

ITEM 7. KNOWLEDGE EXCHANGE SPONSORSHIP – SYDNEY CONTEMPORARY INTERNATIONAL ART FAIR – ASIA ENGAGEMENT PROGRAM 2015**FILE NO: S125547****SUMMARY**

In December 2013, Council adopted an Economic Development Strategy – a 10 year strategy which aims to strengthen the city economy and support business. The strategy recognises that Sydney's economic, cultural and social connections with Asia are integral to the city's future economic competitiveness and its ability to facilitate trade and investment outcomes.

The City has cultivated close, ongoing relationships with cities in Asia, particularly through cross-cultural exchanges associated with the Chinese New Year Festival and associated business and cultural programs. This includes the trade mission to China during May 2014 and the inaugural Future Asia Business luncheon on 24 February 2015, which highlighted new business opportunities across a range of markets in North Asia, including China, Japan and South Korea.

The Sydney Contemporary International Art Fair ('the Fair'), delivered by Art Fairs Australia Pty Ltd, is a biennial international art market held at Carriageworks. It is focused on sustaining the vibrancy of Sydney's art scene and generating international relationships to strengthen the city's commercial and cultural connections. First staged in 2013, the Fair hosted over 80 leading Australian and international galleries spanning four continents and 11 countries. Participants reported strong sales to a broad range of collectors. The inaugural Fair also attracted 28,810 visitors over four days.

The second edition of the Fair will again take place at Carriageworks from 10 to 13 September 2015 and organisers are seeking cash sponsorship of \$8,000 (exclusive of GST) to support the Fair's Asia Engagement Program ('the Project'). With support from the City, organisers intend to host an international delegation of up to eight key collectors, curators and decision-makers from South East Asia including Malaysia, Indonesia, the Philippines and Singapore. The requested cash sponsorship will help offset a proportion of the delegations' accommodation and on-the-ground travel costs associated with an expanded visits program. This program involves meetings with emerging and established artists, participating in industry and public panel discussions, and visiting galleries and collections across the City of Sydney Local Government Area (LGA). The applicant stresses the need to engage with decision-makers from this rapidly evolving region so as to capitalise on new commercial opportunities and to position the Fair as the key art market in the Pacific Rim.

The Project aims to raise the awareness of the commercial opportunities in South East Asia, support international knowledge exchange and improve business capability at a time when a number of local galleries have ceased to operate. Further, Art Fairs Australia Pty Ltd notes the need to showcase Sydney's arts industry to decision-makers from across the region as the local visual arts sector is still relatively unknown throughout Asia. Art Fairs Australia Pty Ltd also recognises that deep engagement with art leaders from South East Asia is critical to the Fair's long-term viability and its strategic position in a marketplace where competitors such as Art Basel Hong Kong and Art Stage Singapore are vying for greater international market share.

The request for support has been assessed under the City's Knowledge Exchange Sponsorship Program. Projects supported under this program aim to bring people together to learn from each other, share knowledge and best practice within their sector, improve capacity in organisations and individuals to maintain sustainable business ventures, and increase recognition of Sydney as an innovative and creative city. The request for sponsorship aligns closely with both the Knowledge Exchange Sponsorship Program and the City's Economic Development Strategy, particularly facilitating sustainable connections with Asia.

On 24 August 2014, Council endorsed the Creative City Cultural Policy and Action Plan 2014-2024, which sets out the vision and foundation principles for supporting Sydney's cultural and creative life. The Project also supports the Cultural Policy and Action Plan, and four of its key priorities: improving access and creating markets, sharing knowledge, supporting sector sustainability and facilitating global engagement.

This report recommends cash sponsorship of \$8,000 (exclusive of GST) to support the Sydney Contemporary International Art Fair - Asia Engagement Program in 2015.

RECOMMENDATION

It is resolved that:

- (A) Council approve cash sponsorship of \$8,000 (exclusive of GST) to Art Fairs Australia Pty Ltd for the execution of the Sydney Contemporary International Art Fair - Asia Engagement Program 2015; and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer a sponsorship agreement with Art Fairs Australia Pty Ltd for the Sydney Contemporary International Art Fair - Asia Engagement Program 2015.

ATTACHMENTS

Nil.

