

ITEM 4. KNOWLEDGE EXCHANGE SPONSORSHIP – NATIONAL CENTRE OF INDIGENOUS EXCELLENCE – INDIGENOUS DIGITAL EXCELLENCE NATIONAL SUMMIT 2016**FILE NO: S102922****SUMMARY**

On 9 December 2013, Council adopted the City's Economic Development Strategy – a 10 year strategy that aims to strengthen the economy and support businesses. It centres on further improving the solid foundations for success that exist within the city's economy, as well as creating opportunities for individuals, businesses and the community.

Under this framework, a series of action plans set out in more detail the contemporary issues faced by each economic sector, location or theme, and the City's actions and projects designed to respond to those challenges and opportunities. Two key action plans currently under development include:

- the draft Eora Journey Economic Development Plan, which identifies how the City could support Aboriginal and Torres Strait Islander enterprise and employment. This draft plan will be reported to Council later in 2016; and
- the draft Tech Startups Action Plan, which identifies how the City could support entrepreneurs, with a focus on new businesses based on technology. This draft plan was approved by Council for public exhibition on 10 August 2015.

The Indigenous Digital Excellence (IDX) Initiative is a formal partnership between the National Centre of Indigenous Excellence (NCIE) and the Telstra Foundation. Formed in 2013, IDX is a not-for-profit partnership that supports the participation of Aboriginal and Torres Strait Islander people to be at the forefront of digital technology.

NCIE is coordinating the second IDX National Summit to be held from 27 to 29 April 2016 (Summit). The Summit is a three-day event that brings together key participants who represent Aboriginal and Torres Strait Islander expert practitioners, thought leaders, funders, policy makers and Aboriginal and Torres Strait Islander communities from across Australia. The Summit is focused on building entrepreneurial networks and skills, sharing ideas and knowledge between local practitioners and national experts, and creating the first National Strategy for Indigenous Digital Excellence.

NCIE is seeking cash sponsorship from the City to support the Summit and ensure that appropriate expert practitioners from across Australia can participate in it, which can be a challenge for Aboriginal and Torres Strait Islander entrepreneurs due to the costs associated with attendance. NCIE stresses the importance of connecting local practitioners and entrepreneurs with national experts, and the value of hosting the Summit in Sydney while ensuring participation from across Australia. The outcomes of this Summit will align closely with priorities identified in the draft Eora Journey Economic Development Plan and the draft Tech Startups Action Plan.

The request for sponsorship has been evaluated against the Knowledge Exchange Sponsorship Program and cash sponsorship of \$25,000 (exclusive of GST) to support the Summit is recommended. All sponsorship recipients are required to sign a contract, meet specific performance outcomes, and acquit their sponsorship.

RECOMMENDATION

It is resolved that:

- (A) Council approve a cash sponsorship of \$25,000 (excluding GST) to the National Centre of Indigenous Excellence for the Indigenous Digital Excellence National Summit 2016; and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer a sponsorship agreement with the National Centre of Indigenous Excellence.

ATTACHMENTS

Nil.

