

**ITEM 20. SPONSORSHIP - PIIVOT - SYDNEY'S DIGITAL CREATIVE
KNOWLEDGE HUB FOR SYDNEY STARTUP WEEK - AWARENESS
RAISING AND KNOWLEDGE SHARING EVENTS**

FILE NO: S119728

On 9 December 2013, Council adopted the Economic Development Strategy – a 10 year strategy which aims to strengthen the City's economy and support businesses. It centres on further improving the solid foundations for success that exist within the City's economy, as well as creating opportunities for individuals, businesses and the community.

Within this framework, a series of action plans will be developed to set out in more detail the contemporary issues faced by each industry, economic sector or location and the projects and programs designed to respond to those challenges and opportunities.

The draft Tech Startups Action Plan was endorsed for public exhibition by Council on 10 August 2015. It identifies how the City can support entrepreneurs, with a focus on new businesses based on technology and designed for fast growth; that is 'tech startups'.

Sydney Startup Week 2015 is a week-long project in October 2015 that proposes to celebrate the achievements of Sydney's entrepreneurial community, help develop further support for the burgeoning startup ecosystem and create greater awareness to a wider community both within Sydney and possible future entrepreneurs, and to the global network.

On 10 August 2015, Council resolved to sponsor Sydney Startup Week in order to support the ecosystem.

Sydney Startup Week will bring together startups, investors, corporates, government and those wanting to learn more, to experience a series of events and activities, across an entire week, in various locations across the city. It will also allow more established startups in the community to open their doors and demonstrate what working at and founding a startup is all about.

Piivot, a not-for-profit organisation established by the University of Technology, Sydney (UTS), is a collaboration between Sydney's digital startups, education, corporate, and major arts and cultural organisations. Piivot have requested sponsorship for events that they will curate and deliver during Sydney Startup Week 2015, including an information seminar and an ecosystem bus and walking tour.

This initiative aligns with the aspiration of the draft Action Plan to increase awareness of Sydney's entrepreneurs and tech startup ecosystem and to increase the number of people engaging and investing in startups.

The request for sponsorship has been evaluated against the Knowledge Exchange Sponsorship Program and support is recommended. All sponsorship recipients are required to sign a contract, meet specific performance outcomes, and acquit their sponsorship.

RECOMMENDATION

It is resolved that:

- (A) Council approve a cash sponsorship of \$20,000 (excluding GST) to Digital Creative Hub Pty Ltd trading as Piivot - Sydney's Digital Creative Knowledge Hub for Sydney Startup Week - Awareness Raising and Knowledge Sharing Events;
- (B) Council approve in-principle sponsorship for value-in-kind for marketing support up to the value of \$20,000 to Digital Creative Hub Pty Ltd trading as Piivot - Sydney's Digital Creative Knowledge Hub for Sydney Startup Week - Awareness Raising and Knowledge Sharing Events to both promote the events and raise the profile of the ecosystem; and
- (C) authority be delegated to the Chief Executive Officer to enter into a sponsorship agreement with Digital Creative Hub Pty Ltd trading as Piivot.

ATTACHMENTS

Nil.

BACKGROUND

1. The City's Economic Development Strategy recognises that supporting entrepreneurs is integral to its vision for the city's economy. Entrepreneurs are agents of change and supporting entrepreneurs as they become employers is an effective way to grow jobs and job diversity in the economy.
2. The Strategy states that the City will explore ways in which it can influence the success of entrepreneurs and small business operators whether through capacity building initiatives, making it easier to do business or the development of programs to assist startup and small business more efficiently deal with Government.
3. A priority of the Strategy is to promote opportunity: build on strong regional, national and global links and cross sector networks; support the continued development of strong industry clusters; encourage partnerships; and work to strengthen the established sectors as well as the entrepreneurial and small business community within the city.
4. The draft Tech Startups Action Plan builds on this strategy and, importantly, adds a focus on tech startups, recognising that their needs are very different to those of small businesses. The draft Tech Startups Action Plan was endorsed for public exhibition by Council in August 2015.
5. On 10 August 2015, Council resolved to provide sponsorship to Startup Week Australia as it meets the objectives of the City of Sydney's Economic Development Strategy and the draft Tech Startups Action Plan.
6. Startup Week is an entrepreneur-lead, community-focused week of events that seeks to enable and encourage emerging and established entrepreneurs to share resources and acquire new knowledge and skills. It also aims to raise the profile of the local tech startup ecosystem and encourage the wider community to get involved and learn more about it.
7. Piivot is a not-for-profit organisation established by UTS and is a collaboration between Sydney's digital startups, education, corporate, and major arts and cultural organisations. Piivot has requested sponsorship for events that it will curate and deliver during Sydney Startup Week 2015, including an information seminar and an ecosystem bus and walking tour.
8. Piivot – Sydney's Digital Creative Precinct, was launched in November 2014 and is supported by the NSW Department of Industry's Knowledge Hub Initiative. Piivot has been incubated at UTS; however, it is now a company entity in its own right, with two full time staff members.
9. Piivot provides a non-competitive platform to drive collaboration. Piivot seeks to engage and collaborate with existing partner initiatives, as well as developing new service offerings to achieve its vision for the Sydney ecosystem to become a globally recognised icon of digital technology and innovation.
10. Piivot proposes to create the following events to be part of Startup Week:
 - (a) information seminar: promote awareness and opportunities to existing and new entrants;

