

## Woollahra Council – Business Sector Support Grants 2024/2025

Organisation	Project Name	Project description	Amount Granted
<b>Paddo (collective)</b>	Paddo Collective District Support	<p>Various events and activations to promote Paddo Collective (PC) as a destination district and association, to attract, engage and educate the public on what Paddington has to offer and to promote local businesses.</p> <p>The funding will assist in promoting brand identity, rolling out a marketing and PR campaign to continue the PC initiative started last year and establish a program of events and future sponsorship and partnership opportunities. This will promote the district and member businesses, showcasing the vibrant and creative community, which will in turn benefit local businesses and the economy.</p>	\$10,000
<b>Paddington Chamber of Commerce</b>	Promoting and Connecting the Businesses of Paddington	A series of networking events for Paddington businesses, that will include subject matter experts on a range of topics breakfasts, lunches and dinners with business relevant speakers and local representatives. The aim is to provide contacts for businesses to collaborate with and work together.	\$10,000
<b>The Bay Street Initiative</b>	The Bay Street Initiative: supporting, enhancing and creating community events in the Double Bay precinct	THE Bay Street Initiative (BSI) is a community driven scheme to activate Bay Street, Double Bay and its surrounding streets. Formed in 2023, the BSI aims to bring fun and life to the area for residents, visitors and local businesses. Proposed free community projects include: Double Bay in Lights – digital light display on streets, Performances in Guilfoyle Park, Bay Hop – promoting pre-dinner evening drinks across multiple locations.	\$7,500