

ITEM 8. KNOWLEDGE EXCHANGE SPONSORSHIP – 2015 SYDNEY ARCHITECTURE FESTIVAL**FILE NO: S123184****SUMMARY**

The Sydney Architecture Festival is an annual festival presented by the Australian Institute of Architects (NSW Chapter) and the NSW Architects Registration Board to create a better understanding of architecture. The 2015 Sydney Architecture Festival aims to celebrate Sydney as a global hub for design, sustainability, education and attraction. Running from 2 to 5 October, the 2015 festival will feature knowledge exchange through tours, talks, events and exhibitions that engage the public in Sydney's built environment.

The festival program includes public and industry events for a broad target audience of over 2,000 people over four days with an ambitious social media engagement strategy.

The NSW Architects Registration Board has invited the City to support the 2015 Sydney Architecture Festival through cash sponsorship of \$20,000 (excluding GST) and value-in-kind (VIK) of \$2,265. The sponsorship request has been assessed as part of the City's Knowledge Exchange Sponsorship Program and cash sponsorship of \$15,000 (excluding GST) and \$2,265 VIK for venue hire (Customs House) is recommended to support the showcasing of local expertise, and to encourage dialogue on local and global issues in the community.

The 2015 Sydney Architecture Festival is aligned with the Economic Development Strategy, the Creative City Cultural Policy and Action Plan, OPEN Sydney Strategy and Action Plan, and social and environmental policies and plans. The City's sponsorship of the festival will further the actions, strategic directions and vision of *Sustainable Sydney 2030* as outlined in this report. The support of the festival also reinforces the City's commitment to high quality design in our built environment.

RECOMMENDATION

It is resolved that:

- (A) Council approve cash sponsorship of \$15,000 (excluding GST) and \$2,265 value-in-kind support for venue hire under the Knowledge Exchange Sponsorship Program to the NSW Architects Registration Board for the 2015 Sydney Architecture Festival; and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer a sponsorship agreement with the NSW Architects Registration Board.

ATTACHMENTS

Nil.

BACKGROUND

1. The Sydney Architecture Festival is an annual event presented by the NSW Architects Registration Board and Australian Institute of Architects (NSW Chapter), which is now running in its 9th year.
2. The 2014 Sydney Architecture Festival attracted more than 2,700 people to events, 9,500 visits to sydneyarchitecturefestival.org and more than 100,000 impressions on Twitter.
3. The 2015 Sydney Architecture Festival seeks to facilitate knowledge exchange between:
 - (a) professional to public (and vice versa);
 - (b) inter-disciplinary (and cross-sectoral); and
 - (c) local to global (and vice versa).
4. The 2015 Sydney Architecture Festival also seeks to:
 - (a) celebrate Sydney's past and present architectural achievements;
 - (b) explore the contribution of architecture to the development of the city;
 - (c) develop the community's appreciation and enjoyment of good architecture;
 - (d) communicate the importance of good design in achieving a sustainable, healthy and culturally rich built environment; and
 - (e) develop partnerships with organisations engaging in cultural activities.
5. The focus for the 2015 Sydney Architecture Festival is 'The City as a Global Hub'; exploring the role that architects, design, research and education play in shaping an environment suited to a thriving global society. Through tours, talks, events and exhibitions, the festival seeks to explore what role design and architecture play in shaping infrastructure for a better city, better lives and better future. Contributors to the events include international and local experts across multiple disciplines.
6. The 2015 festival will also engage with young people (8-15 years old) in the community through programs that partner participants with mentors (young architects, apprentice carpenters) to learn how to use basic tools and build projects that will be used for the festival.
7. Coinciding with World Architecture Day, the concluding event for the 2015 festival will include the global launch of World Architecture Day with a talk delivered by distinguished architect, founder and principal of 3XN, Kim Herforth Nielsen.

8. Some of the highlights of the 2015 Sydney Architecture Festival, as well as the target audience and outcome for each, include:

- (a) Day 1 – Design secrets for a better life - What are the design secrets that allow us to live more sustainably, closer together in more supportive, healthy communities?

An event for 200 people in Customs House modelled on the wildly successful 'Grand Designs Live' TV event, featuring well known architects from design programs, design media, real estate celebrities and home owners themselves.

Supporting the event – a unique “ask an Architect” and “ask an owner” that allows the audience to ‘speed date’ an architect and a home owner to share practical advice from experience on getting it right. The public will get the chance to meet face to face with professionals, free. Face to face interactions will be supported by a strong social media event encouraging Twitter conversations.

- (b) Day 2 – A Day on the Goods Line

The day should attract 1,000 to 1,500 people to the newly opened Goods Line in Ultimo to share experiences around food, produce design, ideas, and activities. Rare access to the design team behind the project, this will be a chance to get behind the headlines and explore themes like:

- (i) adaptive reuse of yesterday’s infrastructure;
- (ii) renewal and transformation of cities;
- (iii) green urban infrastructure as a driver of healthy communities and economic growth;
- (iv) cycling, walking and mobility changing the face and structure of cities; and
- (v) urban activation, parkour, food trucks, drawing classes and more.

