

**ITEM 13. KNOWLEDGE EXCHANGE SPONSORSHIP - OPEN SYDNEY, NIGHT  
TIME ECONOMY CAPACITY BUILDING**

**FILE NO: X007166**

**SUMMARY**

OPEN Sydney includes a range of actions that aim to ensure that Sydney is an internationally recognised leading night time city with an effective governance framework to facilitate coordinated action on night time economy issues. The positive contribution made by industry stakeholders in shaping night time culture is fundamental to the City achieving its vision for Sydney at night. Engagement with and support for industry-led activities, such as those recommended for support in this report, is essential to ensure that the industry has the resources, capacity and capability to make a positive contribution to the development of Sydney at night.

An application for sponsorship under the Knowledge Exchange Sponsorship Program has been received from three organisations to deliver initiatives that support the delivery of objectives set out in the OPEN Sydney Strategy and Action Plan, to develop a vibrant, safe and sustainable night time economy for Sydney.

- The Newtown Precinct Business Association is seeking support for the Newtown Night Time Economy Alliance project. The project aims to develop a best practice local collaboration model for the effective management and development of night time economies in local precincts. The project will develop the model in the Newtown, Erskineville and Enmore precinct, with the objective of it being able to be replicated in other precincts. The application has been evaluated and support of \$40,000 (cash) per annum for two years is recommended in this report.
- Junkee Media is seeking support to produce the Global Cities Night Culture Forum in Sydney. The forum will support information sharing between local, national and global night time economy stakeholders in a range of areas, including contemporary learnings and best practice approaches to challenges and opportunities facing nightlife in global cities. The application has been evaluated and support of \$25,000 (cash) per annum for three years is recommended in this report.
- Waterfield Consulting is seeking support to produce a Night Time Economy Stakeholder Development Program. The program is specifically designed to develop the capacity of industries within the night time economy, to enable growth and strengthen networks. The application has been evaluated and support of \$40,000 (cash) and \$1,500 (VIK venue-hire) for one year is recommended in this report.

The three initiatives included in this report build upon the existing work of the City to develop the capacity of night time economy industries and stakeholders. It is significant that the City-led night time economy sector development workshops have inspired the industry to continue this capacity building work. The applications have been assessed as part of the City's Knowledge Exchange Sponsorship Program and sponsorship to each applicant is recommended.

**RECOMMENDATION**

It is resolved that:

- (A) Council approve a cash sponsorship of \$40,000 (excluding GST) plus \$1,500 (VIK venue-hire) to Waterfield Consulting for the Night Time Economy Stakeholder Development Program for one year;
- (B) Council approve a cash sponsorship of \$40,000 (excluding GST) per annum to Newtown Precinct Business Association for the Newtown Night Time Economy Alliance project for two years;
- (C) Council approve a cash sponsorship of \$25,000 (excluding GST) per annum to Junkee Media to produce the Global Cities Night Culture Forum for three years; and
- (D) authority be delegated to the Chief Executive Officer to negotiate, execute and administer sponsorship agreements with each of the applicants.

**ATTACHMENTS**

Nil.

**BACKGROUND**

1. On 25 February 2013, Council adopted the OPEN Sydney Strategy and Action Plan (OPEN Sydney), a 17-year strategy that aims to develop a vibrant, safe and sustainable night time economy for Sydney. OPEN Sydney has a range of goal areas, which are interdependent and aim to ensure that Sydney is a truly global city that is vibrant, safe and sustainable. OPEN Sydney states the City will:
  - (a) establish Sydney as an internationally recognised leading night time city;
  - (b) establish an effective governance framework to facilitate coordinated action on night time economy issues;
  - (c) connect businesses with events, opportunities and each other;
  - (d) encourage growth in a wide range of leisure and entertainment options; and
  - (e) encourage an improved drinking culture to reduce anti-social behaviour.
2. To achieve these outcomes, the City delivers programs, and supports those delivered by others, to ensure access to expertise, knowledge, information and capacity building opportunities for industry and businesses.
3. Industry and key business stakeholders are custodians of the city's nightlife and major influencers across sectors in shaping the night time environment. Other global cities are recognising the benefits that come from creating conditions that facilitate engaged and organised night time economy industry and stakeholder groups. Amsterdam established the Night Mayor of Amsterdam, Berlin the Club Commission, San Francisco the Entertainment Commission and Night Tzar in London.
4. In November 2016, the City of Sydney hosted a briefing by Mirik Milan, the Night Mayor of Amsterdam, followed by a night time economy sector development workshop. The briefing was attended by 88 industry and government representatives and included an overview of the night time economy in Amsterdam, key challenges and how the Night Mayor role acts to engage with night time economy industry and business stakeholders and influences positive development of the night time economy.
5. The night time economy sector development workshop was attended by 32 industry and government stakeholders. The workshop explored how the Amsterdam experience could inform capacity building of the night time economy in Sydney and discussed topics that included influencing behavioural change, conditions required for sectors to influence and shape the nightlife, threats and opportunities to the night time economy, sector maturity and collaboration.
6. Due to the success of this workshop, the City hosted a second workshop in February 2017. Attended by 34 industry stakeholders and government representatives, the workshop built upon the previous workshop outcomes with attending stakeholder groups considering the maturity of their sectors against a defined set of competencies, and explored goal setting and development of a success map.
7. All attendees stated they would like to continue the capacity building work and use the workshops as a means for collaboration across and between stakeholders and sectors.