BACKGROUND

1. The IDX Initiative is a multi-year partnership between the NCIE and the Telstra Foundation, with the IDX hub and staff hosted at NCIE's facilities on George Street, Redfern.
2. The aim of the IDX Initiative is to inspire, build and connect Aboriginal and Torres Strait Islander people involved in digital practices across Australia. This is to ensure that Aboriginal and Torres Strait Islander people are able to leverage digital technology to improve wellbeing for themselves and their communities.
3. The main areas of focus for the IDX Initiative is activity designed to build confidence and skills in Aboriginal and Torres Strait Islander entrepreneurs, connect different sectors and practitioners together, and inspire young people through learning experiences.
4. The inaugural Indigenous Digital Excellence Agenda Summit in 2013 widely engaged organisations and participants and led directly to the formation of the IDX Initiative.
5. From 27 to 29 April 2016, the IDX Initiative will host its second IDX National Summit to bring together key participants who represent Aboriginal and Torres Strait Islander expert practitioners, thought leaders, funders, policy makers, and Aboriginal and Torres Strait Islander communities from metropolitan, regional and rural Australia. The three-day summit will be a forum where participants engage with challenges and explore opportunities in digital technology from across different sectors.
6. The Summit will be invitation only, and aims to attract over 50 key Aboriginal and Torres Strait Islander practitioners, experts, and organisational representatives from across Australia. The Summit will be held at NCIE, George Street, Redfern (with potential for particular elements of the Summit to be hosted at the Telstra INSIGHT Centre, George Street, CBD).
7. A primary outcome of the Summit is that discussions will directly inform the formulation of the first National Strategy for Indigenous Digital Excellence. This strategy will provide a framework for action for moving towards Indigenous Digital Excellence across Australia. The Summit will enable participants from across Australia to collaboratively inform the strategy through determining priorities and responsibilities within Aboriginal and Torres Strait Islander digital engagement, enterprise and innovation.
8. The format of the Summit is:
 - (a) Day 1 - *Inspire* – participants will engage with speakers and activities that spark ideas, stimulate discussion on best practice and current trends, and trigger action;
 - (b) Day 2 - *Build* – participants will debate and test through design-thinking workshops that will raise questions, critically examine the current climate, and explore Aboriginal and Torres Strait Islander digital business models and program designs; and
 - (c) Day 3 - *Connect* – participants to co-design roles and responsibilities for informing and determining the National Strategy for Indigenous Digital Excellence.

9. A key secondary outcome of the Summit will be in building digital technology and entrepreneurial networks within Sydney, and across the country. The Summit will connect key players in the digital technology ecosystem to increase business opportunities for Aboriginal and Torres Strait Islander entrepreneurs in the future.
10. A further key outcome of the Summit is the sharing of ideas and knowledge. The Summit will showcase Aboriginal and Torres Strait Islander digital talent and ideas, and provide opportunities for participants to improve knowledge in areas such as digital innovation and entrepreneurship, Australian Aboriginal culture, technology, education, and engagement.
11. The Summit is being hosted in Sydney due to the concentration of key practitioners and organisations located here. Sydney is recognised nationally and internationally as a leader in terms of innovation, technology and business, and Aboriginal and Torres Strait Islander organisations. Events with national importance and focus, such as the Summit, act to reinforce this.
12. The Summit will directly benefit local organisations and entrepreneurs through building strong networks and sharing expertise. This will act to strengthen Sydney's Aboriginal and Torres Strait Islander digital ecosystem.
13. It is seen as critical that Aboriginal and Torres Strait Islander digital-makers, practitioners, and organisations from outside Sydney and NSW are represented at the Summit. The quality of knowledge shared at the Summit will be significantly enhanced by ensuring representation of different experiences and expertise from across Australia.
14. However, due to the nature of the Aboriginal and Torres Strait Islander digital sector, it is difficult for entrepreneurs, organisations and regional communities to meet the cost of travel to attend the Summit. This could act to narrow the impact of shared knowledge and connections between diverse digital technology practices, organisations and businesses.
15. NCIE has approached the City seeking cash sponsorship through the Knowledge Exchange Sponsorship Program. The sponsorship will be matched by NCIE and contribute towards participation costs for Aboriginal and Torres Strait Islander attendees from outside of the Sydney metropolitan area. The City's sponsorship will add value by ensuring the attendance of high calibre practitioners and change makers.
16. The proposed outcomes of the Summit align closely with the City's Economic Development Strategy. The Summit will act to strengthen Sydney's competitiveness through attracting businesses and organisations to Sydney, as well as promoting opportunities through cross-locational knowledge exchange and building partnerships across different sectors.
17. The Summit aligns closely with the City's draft Tech Startups Action Plan. It will enable digital skills development through sharing knowledge, fostering entrepreneurialism, and promoting tech education.

