

**ITEM 5. SPONSORSHIP – SYDNEY-GUANGZHOU SISTER CITY 30<sup>TH</sup> ANNIVERSARY PROJECTS****FILE NO: S125323.004****SUMMARY**

In May 2016, the City will celebrate the 30<sup>th</sup> anniversary of our Sister City relationship with Guangzhou, China. This is an important milestone in the relationship between our two cities.

The City's 10-year Economic Development Strategy identifies long-term, sustainable connections with China as a priority if we are to deliver greater benefits to the local community and to the economy generally. Our connections with China are integral to our economic competitiveness and to future trade and investment outcomes.

In June 2016, Council resolved to invite Expressions of Interest from a range of potential collaborators, including peak industry and business organisations, educational institutions and the cultural community, to take part in the official 30<sup>th</sup> anniversary program in Guangzhou. Council also noted that any recommendations for financial support for participants in the program would be considered at a subsequent meeting of Council.

Expressions of Interest closed on 11 August and 12 responses were received. This report recommends that five proposals be endorsed for inclusion in the City's program, and funding to a total of \$150,000 (exclusive of GST) be approved to support campaign activities delivered by these partners in Guangzhou.

All proposals were assessed against the criteria set out in the Expression of Interest documentation, which included criteria for funding through the Knowledge Exchange Sponsorship Program.

All grant recipients will be required to enter into a contract with the City, meet specific performance outcomes and acquit their grant.

The City's program will likely encompass other activity of a civic and business nature in Guangzhou. Councillors will be advised of the full program of activity closer to the event.

**RECOMMENDATION**

It is resolved that:

- (A) Council endorse the following recipients of cash grants for inclusion in the City's program in Guangzhou 2016 under the 2015/16 Knowledge Exchange Sponsorship Program as follows:

<b>Applicant</b>	<b>Project</b>	<b>\$ Amount Recommended (ex GST)</b>
Sydney Symphony Orchestra Holdings Pty Ltd	A two-day musical program in Guangzhou that includes an Orchestral concert performance at the opening or closing of the program; and a full day orchestral workshop	<b>\$40,000</b>
University of Sydney	One-day Sustainability Symposium in Guangzhou jointly delivered by the University of Sydney, University of Technology Sydney and the University of New South Wales.	<b>\$40,000</b>
Australia China Business Council	One-day Business Conference and Gala Dinner which aligns with Sustainable Sydney 2030, Green Global and Connected.	<b>\$40,000</b>
University of Technology Sydney	Alumni event jointly delivered by the University of Sydney, University of Technology Sydney, University of NSW, Macquarie University, University of Western Sydney and Australian Catholic University.	<b>\$10,000</b>
Asian Australian Artists Association Inc.	A collaboration with Observation Society Guangzhou on an arts project and exhibition program which reflects on the trade and migration links between our two cities	<b>\$20,000</b>

- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer the contracts with the above organisations under terms and conditions consistent with the Grants and Sponsorship Policy, subject to the satisfactory acquittal of current grants.

**ATTACHMENTS**

- Attachment A:** Proposals not recommended for funding or inclusion in the Guangzhou Anniversary program.

**BACKGROUND**

1. In May 2016, the City of Sydney will celebrate the 30<sup>th</sup> anniversary of its Sister City relationship with Guangzhou, in Guangdong Province, China.
2. The recent free trade negotiations with China have opened up opportunities for Sydney businesses to build closer ties with Guangzhou collaborators – and support greater trade, investment, tourism and education opportunities.
3. In June 2015, Council resolved to invite Expressions of Interest (EOI) from a range of potential collaborators, including not-for-profit, for-profit, and social enterprise, to take part in the official 30<sup>th</sup> anniversary program in Guangzhou. This opportunity opened on 14 July and closed on 11 August 2015. It was advertised in The Sydney Morning Herald, The Australian, City of Sydney LinkedIn and City of Sydney website.
4. The Knowledge Exchange Sponsorship Program supports the exchange of ideas and knowledge, the showcasing of local expertise and encourages dialogue on local and global issues. Under the program, eligible projects can be supported to a maximum of \$40,000 cash and applications can be received ad hoc throughout the year.
5. The program in Guangzhou is designed to: facilitate China market development opportunities for local industries; deepen international economic engagement in China as part of a whole-of-government approach; and draw attention to Australia's leading commercial centre, international education gateway and cultural hub.
6. The City sought submissions from industry and peak business bodies, the educational sector, sustainability groups, cultural and creative entities, and business events and tourism organisations to partner in the program to showcase the innovation, expertise and excellence of Sydney.
7. Potential partners were asked to demonstrate their track-record in the market and their ability to leverage this important anniversary to further their China strategies. Their proposed budget, project plan, contributions and partnerships were assessed, scored and ranked against defined criteria.
8. Also assessed were requests for financial assistance from the City through the Knowledge Exchange Sponsorship Program to support these initiatives.
9. Proposed projects from the five recommended organisations will showcase a range of local business, education and cultural organisations.
10. The City's program will likely encompass other activity of a civic and business nature in Guangzhou. Councillors will be advised of the full program of activity closer to the event.

