

**ITEM 15. KNOWLEDGE EXCHANGE SPONSORSHIP - 2018 CHINA
AUSTRALIA MILLENNIAL PROJECT - CAMP**

FILE NO: S121090.004

SUMMARY

An application for sponsorship under the Knowledge Exchange Sponsorship has been received from not-for-profit organisation, AustraliaChina.org, to support the 2018 China Australia Millennial Project (CAMP) from March to June 2018.

CAMP is an innovative program that brings together 100 young leaders from Australia and China, to complete an online innovation program from March to June, followed by a five day summit in Sydney in June 2018. Key public events will be held at Sydney Town Hall and workshop sessions at the University of Technology, Sydney. All activities take place within the City's local government area.

The 2018 CAMP is a 100 day, cross-border experiential learning program for young entrepreneurs. This includes a program starting at Beijing and ending in Sydney with an online component between. There is involvement of industry leaders, such as Ernst & Young, University of Technology Sydney, Ali Baba Group and Swiss Wellness, in providing real life problems for the entrepreneurs to solve through the program. The program attracts over 80 participants and through key events engages with over 1,000 local and international businesses, community members, students and entrepreneurs.

The City's Economic Development Strategy identifies strengthening connections with Asia, building capacity and supporting innovation as key objectives. In alignment with delivering the Economic and Digital strategies, the City sponsored the inaugural China Australia Millennial Project with a Knowledge Exchange Sponsorship in 2015 and 2017.

In three years, CAMP has become an award-winning platform known for its 100-day, cross-border experiential learning program, leveraging key business leaders focussed on innovation and strengthening the bilateral relationship between Australia and China.

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. Post event surveys demonstrated high participant satisfaction and improved cultural understanding.

This request has been assessed against the aims of the City's Knowledge Exchange Sponsorship Program. It 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 to 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.

It is recommended that Council approve \$30,000 cash (exclusive of GST) and \$15,000 value-in-kind (exclusive of GST) for venue hire fee waiver to support the delivery of CAMP 2018. Further discussion around venue suitability will be undertaken subject to availability.

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 2018 China Australia Millennial Project in Sydney;
- (B) Council approve \$15,000 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 2017/18 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, the City has sponsored the China Australia Millennial Project (CAMP) with a Knowledge Exchange Sponsorship in 2015 and 2017. In 2017, the City sponsored CAMP an amount of \$30,000 cash (exclusive of GST) and \$26,610 (exclusive of GST) value-in-kind.
3. The event organiser, AustraliaChina.org has applied for sponsorship to support the expanded CAMP program in 2018.
4. CAMP is a highly successful program that has been part of the solution to 'future-proofing' Australia by equipping the next generation of Australian entrepreneurs with proficiency and networks required to navigate Australia's important economic relationship with China.
5. CAMP brings together emerging young leaders from across Australia and China, for a 100 day online and face-to-face knowledge exchange. After three years of operation, CAMP is a recognised market leader and an amplifier of positive opportunities within the bilateral relationship with both short and long term return on investment.
6. CAMP 2017 was a very successful event that attracted more than 80 delegates from a variety of backgrounds. Fifty per cent of delegates were Chinese or from a Chinese background. The 2017 summit also included a number of successful public events, including *See the Future: China Innovation Update* at Sydney Town Hall where 650 people attended.
7. The CAMP 2018 program includes an online component commencing 1 March, an immersion week in Beijing between 2–6 April, followed by a five day summit in Sydney from 11-15 June 2018. The program coincides with Australia China Business Week, which is a major outbound mission managed by the Australian Government and a significant opportunity to showcase Sydney in China.
8. The CAMP 2018 program will provide the opportunity for young, innovative thinkers to share knowledge, develop mutual understanding and work together to solve common problems. Given the City's ongoing relationship with China, supporting the 2018 program will provide further opportunity to promote the importance of this relationship in addressing global issues.
9. 2018 CAMP has four pillars of activities:
 - (a) CAMP Summit - A bilateral conference, engaging extensive international business stakeholders (industry to provide insight to the participants, as well as the local Sydney business community);
 - (b) CAMPx Pop Up Events – Community and customer-led engagement across China and Australia;
 - (c) CAMPLab – an innovative lab which connects millennial consultants to solve industry challenges and enabling big business; and

- (d) CAMPEngage – insight reports for business and government across 15 industries, eg, tourism, environment, government amongst other verticals.
10. In 2018, CAMP will launch the China Australia Millennial Survey which seeks to better understand the needs, preferences and challenges of the two million Chinese millennials residing in Australia each year, the majority of whom pass through Sydney.
 11. Furthermore, CAMP 2018 will provide significant acknowledgement and promotion of the City through press releases, social media, brochures, web sites and signage. There will be a number of opportunities for the Lord Mayor and Councillors to be invited to public events. CAMP has also suggested that relevant staff working on resilience, innovation or environmental sustainability could be given the opportunity to speak to Think Tanks on the City's work and priorities.
 12. Support of the CAMP 2018 program will contribute to Sydney's reputation as an innovative and global city, as the program will also align with a major ministerial trade mission to Beijing during Australia China Business Week.
 13. The whole summit takes place within the local government area, with the main public events at Town Hall. This reinforces Sydney's status as a globally competitive and innovative city, in line with the Sustainable Sydney 2030 strategic objectives.
 14. 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.
 15. Andrea Myles, CAMP's CEO was 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.
 16. Under the Knowledge Exchange Sponsorship Program, eligible organisations include not-for-profit organisations, for-profit organisations and social enterprises. The applicant, AustraliaChina.org Pty Ltd, is a for-profit Australian company, making it eligible for funding through this program. It is committed to the long-term viability of the China Australia Millennial Project.
 17. CAMP has requested cash sponsorship of \$30,000 (exclusive of GST) and value-in-kind of \$27,482 (exclusive of GST) for venue fee waiver to support the delivery of CAMP.
 18. 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. The request for sponsorship has also been assessed against the evaluation and acquittal process and sponsorship is recommended, albeit at a lower level than requested by AustraliaChina.org.
 19. Based on the assessment of the event against the criteria for the program, it is recommended that Council approve cash sponsorship of \$30,000 (excluding GST)

per annum and \$15,000 (excluding GST) in value-in-kind support for venue hire in the 2017/18 financial year.

20. The City's sponsorship would support the expansion of CAMP in 2018, increase the City's association with this successful initiative, and provide scope for greater City involvement in the program.

KEY IMPLICATIONS

Strategic Alignment - Sustainable Sydney 2030 Vision

21. *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 – 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 and demonstrates our commitment to supporting initiatives which address global issues, and building cross-cultural understanding.
 - (b) Direction 2 provides a road map for the City to become 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 6 - Vibrant Local Communities and Economies – innovative concepts through this program can grow into global businesses, resulting in swift economic and employment benefits locally.

Social / Cultural / Community

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

Economic

23. This summit will take place in the City of Sydney LGA, which will support the local economy and attract foreign investors. The topics include innovation, entrepreneurship and capacity building, showing clear alignment with the objectives of the Economic Development Strategy.
24. The event also provides an 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

25. Financial commitment of \$30,000 (exclusive of GST) cash and \$15,000 (exclusive of GST) value-in-kind for venue hire is provided in the approved 2017/18 Grants Budget.

RELEVANT LEGISLATION

26. 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

27. CAMP will be held from March to June 2018.

ANN HOBAN

Director City Life

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