18. The Summit aligns closely with the City's draft Eora Journey Economic Development Plan. It will promote, share best practice and create opportunities for sharing knowledge for Aboriginal and Torres Strait Islander entrepreneurs in the creative and digital sectors.
19. A secondary outcome is that direct City of Sydney involvement in the Summit through sponsorship will enhance the City's connection to networks of Aboriginal and Torres Strait Islander organisations and businesses. This will increase the City's capacity to encourage Aboriginal and Torres Strait participation in key sectors of the economy. This aligns with priorities within the City's draft Eora Journey Economic Development Plan.
20. A steering committee and project management team have been assembled to ensure delivery of the Summit. The steering committee comprises senior representatives from NCIE, IDX, and Telstra. Project management is being led by Aboriginal and Torres Strait Islander businesses Inside Policy (strategic planning and facilitation) and 33 Creative (event management).
21. The sponsorship request has been assessed under the City's Knowledge Exchange Sponsorship Program, which was adopted by Council in September 2014. Support under this program is capped at \$40,000 (excluding GST) per event.
22. Under the Knowledge Exchange Sponsorship Program, eligible organisations include not-for-profits, for-profit organisations and social enterprises. The applicant, NCIE, is a not-for-profit Australian company, making them eligible for funding through this program. The applicant has clearly demonstrated that the cash sponsorship requested from the City will significantly enhance the impact of the Summit and provide substantial benefits to local business and organisations.
23. The applicant requested sponsorship to the value of \$26,300 (excluding GST) through the Knowledge Exchange Sponsorship Program. Following assessment, it is recommended that the City's sponsorship of the event be to the value of \$25,000 (excluding GST). This recommendation is commensurate with the sponsorship benefits offered and the level of financial support the City has provided for other similar events.
24. Sponsorship benefits to the City (to be negotiated) include:
 - (a) City of Sydney logo and partnership acknowledgement across all media platforms and media releases;
 - (b) City of Sydney banner placement at the Summit;
 - (c) two free registrations to participate in the Summit;
 - (d) the opportunity for City staff to speak at the Summit to discuss the City's commitment to the tech startup ecosystem and the Eora Journey; and
 - (e) City involvement in the formulation of the first National Strategy for Indigenous Digital Excellence.

KEY IMPLICATIONS

Strategic Alignment - Sustainable Sydney 2030

25. *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 – supporting growth in digital practices and entrepreneurship will lead to more innovative businesses. This will create more employment, boost Sydney's economy, strengthen global connections and make the city a more desirable place to live, work and visit;
 - (b) Direction 6 - Vibrant Local Communities and Economies – supporting Aboriginal and Torres Strait Islander digital excellence will lead to outcomes in terms of enterprise and employment. Thriving Aboriginal and Torres Strait Islander businesses and communities will positively contribute to strengthening the city's cultural diversity; and
 - (c) Direction 7 - A Cultural and Creative City – supporting entrepreneurs and digital-makers is supporting the expression of innovation and creativity, which in turn contributes to a cosmopolitan, vibrant and active city.

Economic

26. The Project strongly aligns with the City's Economic Development Strategy – a 10 year strategy that aims to strengthen the City economy and support businesses. 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.

Social / Cultural / Community

27. The Summit will bring significant benefit to Aboriginal and Torres Strait Islander businesses and organisations within the City's local government area and beyond. The Summit, through further development of digital skills for Aboriginal and Torres Strait Islander participants, will enable and enhance participation in many economic and social activities that support individual and community wellbeing.

BUDGET IMPLICATIONS

28. Sponsorship funding of \$25,000 (exclusive of GST) is available in the 2015/16 Research, Strategy and Corporate Planning budget.

RELEVANT LEGISLATION

29. Section 356 of the Local Government Act 1993.

CRITICAL DATES / TIME FRAMES

30. The IDX National Summit is proposed for 27 to 29 April 2016.

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