

ITEM 17. KNOWLEDGE EXCHANGE SPONSORSHIP - 2017 CHINA AUSTRALIA MILLENNIAL PROJECT (CAMP)

FILE NO: 2016/196968

SUMMARY

The City's Economic Development Strategy identifies strengthening connections with Asia, building capacity and supporting innovation as key objectives. In accordance with these objectives, in 2015 the City sponsored the inaugural China Australia Millennial Project (CAMP) with a Knowledge Exchange Sponsorship. The event organiser, AustraliaChina.org, has applied for sponsorship to support the expanded CAMP program in 2017.

CAMP is an innovative program that brings together 150 young leaders, from Australia and China, to complete an online innovation program from March to June 2017, followed by a five day summit in Sydney from 12-16 June 2017. The opening session and gala dinner will both be held in Centennial Hall, and workshop sessions at the University of Technology, Sydney. All activities take place within the City's Local Government Area.

This program provides the opportunity for young, innovative thinkers to share knowledge, develop mutual understanding and work together to solve common problems. Given the importance of the City's relationship with China, it provides a valuable opportunity to promote cross-cultural collaboration and dialogue on global issues.

The CAMP program is highly-regarded and supported by State and Federal government agencies and China industry bodies. The City supported the successful 2015 program. A post event survey demonstrated high participant satisfaction and improved cultural understanding.

This request has been assessed against the aims of the City's Knowledge Exchange Sponsorship Program and was found to strongly align with the program's key outcomes, in particular: encouraging the exchange of innovative ideas and knowledge, and the development of strong networks through which participants work collaboratively and acquire new knowledge and skills. The program has clear strategic alignment with the objectives of Sustainable Sydney 2030 and the Economic Development Strategy's focus on building capacity and connections with Asia.

RECOMMENDATION

It is resolved that:

- (A) Council approve \$30,000 (exclusive of GST) financial support to AustraliaChina.org Pty Ltd for the coordination and delivery of the 2017 China Australia Millennial Project in Sydney;
- (B) Council approve \$26,610 value in-kind (exclusive of GST) in the form of a venue hire waiver to AustraliaChina.org Pty Ltd, plus any annual increases in fees and charges for 2016/17 rates; and
- (C) authority be delegated to the Chief Executive Officer to negotiate, execute and administer a sponsorship agreement with AustraliaChina.org Pty Ltd.

ATTACHMENTS

Nil.

BACKGROUND

1. The City's Economic Development Strategy identifies strengthening connections with Asia, building capacity and supporting innovation as key objectives.
2. In accordance with these objectives, in 2015 the City sponsored the inaugural China Australia Millennial Project (CAMP) with a Knowledge Exchange Sponsorship (value-in-kind of \$22,900 excl. GST). The event organiser, AustraliaChina.org, has applied for sponsorship to support the expanded CAMP program in 2016.
3. CAMP brings together emerging young leaders from across Australia and China, for online and face-to-face knowledge exchange. The program begins with an online innovation program from March 2017, and culminates with a five day summit in Sydney from 12-16 June 2017. This is an overview of the program:
 - (a) The selected young innovators initially take part in an online incubation phase (March to June 2017) and are assigned to think-tanks based on their personal preference and background. The teams will be formed to address a real challenge guided by their think-tanks sponsors, which will consist of companies, government agencies, universities and non-government organisations.
 - (b) The delegates will receive input through three key stages: discovery, ideate and prototype. They can interact and exchange information with other delegates online and receive learning materials and feedback from both mentors and the Project team. The first two stages will each end with a video presentation uploaded by the team, the design and development of a website, while the last stage will end with an open pitch presentation by each think-tank.
 - (c) During the week summit in Sydney, the young innovators will attend a series of forums, master classes, and networking events curated by the Project team. They will also participate in workshops to fine tune their concept and prototype and build relationships.
 - (d) The delegates will then prepare their pitches for presentation in front of angel investors, talent scouts and the public to obtain grants and funding for the best ideas, with the aim of turning collaborations and conversations into actions.
 - (e) The finalists will have an opportunity to present their ideas at an innovation conference in Beijing later in 2017.
4. The whole summit takes place within the City of Sydney LGA, with the main public events at Sydney Town Hall. This reinforces Sydney's status as a globally competitive and innovative city, in line with the Sustainable Sydney 2030 strategic objectives.
5. The program is well regarded, and has been supported by both the NSW Government and the federal Australia-China Council, as well as corporate partners and industry bodies, including Westpac and Swiss.
6. Andrea Myles, CAMP's Chief Executive Officer, has been named one of the Westpac and Australian Financial Review 100 Women of Influence for 2014 for her work with CAMP. In 2015, she was a finalist in the Emerging Entrepreneur category of the NAB Women's Agenda Leadership Awards. She also co-founded the Engaging China Project, an innovative China engagement program in Australian Schools.

