

Item 10.9

Notices of Motion

Lighting Up Oxford Street

By Councillor Maxwell

It is resolved that:

(A) Council note:

- (i) the Sydney Gay and Lesbian Mardi Gras, proudly supported by the City of Sydney, is an internationally renowned celebration of diversity and creativity. The 2026 parade theme is “ECSTATICA”;
- (ii) Oxford Street is recognised in the Oxford Street LGBTIQA+ Social and Cultural Place Strategy (2023) as a key cultural precinct under City Plan 2036, promoting creative industries, local jobs, and inclusive placemaking through updated planning controls;
- (iii) the City’s ongoing collaboration with the Sydney Gay and Lesbian Mardi Gras, LGBTIQA+ artists, and Oxford Street businesses continues to strengthen community visibility and pride. This partnership has delivered major initiatives such as the City’s float participation, co-designed public art, and lighting activations that celebrate the area’s rich history and ensure authentic, community-led storytelling;
- (iv) in 2025, the City of Sydney’s Communications team delivered a major Mardi Gras campaign celebrating inclusion, creativity, and visibility across multiple platforms. The campaign featured extensive media support, 10 social media posts (including 7 original videos) across TikTok, Instagram, Facebook, and LinkedIn, as well as coverage on the What’s On and City of Sydney News websites. It also included QMS community screen activations, e-newsletters reaching over 60,000 subscribers, and 440 banners citywide. Internal communications showcased staff participation in the City’s Mardi Gras float, sharing behind-the-scenes stories that reinforced the City’s commitment to pride and diversity;
- (v) the Oxford Street Strategy commits to celebrating LGBTIQA+ heritage and visibility through creative lighting, Pride-coloured landmarks, inclusive art, and signage. Key actions include:
 - 7.6: Public art by LGBTIQA+ artists;
 - 7.7: Investigate the introduction of creative lighting fixtures that reflect the LGBTIQA+ community on smart poles along Oxford Street;
 - 7.8: Pride lighting of the Taylor Square Fountain and floral displays (note Taylor Square lighting installed and operating permanently);

- 7.10: Signage recognising Taylor Square's Mardi Gras history; and
 - 9.4: Inclusive messaging through City-owned spaces and artworks; and
- (vi) the Art & About Sydney Expression of Interest (EOI) invites innovative proposals using light, sound, and interactive technology to enliven Oxford Street and Taylor Square; and
- (B) the Chief Executive Officer be requested to work with staff to:
- (i) investigate the budget implications of illuminating Oxford Street and Taylor Square during Sydney Gay and Lesbian Mardi Gras seasons in alignment with action 7.7 of the Oxford Street LGBTIQ+ Social and Cultural Place Strategy for Council's consideration as part of the preparation of the 2026/27 Budget and Operational Plan, including for the 2026 season if possible; and
 - (ii) ensure all activations are delivered in collaboration with the Sydney Gay and Lesbian Mardi Gras, local LGBTIQ+ artists, and Oxford Street businesses, maximising community engagement and visibility.

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