

**ITEM 4. KNOWLEDGE EXCHANGE SPONSORSHIP – COUNCIL OF SOCIAL SERVICE OF NEW SOUTH WALES – SYDNEY FESTIVAL FOR CIVIL SOCIETY 2015****FILE NO: S112458****SUMMARY**

The Council of Social Service of New South Wales (NCOSS) is seeking sponsorship of \$10,000 cash from the City of Sydney for the Sydney Festival for Civil Society to be held during Anti-Poverty Week on 14 October 2015 at Carriageworks, Redfern.

NCOSS is the peak body for the social and community services sector in New South Wales (NSW). NCOSS is hosting the Sydney Festival for Civil Society (the Festival) to mark their 80th Anniversary, celebrating the organisation's long history and achievements of working to promote fairness and end poverty in NSW.

The Festival aims to provide an opportunity for representatives from NSW communities to come together and share ideas, experiences and knowledge about how to reduce the number of people experiencing poverty in NSW, and highlight positive work and solutions. Around 500 delegates are expected to attend the Festival from across civil society and government.

Speakers at the event include NSW Premier Mike Baird, Gillian Triggs, President of the Australian Human Rights Commission and Nicholas Parkill, CEO of ACON.

Sponsorship benefits for the City include a breakout session for the City of Sydney to engage with participants on local social sustainability issues to inform the development of the City's draft Social Sustainability Strategy, and an event marketing and promotions package to be negotiated, which may include logo acknowledgement across media platforms and promotional material; an electronic/email direct marketing piece; event signage acknowledging the City; and City collateral at the event. Event tickets will be available for Councillors and up to five City staff.

The Festival aligns with emerging issues and themes on poverty and inequality identified in the development of the City's draft Social Sustainability Strategy, along with work as part of the Rockefeller Centre's 100 Resilient Cities Program.

Sponsorship of the Festival will strengthen the relationship between the City and NCOSS, an important partner as the peak body for the not-for-profit community sector in NSW. It will also position the City as a local government with a demonstrated public interest and concern for social justice issues of poverty and inequality.

The application has been assessed as part of the City's Knowledge Exchange Sponsorship Program and sponsorship of \$10,000 cash (excluding GST) is recommended.

**RECOMMENDATION**

It is resolved that:

- (A) Council approve cash sponsorship of \$10,000 (excluding GST) under the Knowledge Exchange Sponsorship Program to the Council of Social Service of New South Wales (NCOSS) for the Sydney Festival for Civil Society 2015, on the condition that NCOSS submits a satisfactory event marketing plan; and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer a sponsorship agreement with NCOSS for the Sydney Festival for Civil Society 2015.

**ATTACHMENTS**

Nil.

**BACKGROUND**

1. The Council of Social Service of New South Wales (NCOSS) is seeking sponsorship of \$10,000 cash from the City of Sydney for the Sydney Festival for Civil Society 2015.
2. NCOSS is the peak body for the social and community services sector in New South Wales (NSW). NCOSS works with its membership on behalf of disadvantaged people and communities towards achieving social justice.
3. NCOSS is hosting the Sydney Festival for Civil Society (the Festival) to mark their 80th Anniversary, celebrating the organisation's long history and achievements of working to promote social justice and end poverty in NSW.
4. The Festival will be held on 14 October 2015 during Anti-Poverty Week at Carriageworks, Redfern.

**FESTIVAL OVERVIEW**

5. The Festival will provide an opportunity for representatives from NSW communities to come together and share ideas, experiences and knowledge about how to reduce the number of people experiencing poverty in NSW, and highlight positive work and solutions.
6. Around 500 delegates are expected to attend the Festival from across civil society and government. This includes not-for-profit community sector organisations, unions, local councils, volunteers, students, members of parliament, and public servants.
7. The Festival aims to have the feel of a large community event where people can connect with each other in new and meaningful ways, in order to strengthen the way civil society works together and approaches some of the community's biggest challenges.
8. The Festival will include a conference where thought leaders will present their ideas about tackling poverty and inequality. Confirmed speakers include NSW Premier Mike Baird, Gillian Triggs, President of the Australian Human Rights Commission and Nicholas Parkill, CEO of ACON.
9. Along with a conference, the Festival will include a Village where attendees can learn about best practice and new research, share their ideas, and workshop action plans. The Festival Village aims to bring like-minded people together to tackle civil society's big challenges by sharing ideas on the economic, human rights, community and policy considerations for addressing poverty and inequality in NSW.