BACKGROUND

1. Sydney Contemporary International Art Fair ('the Fair'), delivered by Art Fairs Australia Pty Ltd, is a biennial international art market focused on sustaining the vibrancy of Sydney's art scene by supporting international links and strengthening the city's commercial and cultural connections. First staged in 2013 at Carriageworks, the Fair hosted over 80 leading Australian and international galleries spanning four continents and 11 countries. Participants reported strong sales to a broad range of collectors. The inaugural Fair attracted 28,810 visitors over four days.
2. The second edition of the Fair will again take place at Carriageworks from 10 to 13 September 2015. The Fair will continue its focus on sustaining the vibrancy of Sydney's commercial gallery sector by supporting international partnerships, facilitating greater demand for visual arts in Sydney and strengthening its reputation as a leading arts market. To coincide with this year's Fair, a separate satellite market, known as the Other Art Fair, will take place and provide an additional platform for unrepresented artists to showcase their work, cultivate relationships and generate sales.
3. For 2015, Art Fairs Australia Pty Ltd has developed an expanded Asia Engagement Program ('the Project') which aims to raise awareness of Sydney's creative arts sector in South East Asia. Organisers will host an international delegation of up to eight key collectors, curators and decision-makers from growth art markets in the region, including Singapore, Malaysia, Indonesia and the Philippines. Three of these markets, Singapore, Malaysia and Indonesia, were ranked in the top ten leading trading partners for Australia in 2013/14. The Philippines is also a significant emerging market that was ranked 26th in 2013/14, and all countries mentioned have Free Trade Agreements with Australia or are in current negotiations. The Project aims to highlight the cultural and commercial opportunities in South East Asia through a series of knowledge exchange events, and showcase Sydney's arts industry to international decision-makers so as to improve local business capability, capacity and opportunities for expansion.
4. Art Fairs Australia Pty Ltd has approached the City seeking cash sponsorship of \$8,000 (exclusive of GST) through the Knowledge Exchange Sponsorship Program. The requested cash sponsorship will contribute towards offsetting a proportion of the delegates' accommodation and on-the-ground travel costs associated with a broader international visits program. The City's support will enable the organisers to expand their existing international program from a four-day Fair-based initiative to a seven-day city-wide program that includes:
 - (a) targeted introductions and meetings across the City LGA with galleries that represent both emerging and established artists; and
 - (b) two public panel discussions, focusing on South East Asia, where the delegates will be joined by local counterparts to provide insights on opportunities, challenges and examples of best practice in attracting and maximising commercial investment from the region. The panels will also facilitate cross-cultural exchanges between local artists and delegates, and foster opportunities for networking and engagement. The following subject areas will be explored at the two panel discussions:

- (i) the first pane, titled 'Meet the Neighbours', will examine the delegates' insights and experiences working in the international art market, specifically South East Asian markets; exploring what drives each of the guests to collect, and how they see their collections evolving; and
 - (ii) the second panel, titled 'Collecting Local/Global', explores the impact that the increasingly global art market has had on private and public institutions' collection practices. With art fairs now functioning as an economic force in the art world, and collectors travelling more than ever in the pursuit of art, how do the delegates from South East Asia define the focus of their collections within a local and global context?
5. Additional tours and one-to-one meetings with emerging and unrepresented artists during the Other Art Fair will also form part of the Project. These will provide further avenues to connect the delegates to the sector and enable them to share their knowledge and insights on how to capitalise on new opportunities in South East Asia.
6. Ultimately, the Project aims to raise the awareness of the commercial opportunities in South East Asia, support international knowledge exchange and improve business capability at a time when a number of local galleries have ceased to operate. It is critical that the arts sector secures its long term viability through business expansion into lucrative neighbouring markets so as to sustain their creative practices and businesses.
7. Art Fairs Australia Pty Ltd also recognises that deep engagement with art leaders from South East Asia is critical to the Fair's long-term success and its strategic position in a marketplace where competitors such as Art Basel Hong Kong and Art Stage Singapore are vying for greater international market share. Positioning Sydney as a leading art market in the region will not only strengthen Sydney's global competitiveness but will also support the long-term prosperity and sustainability of the city's arts sector.
8. The City's Economic Development Strategy identifies long-term, sustainable connections with Asia as a priority for delivering greater benefits to the local community and the economy generally. In addition, the Strategy identifies the creative industries as a priority sector for contributing to a vibrant and diverse city, and an industry that contributes to the economic success of the city. The applicant demonstrates their commitment to:
 - (a) providing opportunities to explore cultural trends in the region, specifically South East Asia, and opportunities for long-term business engagement;
 - (b) bringing art leaders from South East Asia to Sydney to deepen networks, forge new connections and develop ongoing collaborations to improve the capacity and capability of Sydney's visual arts sector;
 - (c) showcasing Sydney's vibrant art scene to decision-makers from South East Asia to promote cultural ties and strengthen trade and investment opportunities; and
 - (d) cementing Sydney's reputation as Australia's leading global city and cultural destination.

