

Special Business Rates [SBR] are collected for the promotion, beautification and development of the SBR precincts of City Centre / Darby Street, Hamilton, Mayfield, New Lambton and Wallsend. In 2019/20, 13 applications have been successful for the City Centre / Darby Street precinct, 1 application for Wallsend and 1 application for Hamilton. The successful applicants are sharing in approximately \$820,000 in funding. A brief synopsis of each successful applicants is listed below:

Organisation	Title	Funding	Project
Peninsula City (Storyhaus)	Our city is your story	\$124,850	A series of six videos uncovering local stories that promote Newcastle as a Creative City. The videos will engage the community in the new dreams and aspirations locally, regionally, nationally and internationally.
Newcastle Afoot	Major Street Art Festival	\$120,100	A community event that will bring 12 local, national and international artists to transform Newcastle's streetscapes. The event will celebrate our creative culture with 12 large murals being painted across the weekend.
Makers & Traders	Maps and micro-activations	\$106,000	Two major place activation programs for Christmas 2019 and International Women's Day 2020. Also develop two seasonal maps to promote Makers & Traders in the City Centre / Darby Street precinct.
Playgrounds Park	3*3 basketball	\$88,741	A new summer 3-on-3 basketball tournament at three street venues in the Newcastle CBD. The tournament has been endorsed by the international body and will attract players from across NSW.
Out of the Square Media	History Here	\$78,300	An app-based initiative that will use augmented reality to bring key historical moments to life by animating archival photos.
Makers & Traders	Customisable walking trails	\$60,000	An app-based initiative that will allow Novacastrians and visitors to follow localised custom trails to find makers, traders and places of interest.
Hunter and King Street Traders	Eastend.com	\$56,600	A central website for approximately 140 businesses and stakeholders to collaborate, promote their precinct and obtain discounts.

Newcastle Live Music Taskforce	Sounds Station	\$43,000	A free community event at The Station to showcase and celebrate Newcastle's live music industry and engage the community with the vibrant East End heritage precinct.
HUNTERhunter	Precinct Marketing Campaign	\$40,200	A multi-media marketing campaign to promote Newcastle's city centre and Darby Street precinct.
Flux Movement	Active spaces	\$30,000	A place-making initiative in Hunter Street mall to improve amenity and enable Parkour training and competitions.
The Y Project	TRACKS Tram Line Gigs	\$27,072	A live music and youth engagement program in eight different locations along the Newcastle light rail line. These all-age events will be hosted collaboratively with local businesses and feature a wide range of young musicians from the local area.
Kafey Cafe	Super-duper Carts	\$20,000	A place activation project in Hunter Street Mall including a go-kart rally during the 2019 Newcastle 500 Supercars event.
NSW Rural Doctors Network	Hamilton Urban Art Jam	\$15,000	A community event that will bring local and national artists to transform a Hamilton Alleyway into an exciting outdoor graffiti gallery.
Screen Hunter	The Real Film Festival	\$8,228	Support for the Real Film Festival which is providing a new capacity building program for Newcastle businesses and enterprises as part of its 2019 events.
Wallsend Baptist Church	Wallsend Christmas Carols	\$8,000	A free community event at Wallsend including children's activities, food stalls, stage performances and fireworks.

A public announcement will be issued by the City of Newcastle shortly. A new round of SBR funding for Hamilton, New Lambton and Wallsend will be launched in early 2020.

Events Calendar – Confirmed Dates:

Date	Event
19-20 October 2019	Hamilton Urban Art Jam
15-17 November 2019	Screen Hunter Real Film Festival
22-24 November 2019	Super-duper cars in Hunter St Mall during Supercars
14 December 2020	Wallsend Baptist Church Carols
18-19 January 2020	3*3 basketball tournament at Newcastle street venues
7 March 2020	Sound Station Music Festival
8 March 2020	Makers & Traders Place Activation for International Women’s Day
12 September 2020	Newcastle China Week

Events Calendar – Tentative Dates:

Date	Event
Christmas 2019	Makers & Traders Place Activation
Christmas 2019 / Early 2020	HUNTERhunter marketing campaign
End of Year 2019	Launch of Our city is your story videos
October 2020	Major Newcastle Street Art Festival
Eight events across 2019/20	TRACKS Tram Line Gigs
TBC	Launch of History Here Augmented Reality on City of Newcastle app
TBC	Launch of Makers & Traders Walking Trails on City of Newcastle app
TBC	Opening of Parkour Training Space
TBC	Launch of EastEnd.Com website