- (b) ecosystem bus and walking tours: provide a first-hand experience of the key people and places that make up the Sydney Startup scene, while dispelling assumptions and 'myths' about life as a startup and perception of the stereotypical startup founder; and
 - (c) celebration of achievements event: celebrate local success stories within the ecosystem in order to inspire other potential startups and highlight potential mentoring opportunities.
11. This curated series of events as part of Sydney Startup Week 2015 responds to a number of priority activities identified by Piivot and partners, specifically:
- (a) public relations and branding: promotion of the Piivot brand is critical to buy-in and recognition of the digital creative hub at local, national and global levels;
 - (b) communication and outreach: facilitate collaboration, networking, information sharing and business opportunities among ecosystem members (including industry, researchers and government); promote the achievements of the existing ecosystem members to motivate and excite new entrants to the sector;
 - (c) education: promote opportunities for skills development; raise awareness of opportunities to participate in the sector; promote skills needs and future opportunities to students as the next generation of entrepreneurial/startup talent; and
 - (d) foster talent: a curated series of events highlights the value and opportunities within the local ecosystem to existing ecosystem talent. This will affirm local opportunities and, therefore, seek to stop the leakage of talent overseas, as well as attracting new entrants to the sector.
12. While Piivot focuses on the digital creative technologies as an important economic sector in their own right, it also recognises the digital creative technologies as an enabler across all industry sectors. Therefore, Piivot sees opportunities to promote the value of digital creative technology opportunities to a wider audience.
13. The application has been assessed under the City's Knowledge Exchange Sponsorship program. The program recognises that, for the city to thrive, we must support and create an environment that fosters collaboration and learning.
14. The program supports the exchange of ideas and knowledge, the showcasing of local expertise and encourages dialogue on local and global issues. Under the program, eligible projects can be supported to a maximum of \$40,000 cash and applications can be received ad hoc, throughout the year.
15. The application has been assessed as contributing to the following program outcomes:
- (a) adoption and implementation of best practice approaches by organisations and individuals;
 - (b) strong networks where participants share resources and acquire new knowledge and skills;
 - (c) improved capacity in organisations and individuals to develop and maintain sustainable business ventures; and

- (d) increased recognition of Sydney as an innovative and creative city.
16. Under the Knowledge Exchange Sponsorship program, eligible organisations include not-for-profit and for-profit organisations as well as social enterprises. Piivot is a not-for-profit organisation.
 17. The applicant requested sponsorship to the value of \$25,000 ex GST. The request for sponsorship was evaluated against the guidelines and it is recommended that the City's sponsorship of the events be to the value of \$20,000 ex GST. The applicant will be required to submit a detailed budget prior to entering into an agreement with the City. This recommendation is commensurate with the sponsorship benefits offered and other similar events.
 18. Sponsorship benefits to be negotiated include the City of Sydney acknowledgement in media releases, social media platforms, and signage at the events; City of Sydney logo included in all pre-event marketing materials including flyer, invitation and webpage; invitations for Councillors and relevant staff to attend as guests at events.
 19. Evaluation of the sponsorship will include, for example, a report containing results from a participant survey, number of participants, participant feedback, website analytics and media mentions. The evaluation requirements will be included as part of the City's standard sponsorship agreement.
 20. A key contribution the City can make to the Piivot events during Startup Week is through our marketing channels. This is intrinsically linked to the awareness campaign that will take place as part of Startup Week.
 21. The marketing support for the events, particularly the walking and/or bus tour of local startups, will provide opportunities to engage with a broader audience and leverage the City's brand. By providing exposure for the ecosystem through our marketing channels, the City will be implementing the following key actions in the draft Tech Startups Action Plan:
 - (a) creating an awareness campaign focused on entrepreneurs and the tech startup ecosystem;
 - (b) creating a Sydney tech startup festival to celebrate and promote the ecosystem; and
 - (c) using our engagement and communication channels to discuss and debate the impact of innovative technology and to showcase tech startups.
 22. This report also recommends that Council approve, in-principle, value-in-kind marketing support up to a value of \$20,000. This VIK would enable Piivot to access the City's marketing platforms including printed collateral, our digital and social media channels and media relations.

KEY IMPLICATIONS

Strategic Alignment - Sustainable Sydney 2030

23. *Sustainable Sydney 2030* is a vision for the sustainable development of the City to 2030 and beyond. It includes 10 strategic directions to guide the future of the City, as well as 10 targets against which to measure progress. This sponsorship is aligned with the following strategic directions and objectives:

- (a) Direction 1 - A Globally Competitive and Innovative City – supporting entrepreneurs to start and to grow innovative businesses will potentially create more employment, boost Sydney’s economy, strengthen global connections and make the City a more desirable place to live, work and visit;
- (b) Direction 6 - Vibrant Local Communities and Economies – innovative businesses can grow into global businesses, resulting in swift economic and employment benefits locally; and
- (c) Direction 7 - A Cultural and Creative City – supporting entrepreneurs is supporting the expression of innovation and creativity, which in turn contributes to a cosmopolitan, vibrant and active city. Piivot is a collaboration between Sydney’s digital startups, education, corporate, and major arts and cultural organisations. Sydney’s digital creative organisations provide a unique point of difference to the digital tech startup space and will be promoted and celebrated at Sydney Startup Week events.

BUDGET IMPLICATIONS

- 24. This support can be provided within the existing 2015/2016 budget of the Research, Strategy and Corporate Planning Unit.

RELEVANT LEGISLATION

- 25. Section 356 of the Local Government Act 1993.

CRITICAL DATES / TIME FRAMES

- 26. Sydney Startup Week is proposed to run from 26 October to 31 October 2015. The events proposed by Piivot will take place within that week.

KIM WOODBURY

Chief Operating Officer

Charnelle Mondy, Strategy Advisor - Economic