**RECOMMENDED PARTNERS****Sydney Symphony Orchestra**

11. The Sydney Symphony Orchestra is a leader of excellence in orchestral music and is recognised as Australia's premier cultural and music education institution. The orchestra has toured China several times to showcase Australian culture to Chinese audiences and to promote Sydney as a leading cultural destination. Their organisational commitment is to become the leading orchestra in the Asia Pacific region.

12. The proposed project in Guangzhou has two components:
  - (a) an opening or closing orchestral concert performance; and
  - (b) a full day of outreach activities in music training to young musicians with a local institution, Xinghai Conservatory of Music in Guangzhou.
13. The City's sponsorship will enable the orchestra to present a multi-faceted and unique experience of Australia's creative culture with a concert, people-to-people diplomacy and education outreach activities. The proposed events are strongly aligned to the City's Creative City Cultural Policy.
14. Cash sponsorship of \$40,000 (exclusive of GST) is recommended to assist the orchestra to deliver a two day program in Guangzhou. The recommended sponsorship partially covers the orchestra's costs, with the remainder being funded by the orchestra.

**Asian Australian Artists Association Inc., known as 4A Centre for Contemporary Asian Art**

15. The Asian Australian Artists Association Inc. is also known as 4A Centre for Contemporary Asian Art. This is a highly respected organisation within the arts and cultural sectors across the Asia region, with a reputation gained through almost 20 years of curator exhibitions and arts events to advocate the importance of Asian cultural impacts on Australia. 4A's team has extensive experience working with government organisations to deliver exhibitions that showcase the work of Australian and Chinese artists to foster creative links. 4A has also previously collaborated with the City on "Actions for Tomorrow" through the Cultural Grants and Sponsorship Program.
16. 4A proposes to collaborate with Observation Society Guangzhou on an arts project that reflects on the trade and migration links between Sydney and Guangzhou. The proposed project has three components:
  - (a) a Sydney-based artist, Lucas Ihlein, to present a visual exhibition about the trade and migration links between Guangzhou and Sydney with installation work at Observation Society Guangzhou;
  - (b) Ihlein's exhibition presented in Guangzhou plus new work developed in response to his experience in Guangzhou to be presented as an exhibition at 4A Gallery Sydney from August to October 2016; and
  - (c) an arts writer to visit Guangzhou during the anniversary program where he/she will conduct onsite interviews and research on the links and collaboration between Guangzhou and Sydney's artistic communities. The articles, photos and videos will be published at the 4A's exhibition and online platforms.
17. This project aims to solidify Sydney's reputation as an innovative and creative city through accessible and critical artistic outcomes that expand mutual understanding of the two cities, which aligns to the City's Creative City Cultural Policy.
18. The amount requested from the City was \$40,000. The evaluation panel recommends cash sponsorship of \$20,000 (exclusive of GST).

**China Studies Centre, University of Sydney**

19. The University of Sydney, University of Technology Sydney and University of New South Wales together propose to conduct a one-day symposium on sustainability, specifically focusing on renewable energy, water and infrastructure. It will be presented by the universities, in conjunction with their partner universities in Guangzhou, including Sun Yat-sen University (a common partner).
20. Up to 15 academics from the Sydney-based universities will present to an estimated audience of 150. The program will also include keynote addresses from government representatives, seminars, business matching activities and a student-facing sustainability exhibition.
21. The Symposium aims include showcasing Sydney's strengths in research and education capabilities in sustainability, and establishing a dialogue with industry and government stakeholders in Guangzhou and the wider Pearl River Delta to generate new research, training and technology transfer outcomes for Sydney.
22. Cash sponsorship of \$40,000 (exclusive of GST) is recommended to support the symposium organised by the three Sydney universities.

