

Resolution of Council

17 March 2025

Item 13.2

A Creative and Nightlife Team Within the City's Business Concierge

Moved by Councillor Arkins, seconded by Councillor Miller –

It is resolved that:

(A) Council note:

- (i) the City of Sydney is a global leader in supporting creativity, culture, and the nighttime economy, with thriving hospitality, live music, performing arts, and creative industries;
- (ii) businesses, creatives, event organisers, and cultural practitioners sometimes find it difficult navigating the various approvals, permits, funding opportunities and hiring venues within the City;
- (iii) the City of Sydney has implemented policies to support the cultural and nighttime economy, including grants, licencing reforms and live music initiatives, but further streamlining of processes and having a one stop shop would better enable small businesses, creatives, and event organisers to help deliver a more vibrant Sydney;
- (iv) the City of Sydney established the business concierge service in 2021/22 to assist with Covid-19 business recovery and is currently reviewing its functions; and
- (v) the NSW Government also established the Office of the 24-Hour Economy Commissioner, Sound NSW and have introduced a concierge service within Liquor and Gaming NSW to assist those operating creative and hospitality businesses in the nighttime economy, which has been really well received by industry;

(B) Council support:

- (i) the establishment of a dedicated creative and nightlife team within the City of Sydney business concierge to act as a “one-stop shop” service for businesses, creatives, event organisers, and cultural organisations seeking to operate within the City;
- (ii) a dedicated public-facing team that provides tailored guidance to help businesses, creatives, and event organisers navigate Council's processes, including planning approvals, licensing, venue hire, and funding applications;
- (iii) a focus on removing barriers to entry for small and independent operators in the creative and nightlife sectors, ensuring that Council processes are accessible, transparent, and efficient; and
- (iv) a customer-focused approach that aligns with the City's recently released economic development and cultural strategies; and

(C) the Chief Executive Officer be requested to:

- (i) develop a plan to establish a creative and nightlife team within the business concierge, including scope, structure, and resourcing requirements;
- (ii) ensure this team is public-facing and streamlines interactions between businesses, creatives, event organisers, and Council, minimising red tape and improving communication;
- (iii) design the team to work collaboratively across Council departments, ensuring a seamless experience for users requiring planning approvals, permits, funding advice, or venue hire support;
- (iv) consult with the City's Nightlife and Creative Industries Advisory Panel at its first meeting to ensure the concierge meets the sector's needs; and
- (v) report back to Council within 3 months of consulting with the Advisory Panel on the proposed structure, funding implications, and implementation timeline for the creative and nightlife team within the City's business concierge.

Carried unanimously.

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