**Newtown Night Time Economy Alliance**

8. The Newtown Precinct Business Association has applied for support to deliver the Newtown Night Time Economy Alliance project. The project aims to develop a best practice local collaborative model for the effective management and development of night time economy's in local precincts. The model will be developed in the Newtown, Erskineville and Enmore precincts, with the objective of it being able to be replicated in other precincts.
9. The Newtown Precinct Business Association plays a central role in supporting local business in the Newtown, Erskineville and Enmore areas and has been involved with coordinating local business responses to the threats posed by the influx of people into the precinct since the lockout laws were introduced in the city in February 2014.
10. Newtown has been a popular nightlife location for many years, however, since the lockouts, there have been increasing levels of community concern regarding intensified night time activity and a change in the demographic and behaviour of people visiting the area at night.
11. In mid-2015, a number of high profile incidents occurred, including the assault of a transgender women and the forced closure of the Imperial Hotel for drug and other anti-social related issues. In response to the growing media and community attention, a public meeting was held at the Newtown Neighbourhood Centre in July 2015. A Roundtable was established and was hosted by the Newtown Neighbourhood Centre. The Roundtable was chaired by Jenny Leong MP and included representatives from ACON, Newtown Local Area Command, Newtown Liquor Accord, Marrickville Council, Newtown Precinct Business Association, local business and cultural representatives and licenced premises venue owners.
12. The Newtown Precinct Business Association has been a central delivery partner and connection between business and community during this period, and is now proposing to engage extensively with local stakeholders to establish and deliver a best practice local collaborative model for the effective management and development of night time economies in local precincts. The project will develop the model in the Newtown, Erskineville and Enmore precincts, with the objective of it being able to be replicated in other precincts.
13. If Council resolves to support the Newtown Night Time Economy Alliance project, the sponsorship benefits for the City will include a report containing a detailed model of collaboration and night time economy economic development framework that has been benchmarked against other global cities and may be shared with other locations. Logo recognition will be offered as part of any marketing or promotional collateral arising from the project.
14. Evaluation of the sponsorship will include a report with survey data results from participants on their experience, knowledge they gained and outcomes from involvement, together with reports detailing the outcomes from meetings with stakeholders, key performance metrics and the model of collaboration. The evaluation requirements will be included as part of the City's standard sponsorship agreement.

**Global Cities Night Culture Forum**

15. Junkee Media is seeking support for the Global Cities Night Culture Forum event on 29 November 2017. This will be the inaugural forum, and support for two subsequent annual forums is also sought.
16. Junkee Media is a for-profit business that has produced the night time culture focused Electronic Music Conference in Sydney for the past three years. The conference attracts local and international industry participants and, in 2016, the key note speaker was Mirik Milan, Night Mayor of Amsterdam. The City worked with Junkee Media to engage Mirik Milan for a City-hosted briefing and workshop in conjunction with the conference.
17. The forum program will be curated in partnership between Junkee Media and Night Mayor Foundation Amsterdam and will comprise keynote presentations from international speakers, a group forum workshop and sessions focused on night time economy and culture, mobility, public health, redefining urban spaces and gastronomy.
18. The forum will be a ticketed invitation-only event, with capacity for approximately 150 participants. Invitations will be sent to representatives from industry, government and business that have a strong economic connection to nightlife. Invitations will be extended to industry experts from other Australian cities and international cities such as Berlin, London, Los Angeles, Seattle and New York.
19. The forum will encourage a conversation about the challenges and opportunities of nightlife in a global city by bringing together some of the leading advocates for safe and vibrant night time culture from around the world. In addition, a Global Cities Night Culture report outlining best practice approaches, innovative solutions and other findings (presented and or generated at the forum) will be published following the forum.
20. If Council resolves to support the forum, the sponsorship benefits for the City will include acknowledgement on all communications including invitations, registration page, partners placement on the forum website, branding at the forum, verbal acknowledgement of partners via the welcome and closing speech at the forum, branding and acknowledgement on all media releases pre and post event, and branding and acknowledgement on the video content produced from the event and published post event.
21. Evaluation of the sponsorship will include a report including survey data results from event participants on their experience, knowledge they gained and outcomes from involvement, together with the Global Cities Night Culture report containing an overview of the best practice approaches, innovative solutions and other findings to the challenges and opportunities discussed at the forum. The evaluation requirements will be included as part of the City's standard sponsorship agreement.

