

ITEM 10. SPONSORSHIP – NSW BUSINESS CHAMBER BUSINESS AWARDS 2017 TO 2019**FILE NO: S116257****SUMMARY**

As a major supporter of businesses through multiple initiatives, the City of Sydney has been involved in business awards programs for over 12 years.

Since 2014, the City has been a sponsor of the NSW Business Chamber Business Awards, as category sponsor for 'Excellence in Small Business' across the state.

The NSW Business Chamber is the state's leading and largest business organisation, representing and supporting over 14,000 companies across NSW, with members ranging from small businesses to large corporations. Its annual awards program operates at local, regional and state levels, with an emphasis on acknowledging the outstanding achievements of its members and recognising success in the areas of business leadership, business ethics, sustainability, innovation, export and small business excellence, among others.

In 2015, following consultation with the City, the NSW Business Chamber established a new region within its awards program, the Sydney City Region (covering only the City's LGA, separating it out from what was previously a much larger area). This was a valuable step forward in terms of the City 'owning' this region as a program sponsor, with mutual agreement for its involvement to be continually developed, as well as reinforcing and continuing the City's ongoing sponsorship of the state-wide "Excellence in Small Business" category.

The proposed 2017-2019 sponsorship allows the City to become a Principal Partner of the Sydney Region program, giving it full naming rights over the Sydney City Region Awards, in addition to the Chamber providing a much greater opportunity for a larger number of businesses to become involved.

It is anticipated that businesses will directly benefit from participation in the program - over a longer period of time across the year, by receiving well-deserved recognition at a city and state level, broad marketing and media exposure and access to networking opportunities, information sessions and support from the City's Business Precincts and Marketing teams.

The 2017-2019 NSW Business Chamber sponsorship proposal forms Attachment A, covering specific details of sponsorship inclusions.

RECOMMENDATION

It is resolved that:

- (A) Council become Principal Partner of the Sydney City Region segment of the NSW Business Chamber Business Awards for three years (2017 to 2019), and continue to sponsor the “Excellence in Small Business” category of the NSW Business Chamber Business Awards for three years at a cost of \$80,000 (plus GST) per year; and
- (B) authority be delegated to the Chief Executive Officer to enter into a sponsorship agreement with the NSW Business Chamber.

ATTACHMENTS

Attachment A: NSW Business Chamber Business Awards 2017-2019 Sponsorship Proposal – Excellence in Small Business Category Sponsor and Principal Partner, Sydney City Region

BACKGROUND

1. The City of Sydney supports its business sector in a range of meaningful ways and has supported business awards programs within its LGA since 2004. The prime aim has been to promote and reward the wide range of businesses operating across the city, while also generating high levels of exposure and unique networking opportunities for all participants.
2. The recommendation is to continue, and to further develop this sponsorship for three years (2017-2019), through a revised sponsorship opportunity, detailed in Attachment A.

NSW Business Chamber Awards

3. The City of Sydney is a member of the NSW Business Chamber, and the City's Economic Strategy, City Business and Marketing teams have forged a close working relationship with the Chamber.
4. Within the Chamber's Business Awards program, the City of Sydney originally fell under the 'South East Sydney' regional grouping, which included all areas within the City's LGA, together with the Eastern Suburbs, Inner West and areas south as far as the Sutherland Shire. This region covered many of the chambers and business partnerships within the City's LGA (Sydney Business Chamber, Glebe Chamber of Commerce, Newtown Business Precinct Partnership and South Sydney Business Chamber).
5. In 2015, through a close working relationship and development plan, a new region within the program was established, now known as the Sydney City Region (covering only the City's LGA).
6. The current process for entering the Chamber's awards program is:
 - (a) entrants are members of local, individually-run chambers of commerce and business partnerships (who in turn are members of the NSW Business Chamber's Alliance Group);
 - (b) these participants enter into the regional awards program (of which Sydney City is one region), and a select group of finalists is chosen by an industry-led independent judging panel;
 - (c) winners from the regional business awards are automatically entered into the NSW Business Chamber State Awards; and
 - (d) the 2017-2019 sponsorship proposal negotiated by the City includes allowing non-members as well as members of chambers of commerce and business partnerships (ie, any otherwise eligible business within the City's LGA) to take part in the program through the Sydney City Region. As the City is in favour of reducing any barriers to entry, this initiative provides the opportunity for a larger number of businesses to participate. It also eliminates an extra 'layer' of work required by businesses in order to be part of the program – businesses will only need to become members if they win a category of the City of Sydney Region Awards and choose to proceed to the State Awards.

Sponsorship Inclusions and Benefits

7. The proposed sponsorship provides the opportunity to generate positive exposure and increased networking opportunities for small-to-medium sized businesses across the City of Sydney Local Government Area (LGA).
8. In addition, it is anticipated that businesses will directly benefit from participation in the program by:
 - (a) being provided with marketing and media exposure opportunities. Participating businesses are regularly profiled in the media, potentially on a state-wide scale. There is a robust marketing and communications campaign developed by the NSW Business Chamber to support the awards, fully complementing the City's own communications campaign, which will focus specifically on celebrating and profiling our LGA participants;
 - (b) providing winners with the opportunity to gain success and recognition at a state level with the support and encouragement of the City through the Economic Strategy, City Business and City Marketing teams;
 - (c) providing networking opportunities and access to information workshops to gain business insights and assist with the submission process; and
 - (d) allowing the many hundreds of businesses that took part in the previous years to consider entering. All businesses on the database from past programs will be contacted by the City.
9. The City will be provided with a range of opportunities for the Lord Mayor, Councillors and City staff to attend, speak and represent small business at a variety of events associated with the program.
10. Full sponsorship inclusions are detailed at Attachment A.

KEY IMPLICATIONS

Strategic Alignment - Sustainable Sydney 2030

11. *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 opportunity is aligned with the following strategic directions and objectives:
 - (a) Direction 1 - A Globally Competitive and Innovative City – supporting its small and large, old and new businesses at all levels through leveraging in the form of sponsorships, partnerships and support programs;
 - (b) Direction 5 - A Lively and Engaging City Centre – providing support and paying tribute to businesses in our LGA, which are the lifeblood of our city; and
 - (c) Direction 6 - Vibrant Local Communities and Economies – providing exposure for business at all levels through marketing and media leveraging.

BUDGET IMPLICATIONS

12. Funding for the sponsorship fee of \$80,000 per year will be provided from the City Engagement/Marketing/Business Awards budget for 2016/17 and, thereafter, the draft operating budgets for 2017/18 and 2018/19.

RELEVANT LEGISLATION

13. Section 356 of the Local Government Act 1993.

CRITICAL DATES / TIME FRAMES

14. Key dates are as follows:

Commencement of sponsorship	October 2016
Inclusion in campaign	April 2017- December 2019
The City of Sydney City Region Awards	July annually 2017-2019
NSW Chamber State Awards	November annually 2017-2019

SYD CASSIDY

Director City Engagement

Tina Lonergan, Acting Marketing Manager - Global City, Local Communities