festival season period. They should include a program of activity that focuses on stage performances, cultural demonstrations, and workshops, as well as food and merchandise stalls, and other unique offerings that specifically demonstrate or represent a particular culture/s.

Please note, political demonstrations or festivals with a political agenda will not be considered through this Program. The Cultural Festivals Program should be a celebration of culture only.

## Cultural Festival Seasons

SOPA is committed to supporting the presentation of up to seven (7) Cultural Festivals every year, across two seasons. The Cultural Festivals seasons per year are as follows:

**Season 1:** February to May  
[up to Three (3) Festivals]

**Season 2:** September – November  
[up to three (4) Festivals]

## Key Dates for Submission

The application period for submission of Expression of Interest is as per below. Applications submitted outside of the EOI submission period will not be considered.

- Season 1 (Feb-Apr) – EOI submission period opens (Aug) 6 months prior to season start & is open for one month
- Season 2 (Sep-Nov) – EOI submission period opens (Dec) 10 months prior to season start & is open for two months

The specific dates for the upcoming season's EOI will be updated and published on the Sydney Olympic Park website biannually.

Notification of acceptance or rejection, and/or alternate dates will be sent within one month of the EOI process closing.

## Applicant Eligibility

To be eligible for inclusion in the Cathy Freeman Park Cultural Festival Program, organisers must meet the following criteria:

- Be an incorporated or not-for-profit organisation or have evidence of auspice from an incorporated organisation, and have an ABN;
- Be a recognised cultural organisation such as a national Consulate or Embassy, or cultural educational entity;
- Deliver a Cultural Festival event per the definition and not-for-profit;
- Have no outstanding debts owing to SOPA;
- Have all appropriate insurances in place;

- Achieve an overall scoring rating of 'Good' or above (refer to Scoring Framework).

Failure to submit the completed mandatory documentation will result in an application being considered non-compliant and will not be assessed.

Late submissions received after the closure of EOI submission period will not be accepted.

SOPA reserves the right to the following:

- SOPA may accept or reject any Expression of Interest;
- SOPA may reject an application from an organiser who has any unresolved disputes, outstanding debt or has failed to comply with any previous Terms and Conditions with SOPA.



## The Process

To be assessed for the EOI, festival organisers will need to submit the following mandatory documentation via the SOPA Website within the EOI open dates:

1. Complete the EOI form in full and pay application fee
2. Nominate the three (3) preferred festival dates within the current season
3. Nominate a layout from the attached Template Site Plan & Cost Estimate to indicate expected festival size
4. Submit a proposed event plan which includes the below information:
  - a) Detailed description of the event, including key event components:
    - a. Event times and dates
    - b. Target audience
    - c. Food stalls
    - d. Merchandise stalls
    - e. Entertainment
    - f. Bar (if applicable)
    - g. How the event is being promoted
    - h. Estimated attendance
  - b) Overview of the organising committee or details of chosen professional event managers
  - c) Details on considerations around Accessibility and Inclusion, Acknowledgement

and/or Welcome to Country, and Sustainability Initiatives

5. Submit a proposed indicative budget. The budget is to include all income and expenditure and is to be as accurate and reasonable as possible.
6. Submit any letters of support from major sponsors or consulate
7. Return to SOPA by the EOI close date for review and assessment

## EOI Assessment

Each Expression of Interest is assessed by a panel against a set of standard criteria (refer to Assessment Criteria below). Acceptance and date allocations are given to those festivals that best meet the criteria. Date scheduling is at the discretion of SOPA and is based on:

1. park availability for the nominated dates
2. presentation of one particular culture per year (competing festivals from the same culture will not be programmed due to limited availability of the park and in the interest of diversity)
3. previous festival performance in Cathy Freeman Park

Festival organisers will be notified of the outcome by email up to 4 weeks after the EOI submission period has closed.

## Assessment Panel

The assessment panel is made up of two (2) representatives from SOPA, one (1) representative

from Create NSW and one (1) representative from Multicultural NSW.

## Assessment Criteria

EOIs will be assessed against the weighted criteria on the following page. Achieving 100% is not required. Submissions will be ranked according to their assessment outcome.