**Night Time Economy Stakeholder Development Program**

22. Waterfield Consulting is seeking support to deliver the Night Time Economy Stakeholder Development Program. Waterfield Consulting is a for-profit business specialising in designing and facilitating capacity building and collaborative approaches with industry and other groups. The proposed 12-month program of facilitated workshops and an online strategy execution platform to support collaboration, capability improvement and knowledge capture and sharing will be made available to up to 10 local night time economy industry and/or sector groups.
23. Waterfield Consulting has undertaken sector transformation work in the past with organisations such as the Green Building Council of Australia, Victorian Comprehensive Cancer Centre, National Coalition for Suicide Prevention, Victorian Biotechnology Cluster and National Advanced Manufacturing.
24. The proposed program aims to build on the work the City has already initiated with local night time economy industry groups and businesses to identify the key action areas and priorities (based on best practice) that will develop and enhance their capabilities. It will provide tools that enable them to undertake activities that will ensure they can collaborate, increase their capacity and knowledge, and enhance their contribution and effectiveness as part of the night time economy ecosystem.
25. The program is designed to enable growth and connection of up to ten groups. Some of the groups that have self-identified in previous workshops and will be invited to participate include:
  - (a) Newtown Precinct Business Association;
  - (b) Electronic Music / Live Music;
  - (c) Social Spaces Cultural Alliance;
  - (d) Keep Sydney Open;
  - (e) Licensed venues / Precinct Liquor Accords; and
  - (f) Festivals and Events.
26. There are a number of other stakeholder groups, such as area based associations/partnerships, that will be approached to seek their interest in participating in the program.
27. The program will allow the City to monitor development initiatives and measure the capability of key night time economy industry groups and sectors. It will create an environment that supports peer-to-peer learning and sharing of knowledge and will provide participants visibility of their progress. The program will build resilience and capacity to adapt to changes, and will assist the City to identify areas for further support and focus to optimise outcomes for the night time economy.
28. Evaluation of the sponsorship will include a report including survey data results from program participants on their experience, knowledge they gained and outcomes from involvement, and progress of each sector in increasing their capabilities against a best practice criteria. The evaluation requirements will be included as part of the City's standard sponsorship agreement.

29. Each of the applications for sponsorship has been assessed under the City's Knowledge Exchange Sponsorship Program. 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.
30. The applications have 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.
31. Under the Knowledge Exchange Sponsorship Program, eligible organisations include not-for-profit and for-profit organisations, as well as social enterprises. A panel of staff assessed the applications, including the Manager, City Business and Safety, Night Time City Manager, City Business Manager, International Engagement Manager and Night Time City Project Manager.

## **KEY IMPLICATIONS**

### **Strategic Alignment - Sustainable Sydney 2030**

32. *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 – support collaborative industry-led activities that shape a vibrant, safe and sustainable night time economy to boost Sydney's economy, strengthen local and international connections and contribute to building Sydney's reputation as a leading night time city.
  - (b) Direction 5 - A Lively and Engaging City Centre – support leisure and entertainment sectors and local business communities to develop their capacity to contribute to the development of a vibrant, safe and sustainable night time economy in the city centre.
  - (c) Direction 6 - Vibrant Local Communities and Economies - support local business communities and precinct associations to lead the development and delivery of local initiatives that support community participation and foster vibrant, safe and sustainable local night time economies.
  - (d) Direction 7 - A Cultural and Creative City – support night time economy industries and sector development to provide greater opportunities and audiences for cultural festivals, live music and performance.

**Organisational Impact**

33. Sponsorship agreements will be managed by the Night Time City team. These sponsorships enable delivery of key strategic actions that would otherwise be delivered by City staff. It is more efficient for these to be delivered by third parties, and more effective for initiatives to be industry-led, rather than City-led.

**Economic**

34. Each of the initiatives will indirectly contribute to economic outcomes by supporting industry and business stakeholders to build their capacity to make positive contributions to the growth and sustainability of a vibrant and safe night time economy.
35. The Global Cities Night Culture Forum will realise direct economic impacts by bringing people into Sydney from interstate and overseas that would not have otherwise visited the city. These people will stay in accommodation and patronise local businesses whilst in Sydney. The Forum will also attract positive local and international media coverage.

**BUDGET IMPLICATIONS**

36. There are sufficient funds allocated for each of these grants within the current year's budget for Knowledge Exchange Grants held within the City Business & Safety Unit's 2016/17 operating budget. Provision will be made in the draft 2017/18 and 2018/19 budgets for second and third year commitments.

**RELEVANT LEGISLATION**

37. Section 356 of the Local Government Act 1993.

**CRITICAL DATES / TIME FRAMES**

38. Each of the initiatives are proposed to commence in July, with planning for the forum already underway. It is therefore critical that sponsorship is confirmed as soon as possible.

**ANN HOBAN**

Director City Life

Libby Harris, Night Time City Manager