- (c) Day 3 – Architects of Tomorrow

Engaging around 20 school children (8-12 years old) in designing the city around them through cardboard. Modelled on the Global Cardboard Challenge, this event teaches resourcefulness, design thinking and empowerment as kids are mentored through a design and build challenge.

New Icons for Sydney – A series of curated talks and tours of Sydney’s new and emerging flagship, sustainable developments for 200 to 300 people. Visits to architectural studios to see physical models of new plans for Green Square Facilities, and new landmarks told by people behind them.

(d) Day 4 – Go Global

A major day-long event for 150 people to launch and track World Architecture Day through talks, exhibitions, discussions, videos and social media to position Sydney in the global network of cities looking to the future.

9. The 2015 Sydney Architecture Festival's objectives are aligned with the City's strategic objectives. Proposed talks and events have the potential to innovatively engage city communities, and topics covered are of interest to a broad audience.
10. Over eight years, the Sydney Architecture Festival has grown in its partnerships, which include local and state governments and the private sector. Partners that have signed up for the 2015 festival include the University of Technology Sydney and Hassell Studio.
11. The application was assessed by a panel of staff from the Grants, Creative City and City Design Teams. The application was assessed under the Knowledge Exchange Sponsorship Program, which aims to support the exchange of ideas and knowledge, the showcasing of local expertise, and encourage dialogue on local and global issues.
12. In determining the final recommendation, the panel considers the quality and strength of the case the applicant makes to achieve its ambitions for the program plan as described, and against the grant program outcomes and assessment criteria.
13. It is recommended that the City provide cash sponsorship of \$15,000 (excluding GST) and \$2,265 VIK to support the showcasing of local expertise, and to encourage dialogue on local and global issues in the community. This level of funding is in keeping with the sponsorship the City has provided to other organisations for events of similar types and scales of activity.

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 sponsorship is aligned with the following strategic directions and objectives:
 - (a) Direction 1 - A Globally Competitive and Innovative City – the culminating event of the festival will be the global launch of World Architecture Day from a custom designed stage in the forecourt of Customs House in association with the International Union of Architects, showcasing Sydney as a globally connected hub, connecting across time zones engaging with people, practices and Mayors from around the world.
 - (b) Direction 4 - A City for Walking and Cycling – part of the program of the festival includes public guided walking tours of the major projects occurring all over the City of Sydney Local Government Area.

- (c) Direction 5 - A Lively and Engaging City Centre – the festival aims to inform, engage and empower the community to shape the city by being a forum for intelligent ideas, vehicle for informed advocacy, and incubator agency connecting the community to decision makers. A number of events will be conducted in and activate city spaces.
- (d) Direction 6 - Vibrant Local Communities and Economies – the festival curates the meeting of a broad audience and has a policy focus that gives it a strong foundation beyond events management, connecting business leaders, professionals, researchers, thought leaders and government.
- (e) Direction 7 - A Cultural and Creative City – the festival is a key cultural event in Sydney, attracting participation from multiple disciplines from architecture to city-making.
- (f) Direction 8 - Housing for a Diverse Population – one day in the festival will be focused on housing, where 10 events spread across Sydney will be discussing the issue, including the opportunity to hear from some of Sydney's young architects and their clients.
- (g) Direction 9 - Sustainable Development, Renewal and Design – a key theme of the festival is 'Design, Society and Sustainability'. The festival will be hosting a public talk discussing the issue with international and local experts.
- (h) Direction 10 - Implementation through Effective Governance and Partnerships – the festival's key objectives are aligned with the *Sustainable Sydney 2030* vision, and the partnership with the Architect's Institute extends the City's engagement with the community and supports the implementation of the strategic directions outlined above.

Organisation Impact

- 15. The 2015 Sydney Architecture Festival will be managed by the NSW Architecture Board. The minimal City staff input and liaison required will be covered by the Creative City, Grants and City Design Teams.

Social / Cultural / Community

- 16. The 2015 Sydney Architecture Festival will enrich the cultural life in Sydney and also engage and facilitate knowledge exchange in the community around objectives aligned with the strategic directions and vision of *Sustainable Sydney 2030*.

Economic

- 17. A number of the events of the 2015 Sydney Architecture Festival will be occurring in city spaces, which will not only bring activation but also increase exposure and patronage to surrounding businesses.

BUDGET IMPLICATIONS

- 18. Funding of \$15,000 cash and \$2,265 VIK (excluding GST) is available in the 2015/16 Grants and Sponsorship Program budget.

RELEVANT LEGISLATION

19. Section 356 of the Local Government Act 1993.

CRITICAL DATES / TIME FRAMES

20. The 2015 Sydney Architecture Festival will be running from 2 to 5 October.

KIM WOODBURY

Chief Operating Officer

Bridget Smyth, Design Director

Pauline Chan, Urban Designer