Assessment Criteria	Weighting	Assessment Criteria	Weighting
Cultural <ul style="list-style-type: none"> <li>Event plan describes types of culturally significant and relevant proposed activities</li> <li>Event plan describes types of cultural food stalls proposed</li> <li>Event plan describes cultural music, dance, workshops and performances planned</li> <li>Event plan describes culturally relevant merchandise and general stalls including sponsor's offerings</li> <li>Event plan describes culturally relevant event theming and presentation</li> </ul>	40%	Financial <ul style="list-style-type: none"> <li>Organiser has provided a draft event budget that gives a breakdown of expected income and expenditure and demonstrates that the festival is financially viable</li> <li>Organiser has provided letters of support from sponsors / consulates / grants / major stakeholders</li> <li>Organiser has confirmed if the organisation has applied for or received grant funding from other organisations, including Create NSW, Multicultural NSW or City of Parramatta</li> </ul>	20%
Ability to Deliver <ul style="list-style-type: none"> <li>Organiser has completed the EOI Form, nominated three (3) dates and expected festival size from template site plans and indicative cost estimate</li> <li>Organiser has provided a draft event plan or proposal</li> <li>Organiser has successfully delivered the festival previously elsewhere or on SOPA land</li> <li>Organiser has provided an outline of the festival organising staff/committee with key contact details and staff/ volunteers to effectively plan and manage their event</li> <li>Member/s have experience delivering a festival or has engaged an external event management company to manage the planning and delivery</li> <li>Organiser has provided letters of support from council / other landowner where they have previously held their festivals</li> <li>Debrief notes from previous festivals and performances will be considered</li> </ul>	30%	Governance <ul style="list-style-type: none"> <li>Organiser has provided ABN and evidence of not-for-profit status or incorporated association</li> <li>Organiser has provided public liability and workers compensation / volunteers insurances</li> <li>Organiser has provided evidence of being a recognised cultural organisation</li> <li>Organiser has confirmed there is a board of governance that the organising committee is reporting to</li> </ul>	10%

## Scoring Framework

Score	Rating	Description
90-100	Exceptional	Full achievement of the requirements specified in the documentation for that criterion. Demonstrated strengths, no errors, risks, weaknesses, or omissions.
70-89	Superior	Sound achievement of the requirements specified in the documentation for that criterion. Some minor errors, risks, weaknesses, or omissions which may be acceptable as offered.
50-69	Good	Reasonable achievement of the requirements specified in the documentation. Some errors, risks, weaknesses or omissions which can be corrected/overcome with minimum effort.
30-49	Inadequate	Partial achievement of the requirements specified in the EOI. Some errors, risks, weaknesses or omissions which are difficult to correct/overcome and make acceptable.
10-29	Poor to deficient	No achievement of the requirements specified in the documentation. Existence of numerous errors, risks, weaknesses or omissions which are difficult to correct/overcome and make acceptable.
0-9	Unacceptable	Totally deficient and non-compliant.

## Next Steps

Once the online EOI form has been completed, and submitted within the EOI open period, it will be assessed against the assessment criteria. Festival organisers will be notified of the outcome and, if accepted into the program, advised of the festival date and sent a letter of offer.

Once the Festival Organiser has accepted the date offer, SOPA will set an initial meeting to discuss the plans. Festival organisers will be sent a tailored timeline for their festival date and a suite of documents and templates to help with planning the festival and the planning begins.

## Withdrawal or Cancellation

SOPA understands that sometimes circumstances change. If, for any reason, a festival organiser needs to withdraw their EOI, please contact the SOPA Precinct Coordination team.

Withdrawal or cancellation once a festival organiser has accepted and commenced planning with SOPA for the festival may incur costs depending on how close to the festival date the cancellation occurs. Please refer to the Payment Schedule and discuss with the SOPA Precinct Coordination team.

Please note that the application fee is not refundable under any circumstances.

