

**ITEM 2. SPONSORSHIP – AUSTRALIAN OLYMPIC AND PARALYMPIC TEAMS 2016****FILE NO: S117676****SUMMARY**

Australia is sending national teams to the Olympic and Paralympic Games in Rio de Janeiro, Brazil in 2016. The Olympics will run from 5 to 21 August 2016 and the Paralympics from 7 to 18 September 2016.

The City of Sydney has previously supported the Australian Olympic Team through donations to fundraising activities, as well as hosting Welcome Home Receptions and street parades.

The City of Sydney has been approached to again support the Australian Olympic and Paralympic Teams.

This report recommends support on terms similar to those offered in previous years. The travel and accommodation provision will include costs for members of the Paralympic team and their carers. The three civic functions include a farewell reception for the Paralympic team, and separate Welcome Home receptions for the Olympic and Paralympic teams.

**RECOMMENDATION**

It is resolved that:

- (A) Council approve a \$60,000 (excluding GST) cash sponsorship to the Australian Paralympic Committee / Team in 2016;
- (B) Council approve the purchase of a table of 10 at The Prime Minister's 9<sup>th</sup> Olympic Dinner to be held in Melbourne on 18 June 2016 at a cost of \$30,000, of which \$3,000 (GST inclusive) is to be paid to the Australian Olympic Team Fund and \$27,000 is to be paid as a donation to the Australian Sports Foundation;
- (C) Council approve the cost of travel and accommodation for 10 people to attend the Prime Minister's 9<sup>th</sup> Olympic Dinner in Melbourne up to the value of \$12,000;
- (D) Council approve the hosting of three civic receptions;
- (E) Council approve the hosting of a media event for the Paralympic Team Uniform Launch by way of City of Sydney venue provision; and
- (F) authority be delegated to the Chief Executive Officer to negotiate, execute and administer a sponsorship agreement with the Australian Paralympic Committee.

**ATTACHMENTS**

Nil.

**BACKGROUND**

1. Australia has sent teams to every Olympic Games since 1896 and every Paralympic Games since they were first held in 1960.
2. Australia is sending a national team to the Olympic and Paralympic Games to be held in Rio de Janeiro, Brazil, in 2016. The Olympics will run from 5 to 21 August and the Paralympics from 7 to 18 September 2016.
3. The Australian Olympic Team numbers and selections are still to be finalised, but it is anticipated the team will include around 460 athletes and a contingent of officials. The Australian Paralympic Team selections and numbers are yet to be finalised.
4. The City of Sydney purchased a table at The Prime Minister's Olympic Dinners in 2002, 2004, 2008 and 2012.
5. The Australian Olympic and Paralympic Teams are a great source of national pride, significantly contributing to community spirit and enjoyment and providing inspiration for all Australians.
6. Sydney, as a past host city of the Olympic and Paralympic Games, has a strong association with the Games.
7. The City of Sydney has been approached to support both the Australian Olympic Team and the Australian Paralympic Team to attend the Games and to assist in celebrating their achievements by contributing the following:
  - (a) Australian Olympic Team
    - (i) \$30,000 donation by way of purchasing a table at The Prime Minister's 9<sup>th</sup> Olympic Dinner to be held in Melbourne on 18 June 2016;
    - (ii) the cost of travel and accommodation for 10 people including members of the Paralympics team and their carers to attend the dinner, up to the value \$12,000; and
    - (iii) hosting a Welcome Home Reception for the Olympic Team in Sydney Town Hall (in conjunction with a tickertape parade coordinated by the NSW Government with assistance from the City of Sydney); and
  - (b) Australian Paralympic Team
    - (i) \$60,000 (excluding GST) cash sponsorship to the Australian Paralympic Committee / Team in 2016;
    - (ii) hosting a Farewell Reception for the Paralympic Team in Sydney Town Hall (or another City-owned venue);
    - (iii) hosting a Welcome Home Reception for the Paralympic Team in Sydney Town Hall (in conjunction with a tickertape parade coordinated by the NSW Government with assistance from the City of Sydney); and
    - (iv) hosting a media event for the Paralympic Team Uniform Launch at the Ian Thorpe Aquatic Centre or other suitable City-owned venue (on a date in May 2016 to be confirmed).