9. In addition, a priority of the Economic Development Strategy is to promote strong regional, national and global links; support the continued development of industry clusters; encourage partnerships; and work to strengthen established sectors, as well as the entrepreneurial and small business community within the city. By supporting this sponsorship request, the City will contribute to international business development, strengthen global connections, and enhance the capacity of one of the city's priority sectors. The Project will also support the city maintaining its position as a centre for business innovation, international knowledge exchange and cultural activity.
10. The sponsorship request has been assessed under the City's Knowledge Exchange Sponsorship Program, which was adopted by Council in September 2014. The program recognises that, for the city to thrive, we must support and create an environment that fosters global collaboration and learning. The Project ranks high in terms of the economic and cultural benefits it will deliver to Sydney, particularly the profile benefits from this international event, and the opportunities it will create for sector sustainability and business development.
11. Under the Knowledge Exchange Sponsorship Program, eligible organisations include not-for-profits, for-profit organisations and social enterprises. The applicant, Art Fairs Australia Pty Ltd, is a for-profit Australian company, making them eligible for funding through this program. The applicant has clearly demonstrated that the requested cash sponsorship from the City will significantly broaden the breadth of the Project and the extensive outreach program will support international knowledge exchange. The applicant is also strongly committed to ensuring the long-term viability of the Fair and increasing the recognition of Sydney as a globally-connected, innovative and creative city throughout South East Asia.
12. Sponsorship benefits to the City will include logo acknowledgment across all media platforms and other promotional material. The Lord Mayor, Councillors and appropriate City staff will be invited to attend the welcome reception for the international delegation. Tickets will also be available to the Lord Mayor, Councillors and appropriate City staff to attend the South East Asia panel discussions.
13. On 18 May 2015, Council approved sponsorship funding to Art Fairs Australia Pty Ltd in a separate application through the City's Cultural and Creative Grants and Sponsorship Program. Cash sponsorship of \$20,000 (exclusive of GST) and banner pole hire waiver of \$21,090 (exclusive of GST) was approved to promote Sydney Art Week, being held in conjunction with the Sydney Contemporary International Art Fair, which includes the development of a public program, a city art map, and an education program.

KEY IMPLICATIONS

Strategic Alignment - Sustainable Sydney 2030

14. *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 application is strongly aligned with the following strategic directions and objectives:
 - (a) Direction 1 - A Globally Competitive and Innovative City – supporting the business community to grow innovative businesses will potentially create more employment, boost Sydney’s economy, strengthen global connections and make the city are more desirable place to live, work and visit.
 - (b) Direction 7 - A Cultural and Creative City – supporting innovative models of working with local artists and galleries and the expression of creativity contributes to a cosmopolitan, vibrant and active city.

Economic

15. The Project strongly aligns with the City’s Economic Development Strategy – a 10 year strategy which aims to strengthen the city economy and support business. It centres on building on existing foundations for success that exist within the city economy, as well as creating opportunities for individuals, businesses and the community.
16. Supporting the Fair’s Asia Engagement Program will contribute to a global, diverse, innovative, connected, viable and creative economy.

Social / Cultural / Community

17. The Creative City Cultural Policy and Action Plan 2014-2024 endeavours to increase the financial sustainability of cultural and creative sectors. As well as supporting artists, the Project also supports small business in the City LGA by way of commercial galleries, a sector that has been facing challenges in recent times with a number of local galleries ceasing to operate.

BUDGET IMPLICATIONS

18. Grant funding of \$8,000 (exclusive of GST) is available in the 2015/16 Research, Strategy and Corporate Planning budget.

RELEVANT LEGISLATION

19. Section 356 of the Local Government Act 1993.

CRITICAL DATES / TIME FRAMES

20. Art Fairs Australia Pty Ltd is seeking sponsorship confirmation from the City in June 2015 in order to then confirm the visit program for the South East Asia delegation.

21. The Asia Engagement Program will take place between 8 and 14 September 2015 as part of the Sydney Contemporary International Art Fair being held from 10 to 13 September 2015.

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