**University of Technology Sydney**

23. The University of Technology Sydney, University of Sydney, University of New South Wales, Macquarie University, University of Western Sydney and the Australian Catholic University together propose to hold an alumni event for graduates from Sydney universities.
24. The alumni event will be held the evening before the Sustainability Symposium outlined above. The event will showcase Sydney as a flourishing international education gateway. It aims to further develop meaningful and long-term networks between Guangzhou and Sydney and encourage the exchange of knowledge and ideas among the alumni and the City.
25. Each of the universities has large international student populations from Guangzhou and each hosts alumni events in China annually with high levels of government from both Australia and China. This is the first joint alumni event to be held in Guangzhou.
26. Study NSW will provide media and marketing support to the universities. Marketing and promotion is one of the main functions of Study NSW in order to position NSW in key markets as a leader in international education that launches global careers.
27. Cash sponsorship of \$10,000 (exclusive of GST) is recommended to support the alumni event organised by the six Sydney universities.

**Australia China Business Council**

28. The Australia China Business Council was founded in 1973 to actively promote two-way trade and investment, economic cooperation and understanding between the business communities of Australia and China. Each year, they organise over 150 events across Australia and in China for Australian and Chinese companies to deepen business partnerships. Events include the China launch of the Australia China Trade Report in 2014 and the Australian China Economic and Trade Forum in 2013.

29. The Australia China Business Council has proposed to hold a one-day business conference with around 240 attendees from both Sydney and Guangzhou. The conference will be organised into three themes that align with Sustainable Sydney 2030: Green, Global and Connected. The conference will be followed by a Gala Dinner.
30. The conference themes include:
  - (a) Green: sustainable business practices and opportunities for partnerships in services and products supporting sustainability;
  - (b) Global: Sydney and Guangzhou's roles as global hubs for business, trade and investment; and
  - (c) Connected: business matching session for Sydney and Guangzhou businesses.
31. By drawing on business case studies and expert panel discussions, the conference aims to demonstrate how the strengths and synergies of the Sydney-Guangzhou sister city relationship can assist businesses in exploring opportunities for new partnerships in trade and investment.
32. Cash sponsorship of \$40,000 (exclusive of GST) is recommended to support the one-day conference event and gala dinner organised by the Australia China Business Council.

## KEY IMPLICATIONS

### Strategic Alignment – Sustainable Sydney 2030

33. *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 program is aligned with the following strategic directions and objectives:
  - (a) Direction 1 - A Globally Competitive and Innovative City – the City's 10-year Economic Development Strategy identifies long-term, sustainable connections with Asia as a priority for the City to deliver greater benefits to the local community and to the economy generally. The City's connections with China are integral to the city's economic competitiveness.
  - (b) Direction 10 - Implementation through Effective Governance and Partnerships – recognises the City's role in partnerships across government, industry bodies and business as well as leadership in sister-city relationships globally.

### Economic

34. The City is committed to developing closer ties with Guangzhou to promote Sydney as a flourishing international business and cultural gateway for the benefit of the local community.
35. The 30<sup>th</sup> anniversary program in Guangzhou will support international knowledge exchange and showcase Sydney industries, business organisations, sustainability initiatives, and cultural and creative entities in this important city in southern China.

**BUDGET IMPLICATIONS**

36. Funding of \$145,000 (exclusive of GST) is available in the 2015/16 Research, Strategy and Corporate Planning budget.

**RELEVANT LEGISLATION**

37. Section 356 of the Local Government Act 1993.

**CRITICAL DATES / TIME FRAMES**

38. Subject to confirmation, the 30<sup>th</sup> anniversary celebrations will take place in Guangzhou from Monday 30 May to Friday 3 June 2016.
39. Planning meetings will commence with partners in October 2015.

**KIM WOODBURY**

Chief Operating Officer

Francesca O'Brien, Manager Economic Strategy