**SPONSORSHIP BENEFITS**

10. Sponsorship benefits for the City include:
  - (a) a breakout session scheduled as part of Festival agenda for the City of Sydney to engage with participants on local social sustainability issues to inform the development of the City's draft Social Sustainability Strategy. The session will be coordinated by NCOSS;

- (b) a marketing and promotions package that will broadly include: logo acknowledgement of the City of Sydney across all Festival media platforms (email, website, and Facebook) and any other promotional material; access to an electronic/email direct marketing piece as part of the event promotion and marketing; event signage at the Festival acknowledging the City of Sydney, such as banners; and City of Sydney collateral at the event, such as satchels inserts or postcards. The specific details of the marketing and promotions package are to be negotiated with NCOSS as part of their event marketing plan, which is still to be developed; and
  - (c) event tickets available for Councillors and up to five City staff.
11. The Festival is highly relevant to social sustainability issues impacting the city and its communities. These include building community capacity and a flourishing civil society, fostering cross-sectoral partnerships, addressing poverty and inequality and its impacts on society, and encouraging civic participation so the community is an active partner in creating a green, global and connected city.
  12. Event sponsorship will further strengthen the City's partnership with NCOSS, the leading peak body for not-for-profit community services sector in NSW. Tracy Howe, CEO of NCOSS is on the City's Social Sustainability Taskforce. It will position the City as a local government with a demonstrated public interest and concern in social justice issues, including poverty and inequality.
  13. The Festival aligns with the City of Sydney's resilience work as part of the Rockefeller Foundation's 100 Resilient Cities program. Core drivers of the Rockefeller Centre's City Resilience Framework include fostering a stable, secure, and just society, empowering a broad range of stakeholders, and encouraging cross-sector leadership with civil society to make cities that can respond to chronic stresses and shocks so they survive, thrive and grow.
  14. NCOSS sponsorship request for the Festival has been assessed as contributing to the outcomes of the Knowledge Exchange Sponsorship Program under the City's Grants and Sponsorship Policy 2014. The program supports the exchange of ideas and knowledge, showcasing of local expertise, and encourages dialogue on local and global issues. Eligible programs can be supported to a maximum of up to \$40,000 cash.
  15. The Festival has been assessed as contributing to the following outcomes of the Knowledge Exchange Sponsorship Program:
    - (a) Increased uptake by organisations and individuals of best practice approaches – the Festival will host a series of breakout sessions where delegates can share ideas and learn about best practice approaches in a range of social policy areas, including housing and homelessness, aboriginal inequality, gender inequality, disability, environment and community engagement.
    - (b) Valuable networks formed and maintained and participants share resources and acquire new knowledge and skills – the conference will provide opportunities for participants to develop cross-sector networks across civil society organisations and state and local governments in the Festival Village and at break out events. Delegates will build their knowledge on contemporary social policy issues discussed during the keynotes sessions and panel discussions.

- (c) Increased reputation for Sydney as an innovative and creative city – the Festival program will showcase new, forward-thinking work being undertaken by civil society, and the City's association with the Festival will raise Sydney's profile as an innovative, social justice orientated city. It will also demonstrate the City's collaboration with the civil society organisations and the NSW Government.

## EVENT FUNDING

16. NCOSS has secured event sponsorship from NSW Government, including NSW Treasury and Family and Community Services NSW, the NSW Ombudsman, HESTA Industry Super Fund, and St Vincent De Paul.
17. Sponsorship of \$10,000 cash is recommended for NCOSS Sydney Festival for Civil Society on the condition that NCOSS submits a satisfactory event marketing plan, so participants can share knowledge and resources on key social issues; build relationships and partnerships to facilitate more effective social programs and services; and increase the capacity and viability of the non-government community sector.

## KEY IMPLICATIONS

### Strategic Alignment - Sustainable Sydney 2030

18. *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 6 - Vibrant Local Communities and Economies – the Festival will support diversity with representatives from Sydney's diverse communities including people from culturally and linguistically diverse backgrounds, people with disability, the LGBTI community and Aboriginal people. It will promote social innovation by encouraging debate and sharing ideas on poverty and inequality. The Festival will also facilitate a more just and equitable city by providing 100 free tickets for people experiencing poverty and disadvantage to attend the event.
  - (b) Direction 10 - Implementation through Effective Governance and Partnerships – the Festival will enable a broad cross-section of organisations and individuals, including not-for-profit community services, unions, local councils, students, volunteers, members of parliament and public servants to develop networks and relationships. It will contribute to building the capacity of civil society that support a resilient, connected community.

### Social / Cultural / Community

19. The Festival will generate ideas for supporting the development of a more equitable, inclusive, and resilient city community. It will contribute to strengthening the capacity of the local community through discussion and debate on contemporary social issues, such as housing and homelessness and poverty and inequality. Representatives from Sydney's diverse communities are expected to be in attendance at the Festival, including people from culturally and linguistically diverse backgrounds, people with disability, the LGBTI community, and the Aboriginal and Torres Strait Islander community.

**BUDGET IMPLICATIONS**

20. Funding of \$10,000 cash (excluding GST) for this Knowledge Exchange Sponsorship is available in the 2015/16 Research, Strategy and Corporate Planning budget.

**RELEVANT LEGISLATION**

21. Section 356 of the Local Government Act 1993.

**CRITICAL DATES / TIME FRAMES**

22. The Festival is scheduled to take place on 14 October 2015.

**KIM WOODBURY**

Chief Operating Officer

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