## General Terms and Conditions

By submitting an EOI, the organiser acknowledges that:

- I. There are no guarantees for festivals that have previously presented at Cathy Freeman Park. All festivals must submit the EOI and will be assessed against the criteria
- II. Dates for future festivals will not be 'held or pencilled' outside of the EOI process
- III. If the applicant's nominated dates aren't available, but festival has scored well on all other criteria, SOPA may make contact with the applicant to determine if an alternate date is suitable
- IV. Licence Agreement Terms and Conditions have been read before submitting an EOI to ensure the payment terms are understood, as well as cancellation and timeline milestones
- V. SOPA reserves the right to accept or reject any expression of interest
- VI. SOPA reserves the right to reject the offer of any organiser who has any unresolved disputes, outstanding debt or have failed to comply with any previous Terms and Conditions with SOP.
- VII. Any costs incurred by organisers in any way associated with the preparation and submission of this EOI will be entirely borne by the organiser and cannot be reimbursed by SOPA
- VIII. EOI assessment decisions are final and not open for appeal.

Applicants must not at any time make contact or interview, or attempt to interview or to discuss or to attempt to discuss with employees of SOPA before the final decision regarding the outcome of the assessment is known.

## Confidentiality

Information provided in the Expression of Interest or imparted to any organiser as part of the EOI process must only be used for the purpose of preparing and submitting an EOI response. Receipt of this document implies acceptance of this condition.

Information supplied by an applicant will be treated as commercially sensitive and

confidential. Information received by SOPA may be subject to disclosure to the public under the Government Information (Public Access) Act 2009 and regulations unless it has been provided in confidence, relates to commercially sensitive information or falls within an exemption from disclosure under that Act.

## Information and enquiries

Where an organiser has any doubt about the meaning of any aspect of the EOI, the organiser should make enquiries about and clarify matters in writing via [enquiries@sopa.nsw.gov.au](mailto:enquiries@sopa.nsw.gov.au)

## Sydney Olympic Park Authority's Support of Cultural Festivals

To support the delivery of cultural festivals at Cathy Freeman Park, SOPA offers the following support as part of the Cultural Festival Program:

- Event day charged as per the fees and charges policy.
- Use of existing infrastructure at no charge including:
  - » White picket fencing
  - » Bean bags
  - » Music box
  - » Big screen (must have SOPA Technician accompanying at cost to applicant)
  - » On site available water
  - » Blade signs for wayfinding

(Please note any relocation or set up/pack down of the above is at cost to applicant)

- Support and guidance from a Precinct Coordination team representative
  - » Including up to 3 meetings including a site meeting pre-event
- Procurement of base level operational services and/or equipment (charged at cost to applicant)
- Marketing support through SOPA website, social media and What's On newsletter.



## Procurement Responsibilities

To ensure the safe and compliant delivery of cultural festivals, and as a benefit to being part of the Cultural Festivals Program, SOPA will take responsibility for the procurement and management of several event operations and infrastructure suppliers. This will ensure that all cultural festivals are meeting the same presentation and compliance standards and are offered the same benefits and cost savings by using government procured contractors, whom have been inducted and are aware of precinct standards for operating. The fees for these services are charged at cost to festival organisers.

**SOPA will procure on the festival's behalf, at the festival's cost, the following suppliers, equipment and/or infrastructure:**

- Cleaning and waste removal through precinct contractors (including cleaning and waste management plan)
- Security through precinct contractors (optional, however if festival organisers would like their own provider then security/crowd and emergency management plan will need to be supplied for approval)
- SOPA staff and traffic management to oversee and support safe execution of your event
- Safety Officer attendance if determined as required for the scale and complexity of your event delivery
- Power plan, distribution boards, power supply to the activation, and compliance checks
- First aid (including medical plan)
- Cool rooms
- Pot wash facilities
- Hand wash basins
- Liquid waste tanks and removal
- Gas compliance check
- Fire extinguishers and blankets

- Marquees including flooring and weights
- Furniture

**Organisers are responsible for the following:**

Procurement and payment for the following suppliers, in consultation with SOPA. SOPA is required to review and approve final plans to ensure compliance.