7. Under the Knowledge Exchange Sponsorship Program, eligible organisations include not-for-profits, for-profit organisations and social enterprises. The applicant, AustraliaChina.org Pty Ltd, is a for-profit Australian company, making them eligible for funding through this program. They are committed to the long-term viability of the China Australia Millennial Project.
8. The Australian Department of Foreign Affairs and Trade's Australia-China Council has stated that: "*The Council supports CAMP as a new platform with significant potential to enable future champions of bilateral engagement to meet, build relationships and make practical contributions to Australia China relations and broad global challenges.*"
9. A post-event survey reflected the success of the 2015 program. It found that:
 - (a) 93% of CAMPers said they would recommend CAMP to a friend;
 - (b) When asked if they intend to engage with China in the next 12 months, 75% of Australian CAMPers changed from 'no' pre-CAMP to 'yes' afterwards;
 - (c) 97.7% of all CAMPers are interested in pursuing future professional opportunities in China/Australia;
 - (d) 97.7% of Chinese participants said they would like to travel further in Australia; 96% of Australian participants said they would like to travel in China;
 - (e) 78.6% of all participants would like to pursue study or further education in China/Australia;
 - (f) 95.3% could see themselves living in Australia or China in the future; and
 - (g) Individual responses included the following:

"CAMP 2015 has been such an amazing experience that allowed each one of us to learn from industry experts, inspirational founders as well as connecting to so many talented delegates across the two countries. I am passionate in building the bridge between China and Australia, it is so wonderful to see the immense coverage CAMP have received over the past week, true testimony to the success of the program, there are indeed many wonderful opportunities for us to experience in this exacting Asian Century."
10. CAMP reports that at least four Think Tanks' innovative solutions from the 2015 summit have now progressed as startups.
11. In 2017, there will be an increased focus on sustainable development and the environment, with several Think Tanks focusing on sustainable and resilient cities, renewable energy use and climate change. The number of delegates will also be increased from 130 to 150 (75 Chinese, 75 Australian, and equal gender representation). All delegates are aged between 18 and 35.
12. This request has been assessed against the aims of the Knowledge Exchange Sponsorship Program and was found to strongly align with the program's key outcomes, in particular: encouraging the exchange of innovative ideas and knowledge; and the development of strong networks through which participants work collaboratively and acquire new knowledge and skills.

13. The City's sponsorship would support the expansion of CAMP in 2017, increase the City's association with this successful initiative, and provide scope for greater City involvement in the program.
14. The sponsorship package would provide the City with:
 - (a) branding in the marketing materials and program;
 - (b) a speaking opportunity for the City's representative;
 - (c) invitations to showcase events;
 - (d) formal acknowledgment of the City; and
 - (e) the opportunity to contribute to the program and selection of speakers, as requested by the City. CAMP has suggested that relevant staff working, for example, on resilience, innovation or environmental sustainability, could be given the opportunity to speak to Think Tanks on the City's work and priorities.

KEY IMPLICATIONS

Strategic Alignment - Sustainable Sydney 2030 Vision

15. *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 program is aligned with the following SS2030 strategic directions and objectives:
 - (a) **Direction 1 - A Globally Competitive and Innovative City** – Taking place in the City, with formal events in Town Hall, this summit showcases Sydney as a global and innovative City. For many Chinese delegates, this will be their first experience in Australia. The summit's focus on solving common global problems demonstrates our commitment to supporting initiatives which address global issues, and building cross-cultural understanding.
 - (b) **Direction 2 - A Leading Environmental Performer** – Several of the CAMP Think Tanks will focus on environmental issues, such as sustainability, energy efficiency and addressing climate change.
 - (c) **Direction 5 - A Lively, Engaging City Centre** – The Summit will take place in the City, and there will be a number of events open to the public for ticket purchases. It will bring together 150 Chinese and Australian delegates, many of whom may experience the City for the first time.
 - (d) **Direction 9 - Sustainable Development, Renewal and Design** – As per Direction 2, several of the CAMP Think Tanks will focus on environmental issues, such as sustainability, energy efficiency and innovative solutions to urban resilience.

Organisational Impact

16. Sponsorship of the event will result in the nomination of a Council officer to provide contract management and coordination services.

Social / Cultural / Community

17. This summit brings together representatives from culturally diverse communities, providing the opportunity for building new socio-cultural networks and mutual understanding.

Environmental

18. As previously noted, several of the CAMP Think Tanks will focus on developing solutions to common environmental issues, such as sustainability, energy efficiency and addressing climate change.

Economic

19. This summit will take place in the City of Sydney LGA, which will support the local economy and attract foreign visitors. The topics include innovation, entrepreneurship and capacity building, showing clear alignment with the objectives of the Economic Development Strategy.
20. The event also provides the opportunity for deepening networks with future leaders from our largest trading partner, and promoting Sydney as a global economic hub and financial centre.

BUDGET IMPLICATIONS

21. Financial commitment of \$30,000 (exclusive of GST) from the 2015/16 financial year Economic Strategy budget (Asia Australia Business Relations).
22. Financial commitment of \$26,610 value-in-kind (exclusive of GST) plus any annual increases in fees and charges for 2016/17 rates, from the 2015/16 financial year Grants and Sponsorships budget.

RELEVANT LEGISLATION

23. Section 356 of the Local Government Act 1993. Section 356(3)(a) to (d) is satisfied for the purpose of providing grant funding to for-profit organisations.

CRITICAL DATES / TIME FRAMES

24. The CAMP 2017 Summit will take place from 12 to 16 June 2017.

KIM WOODBURY

Chief Operating Officer

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