8. Support by the City will directly assist the teams to attend the Games, as well as provide much needed additional promotional opportunities.
9. The objectives of the City's contribution to the Olympic and Paralympic Teams are to:
  - (a) demonstrate the City's support for athletes, especially those based in the City of Sydney Local Government Area (LGA), attending the Olympic and Paralympic Games;
  - (b) highlight and promote the contribution people with a disability make to society through, for example, following the journey of selected Paralympic athletes on the City's homepage; and
  - (c) provide opportunities for Paralympic athletes to meet with and inspire members of the community and City staff.
10. It is proposed that the City would invite Paralympians to join the City of Sydney table at the Prime Minister's Olympic Dinner.
11. As an official sponsor of the Australian Paralympic Team, the City of Sydney will receive the following benefits:
  - (a) designation as an Official Sponsor of the Australian Paralympic Committee / Team;
  - (b) non-exclusive, royalty-free right to use the Australian Paralympic Committee marks, imagery and written content for internal and external purposes, including City banners, posters, media advertising etc;
  - (c) advertising space on the Australian Paralympic Committee website for City supplied advertisements;
  - (d) up to five athlete appearances for use at agreed City official community events and/or forums or City staff workshops;
  - (e) the Australian Paralympic Committee will work with, and support the City to deliver Team Farewell and Team Welcome Home events;
  - (f) access to Australian Paralympic Committee / Team athletes that live and/or work in the City LGA for media opportunities linked to the Australian Paralympic Committee and the Rio 2016 Paralympic Games;
  - (g) an agreed number of video updates from Rio featuring the City of Sydney supplied backdrop for City intranet and website use;
  - (h) City of Sydney logo placement on Australian Paralympic Committee Marketing and Communications collateral, in line with Official Sponsor status, including website, newsletter and other publications;
  - (i) speaking opportunities for the Lord Mayor at events, including media and public events, where appropriate;

- (j) facilitation of invitations for up to a minimum of five and a potential maximum of seven members of the Australian Paralympic Team (or Shadow Squad) to attend the Prime Minister's Olympic Fundraiser in Melbourne (airfares and accommodation costs will be met by the City of Sydney); and
  - (k) the Australian Paralympic Committee will work in partnership with the City to develop other appropriate opportunities to promote the City's support of the Team and promote the Team's attendance and success at the Games, such as consulting on the development of disability services the City seeks to develop, including, but not limited to, apps to assist visitors with an impairment to navigate key City destinations.
12. The City's Marketing and Media teams will work closely with the Australian Paralympic Committee to encourage community support of the Australian Paralympic Team and raise the profile of the athletes and their achievements via promotional activity through the City of Sydney's digital channels (websites, e-newsletters and social media accounts), outdoor advertising mediums, media outlets and communications such as Sydney City News.

## KEY IMPLICATIONS

### Strategic Alignment - Sustainable Sydney 2030

13. *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.
- (a) Direction 1 - A Globally Competitive and Innovative City – the City's support of and partnership with the 2016 Australian Olympic and Paralympic Teams will help take the City of Sydney brand to the world, with the City logo on team uniforms, signage and other marketing collateral that will be visible during broadcasts.
  - (b) Direction 6 - Vibrant Local Community and Economies – the City's support of and partnership with the 2016 Australian Olympic and Paralympic Teams will give the City a platform to promote and raise awareness of athletes with a disability and their achievements, particularly those who live in the City LGA, promote social inclusion and diversity.

### Social / Cultural / Community

14. The Olympic and Paralympic Games provide inspiration for all Australians, and foster community spirit and national pride, which significantly contributes to the overall wellbeing of the community.
15. The Paralympic Games is one of the greatest platforms for raising awareness of people with a disability worldwide. The City's sponsorship of the Team gives us the opportunity to profile our local athletes, their achievements and their journeys and engage them with our community to promote and increase the awareness of the contribution and needs of people with a disability.

**BUDGET IMPLICATIONS**

16. The funding for the support and sponsorship of the teams will be sourced from the 2015/16 CEO Contingency, including:
  - (a) cash sponsorship of \$60,000 (excluding GST);
  - (b) \$30,000 to purchase a table at the Prime Minister's 9<sup>th</sup> Olympic Dinner; and
  - (c) \$12,000 to cover travel and accommodation for guests at the Olympic Dinner.
17. Funding for the three functions to farewell and welcome home athletes will be included in the 2016/17 Operating Budget.
18. Funding for tickertape parades will be included in the 2016/17 Operating Budget.
19. The revenue forgone for venue hire for the media event will be included in the 2016/17 Operating Budget.

**RELEVANT LEGISLATION**

20. Section 356 of the Local Government Act 1993.

**CRITICAL DATES / TIME FRAMES**

21. The Prime Minister's 9<sup>th</sup> Olympic Dinner will be held in Melbourne on 18 June 2016.
22. To confirm the City of Sydney's logo on team uniforms for the Uniform Launch, and to plan associated promotion of local athletes, a decision is required as soon as possible.

**ANN HOBAN**

Director City Life

James Buchanan, Grants Officer