- Audio Visual
- Stage performers and programming
- Stallholders
- Signage and theming
- Any other unique or bespoke entertainment or structures

## Payment Schedule

Specific payment dates are detailed to ensure all organisers understand the timing of payments, to enable them to effectively manage the event budgets. This also enables SOPA to secure and pay for procured event services and infrastructure to support the delivery of the festival.

Below is a summary of the payment schedule:

<b>At time of EOI application</b>	\$198 application fee (GST incl)
<b>Event Bond</b> 3 months out (90 days from event date)	\$5,000 refundable bond held in case of any damage to park or precinct or if additional costs are incurred by SOPA during the event.  ** Please note that if the festival is cancelled by you less than 30 calendar days prior to bump-in date, a \$5000 (GST incl) fee will be recoverable.

<b>50% SOPA recoverable costs</b> 8 weeks out (60 days from event date)	50% of expected recoverable expenses plus any applicable venue hire fees due for payment
<b>Balance of SOPA recoverable costs</b> 3 weeks out (21 days from event date)	Final invoice due for recoverable expense. Payment is due in advance of your event dates.
<b>Final reconciliation</b> 6-8 weeks post event	Cost Reconciliation issued. Reconciliation invoice issued for payment or refund issued

This schedule will be captured within the timeline that festival organisers are required to sign & return in order to progress with planning the Festival.

## Reference Documents

The following documents are attached at the end of this guideline as a reference. To complete the EOI please review these documents.

1. Example Timeline
  - This example of a timeline indicates critical planning milestones, meeting dates, deadlines for document submission, scheduled dates for invoicing and payments, and of course the cultural festival date.
  - If successful, and the festival organiser accepts the offer to be part of the cultural festival program and assigned date, the venues team will create a tailored timeline specific to each cultural festival and will share this along with the templates for planning.
2. Template Site Plans & Indicative Cost Estimate
  - SOPA have determined the two (2) most feasible festival layouts and created templates for each. These layouts take into account food stall power access, bump in/out logistics, crowd flow, sight lines and impacts to precinct users

- The two (2) options for site layout (medium and large) give an example of indicative costs for each to help festival organisers in their planning.
  - Festival organisers are required to nominate one site layout on their EOI to indicate to SOPA what the expected size of their festival is, and to then use the indicative costs to help draft a proposed budget.
  - The Large Festival layout indicates the maximum amount of food and merchandise vendors that will be accepted for the Cultural Festival program. Proposed site layouts that exceed the Large Festival layout's food and merchandise vendors allocations will not be approved for the venue.
3. Licence Agreement
    - Festival Organisers will be required to sign a Licence Agreement. A sample of this Agreement is provided with this Guideline.



## Marketing package assets

### Inclusive Package

The below package is inclusive and at cost to Sydney Olympic Park Authority. Please provide a selection of imagery and copy to help us promote your event.

Instagram followers	Facebook followers	Twitter followers	EDM inclusions
13.9K	99K	6.5K	230K (Things to See and Do 5.5K (Community notices)

- Website listing – things to see and do
- 2 x email newsletter inclusion (Things to See and Do + Community Notices)
- 1 x social post (Instagram, Facebook & Twitter)
- 1 x digital kiosk poster/listing
- 1 x listing on things to see and do totem (in precinct)
- Local community noticeboard poster
- 1x Blog post post/ news post

Media value= \$3500

### Terms and conditions

- All promotional marketing content must be supplied to SOPA by the deadlines provided, or the cultural organisation may need to forfeit their slots on email placements and printed collateral. A make up date for missed deadlines is not guaranteed and may not be available to the organisation to supply at a later date.
- All content is subject to approval by SOPA. SOPA reserves the right to reject any promotional content at their absolute discretion.
- SOPA accepts no responsibility for any loss resulting from the failure of an inclusion or advertisement, in full or part, to appear or for any errors in the content supplied.
- Artwork must be supplied to the specifications provided by SOPA. SOPA reserves the right to change incorrectly supplied artwork to meet the specifications of the publication as required.
- The publisher takes no responsibility whatsoever for errors in supplied content, artwork or files.
- Artwork designed on behalf of the cultural organisation must be checked and approved by the organisation by the stated deadline. SOPA takes no responsibility for errors or loss which is identified after the deadline.

## Frequently Asked Questions

Question	Answer
What is a Cultural Festival?	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 Cathy Freeman must demonstrate culturally significant and appropriate food offerings, performances and merchandise offerings and must be free for the general public to attend.
Why are SOPA doing an EOI program?	To allow equal opportunity across the available seasons to all applicants. To provide the organiser with clear delivery expectation information and anticipated costs for the planned size festival prior to submitting the EOI application to assist in the successful planning and delivery of their Cultural Festival
What does EOI stand for?	Expression of Interest
Can festival organisers apply to have a cultural festival at Cathy Freeman Park any other time outside of the EOI open dates?	No. Applications must be made within the allocated time frames. Late applications will not be permitted, nor will application have made outside of the allocated times.
Can festival organisers apply to hold a festival date more than 12 months out?	No. Applications must be made within the allocated time frames.

Question	Answer
Can festival organisers have more time to complete the EOI?	Expressions of Interest must be completed and submitted by the application closure date. Late applications will not be permitted, nor will application have made outside of the allocated times.
When can festival organisers confirm the date of their festival?	If successful through the EOI selection process festival organisers will be provided with the dates available for their applied festival a maximum of four (4) weeks from EOI closure date.
What if the preferred date for the festival isn't available?	As part of the EOI process, festival organisers must choose three (3) dates. If these dates are not available, the festival will not be successful in its application.
What happens if the festival organiser misses the EOI round for their preferred dates?	The festival organiser will not be allowed to submit an EOI outside of the 'open' period. They can then submit an EOI in the next round during the EOI open period only. Dates for each of the rounds are listed on the EOI form.
What happens if there are two applications from the same 'culture'?	SOPA has limited space and time available on Cathy Freeman Park and are looking to showcase a range of cultures. Where there are two applicants within the same season presenting the same culture, SOPA would only accept the one application that scored the highest against the assessment criteria.

Question	Answer
<b>What happens if the festival organiser needs to cancel the event?</b>	It's the responsibility of the festival organiser to understand the financial implications of cancelling the event at key times leading up to the event once deposits have been paid to their suppliers. The SOPA Event Deposit may be non-refundable. Please check the Terms & Conditions in the Licence Agreement and discuss with the Cultural Festivals team.
<b>Is there a fee to submit an EOI?</b>	Yes. \$198 will be payable on application. This amount must be paid for the festival organiser's EOI to be considered.
<b>If a festival is not accepted, can it be considered for the next season, or do they have to reapply?</b>	The festival organiser will need to reapply for the next season through the EOI program. Each season is assessed separately.
<b>When will a cost estimate be provided?</b>	Sample cost estimates based on a Medium & Large Festival Layouts have been detailed in the EOI for each size festival for a one or two-day delivery. These are a good indication of what festival organisers should be budgeting for. A tailored cost estimate will be made available six (6) weeks out from the festival date based on the information provided at that time.

Question	Answer
<b>Why does SOPA require all the documentation outlined in the EOI?</b>	To be considered for the Sydney Olympic Park Cultural Festival Program inclusion it is important that all festivals are submitting the same required information so they can be assessed fairly. As part of the festival planning process there is a timeline document that also outlines key planning documents and templates that need to be completed and submitted at various intervals in the lead up to each event. The documents submitted enable SOPA to assist festival organisers in delivering an exciting, well organised and safe festival for their community, festival attendees and visitors of the Sydney Olympic Park Precinct.
<b>If accepted into the Cultural Festival program, can the size of the festival (Medium – Large) be changed during the planning?</b>	It is important that the festival organiser's EOI is a close reflection of the festival their community group is planning to hold. The process allows for SOPA to allocate time and resources to assist festival planning. If the festival grows significantly there may not be appropriate resources allocated to the event. In order to assist with this process, please estimate the event as larger and scale back to smaller if needed.

Question	Answer
Can the site plan be changed?	Site maps can be adjusted slightly (but not rearranged) in consultation with the SOPA Event Manager and must be done at early stages of the planning. No changes to the event site plan will be permitted less than 4 weeks out from the event.
Why is there a limit to food vendors on site?	There is a limit to the number of food vendors allowed on site for a festival. The most allowed for a festival is 14 (Large Festival). This is to assist with safe delivery and compliance on site, to reduce competition between vendors and impacts to precincts, as well as to reduce cleaning and waste, and to fit within the available power in the park.
In previous years, SOPA have organised other services on the festival organisers behalf. Can this still be organised by SOPA?	As part of the EOI process, the items that SOPA will procure on the festival's behalf are listed. Items outside of this list will not be organised by SOPA, however support and direction can be provided on areas outside of the scope.
Are festival organisers required to pay the Event Bond?	Yes. This is invoiced separately 4 months out from the festival date, with payment to be made by 90 days prior. This amount is held in case of damage to the park or precinct or if additional recoverable costs are incurred.

Question	Answer
What does SOPA provide to the festival?	<ul style="list-style-type: none"> <li>• Support and guidance throughout the planning process</li> <li>• Managing compliance requirements</li> <li>• Procurement of limited equipment</li> <li>• Allocated SOPA Event Manager</li> </ul>
Does SOPA offer grants or sponsorship?	No, SOPA does not offer cash sponsorships. The Cultural Festival program comes with value in-kind support and guidance through the planning and the delivery of the festival. Festival organisers may contact the following organisations for cash sponsorship or grant programs to support the delivery of their festival: Create NSW, Multicultural NSW, Museums & Galleries of NSW.
Can the festival organiser sell tickets to the festival to help cover the costs?	To be accepted as part of the Cultural Festival program it is a condition that the festival is free to the public to attend. If the festival organiser would like to ticket their festival, then they will not be accepted as part of this program and will need to apply via the normal venue hire process. Please note the value in kind support offered in this program is not offered to general venue hire events.

Question	Answer
<b>Can festival organisers engage in commercial sponsorships to fund their event?</b>	<p>SOPA understand the important role third party commercial sponsors play in providing revenue to your cultural festival. When securing commercial sponsors please ensure the following criteria is adhered to when allowing on park brand presence:</p> <ul style="list-style-type: none"> <li>• The sponsor must have a direct connection to the culture and complement the overall festival</li> <li>• All third party sponsors must be approved by SOPA before any agreements are made between the festival organisers and the third party brand</li> <li>• All third party branding must adhere to the 80/20 rule signage guidelines across all signage both print and digital</li> <li>• Being a cultural festival we do limit the amount of third party on park commercial brand activations to three (3) in order for the event to not become commercially driven</li> </ul>
<b>Can festival organisers sell tickets to experiences that are programmed as part of the event?</b>	<p>This depends on the experience being provided and how it links to the culture. Please discuss this with the assigned SOPA Event Manager.</p>

Question	Answer
<b>Are there any further discounts that SOPA can provide to the Cultural Festivals?</b>	<p>SOPA supports the Cultural Festivals Program through value in kind support and planning guidance and operational management. Any services procured on behalf of the festivals are charged at cost with no mark up, and SOPA works with suppliers to achieve costs savings where possible without compromising on quality. SOPA are not a funding agency and cannot provide cash support for festivals. If festival organisers are concerned about budgeting or would like to reduce costs, they can discuss with the assigned SOPA Event Manager who can provide guidance on where reductions can be made.</p>
<b>Can festival organisers hold a raffle as part of their festival?</b>	<p>Raffles/Giveaways are a permitted activity as part of your Cultural Festival under the following guidelines:</p> <ul style="list-style-type: none"> <li>• Organisers must obtain appropriate licences from the NSW Lottery Office and provide this permit number/ advice to SOPA</li> <li>• Sponsors of the raffle will need to adhere to the 80/20 rule for signage</li> <li>• Ticket sales must be contained within the licensed venue</li> </ul>

Question	Answer
<b>Can SOPA support recycling initiatives on ground at the festival?</b>	Yes, the cleaning contractor can report on recycling. To manage this process, additional staffing is required to sort rubbish and document figures for reporting.
<b>Are there ways to save money on the event equipment hire attached to the festival?</b>	SOPA Event Manager can assist with suggestions on ways to reduce costs. The festival may wish to consider making their event smaller or reducing their operational hours to assist with saving money. All equipment procured on behalf of the festivals is charged at cost. Also providing firm event details early in the planning process will allow SOPA to assist with suggestions that may lead to cost savings.
<b>Can the festival organiser arrange their own security provider?</b>	Festival organisers can provide their own security if the contractor holds the appropriate licences & insurances. A roster of services will need to be provided to and approved by SOPA to ensure the festival has the appropriate cover. Please discuss this with your SOPA Event Manager.

Question	Answer
<b>Can the festival organiser provide their own volunteer cleaners to support the cleaning of the event and reduce costs?</b>	It is a condition of the program that the precinct cleaning and waste contractors are engaged by SOPA to ensure a premium standard of cleanliness and compliant waste management practices. This is charged back to the festival at cost price. A volunteer base may be useful to supplement paid resources to support sustainability practices.
<b>Can the bump in of festival equipment and infrastructure commence on the Thursday?</b>	As Cathy Freeman Park is a premium green space in Sydney Olympic Park, SOPA encourages festival builds to be completed quickly and with minimal impact to the venue and general public. As part of the Cultural Festivals Program venue hire is provided as value in kind for the bump in and bump out day. Additional days outside of this including a Thursday bump in will attract a fee and will be approved depending on availability and other activity happening in the precinct.



Question	Answer
<b>Can SOPA support the festival with additional marketing?</b>	Yes, SOPA supports the festival with additional marketing activities including listing on the Sydney Olympic Park website, social media posts (Facebook and Instagram). The SOPA Event Manager will notify festival organisers when the Marketing team will require information and when this information is shared via those channels. Banner poles within the precinct can be hired by the Cultural Festival Organiser at a commercial cost.
<b>Does SOPA supply a dedicated Event Manager to support the event process?</b>	Yes, a SOPA Event Manager is allocated to each Cultural Festival. On occasion, there may be changes to the SOPA Event Manager representative through the planning process to provide the festival with the best service and attention.

Question	Answer
<b>What is the role of the SOPA Event Manager?</b>	The SOPA Event Manager's role is to guide and provide advice based on experience and expertise in the venue. Whilst they provide guidance and mentor festivals through the process, they are not the organisers of the event. Should festival organisers require assistance to submit documentation to SOPA, and to deliver their event, it is recommended festival organisers hire an Event Manager on the festival's behalf. The SOPA Event Manager is also the point of contact for all EOI liaison, venue enquiries, finance and legal correspondence.
<b>Who sits on the assessment panel?</b>	Two (2) representatives from SOPA, as well as one (1) representative from Multicultural NSW and one (1) representative from Create NSW.
<b>Can the festival organiser contact the assessment panel to discuss their festival EOI and plans?</b>	No. The names and contact details of the assessment panel will not be disclosed to ensure that there is no canvassing of panel members over the EOI process to keep the application fair to all parties involved. After the assessment, each festival organiser will be given feedback on their EOI submission, as well as advising whether they have been successfully accepted into the program or not.

---

Question	Answer
<b>What happens if social distancing and event restrictions are required?</b>	Should event restriction be required through a Public Health Order or similar, the SOPA team will work with each event individually to work through the practicalities of the requirements under any applicable Public Health Orders or to discuss cancellation or postponement. Festival Organisers should consider public health as a risk within the Risk Assessment.

---

## Further Information

For any questions or to discuss submissions, please contact the SOPA Precinct Coordination team on (02) 9714 7300 or email [enquiries@sopa.nsw.gov.au](mailto:enquiries@sopa.nsw.gov.au)

Cultural Festivals should be familiar with our Outdoor Event Policy and our Outdoor Events Manual.

Further information can also be found on our website.

**Thank you for taking the time to read the Cultural Festivals Program Expression of Interest Guidelines.**

## Enquiries

Phone: (02) 9714 7300

Email: [enquiries@sopa.nsw.gov.au](mailto:enquiries@sopa.nsw.gov.au)