

ITEM 3. SPONSORSHIP – TRIBAL WARRIOR ASSOCIATION – CREW SYDNEY TO HOBART YACHT RACE 2016**FILE NO: X003748****SUMMARY**

The City of Sydney adopted an Innovate Reconciliation Action Plan in 2015 and has developed the draft Eora Journey Economic Development Plan. These two plans identify the importance of the City partnering with Aboriginal and Torres Strait Islander organisations to create opportunities for Aboriginal and Torres Strait Islander people and promote and celebrate the cultures of the First People of Australia.

The Tribal Warrior Association is entering the first ever Aboriginal and Torres Strait Islander crew in the 2016 Sydney to Hobart Yacht Race.

The Tribal Warrior Association is seeking support from the City to fund essential wet weather equipment, compulsory safety and sea survival training, and communication support, so the success of the team is shared with the community.

The sponsorship demonstrates the City's commitment to creating opportunities for Aboriginal and Torres Strait Islander people and to building the capacity and skills of local Aboriginal and Torres Strait Islander organisations and enterprises.

The symbolism of the first Aboriginal and Torres Strait Islander crew to sail out of Sydney Heads in this famous race will create significant community and media interest. The City will be able to leverage this community and media interest through branding, media stories and community-based activities before and after the race.

RECOMMENDATION

It is resolved that:

- (A) Council approve cash sponsorship of \$20,000 (excluding GST) to the Tribal Warrior Association Incorporated to participate in the 2016 Sydney to Hobart Yacht Race; and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer a sponsorship agreement with the Tribal Warrior Association Incorporated.

ATTACHMENTS

Nil.

BACKGROUND

1. The Tribal Warrior Association is an established Aboriginal and Torres Strait Islander organisation based in Redfern. The City has an ongoing relationship with the Tribal Warrior Association.
2. Tribal Warrior provides cultural activities, mentoring programs and maritime training, and is well known for their harbour cultural tours. Each year, Tribal Warrior conducts the smoking ceremony on the harbour from their boat, the Mari Nawi, as part of the City's New Year's Eve celebrations.
3. Tribal Warrior is training the first ever Aboriginal and Torres Strait Islander crew to enter the Sydney to Hobart Yacht Race.
4. Tribal Warrior's Chief Executive Officer, Shane Phillips, is working closely with experienced sailor, Wayne Jones, on this project to ensure every detail of preparation is addressed to the required standard.
5. Wayne has sailed for over 40 years. He has skippered category one open ocean races and is an expert in the area of water rescue services and difficult terrain operations training.
6. His open ocean sailing experience and safety and rescue expertise will expand the knowledge and skills of Tribal Warrior in an area directly relevant to a purpose of the organisation. The experience will also develop new and valuable skills in the Aboriginal and Torres Strait Islander sailors who are competing in an open ocean sailing race for the first time.
7. Sailors with Disabilities is partnering with Tribal Warrior by providing one of their best yachts, Kayle, and seven highly experienced Sydney to Hobart crew members. Collectively, these experienced sailors have competed in 40 Sydney to Hobart races.
8. Kayle will be skippered by John Whitfield who has competed in over 20 Sydney to Hobart races.
9. The crew is currently training and will be assessed by the skipper before the crew is finalised. New sailors are currently completing the Sea Safety Survival Course. The race provides an opportunity for all crew members to develop significant and valuable skills.
12. Tribal Warrior believe participating in the race will forge new and valuable relationships. It will provide a platform for talking about the history of Sydney and Australia, making the point that Aboriginal and Torres Strait Islander people have been travelling up and down the coast by sea for many thousands of years. It provides a unique opportunity for sharing cultural celebrations that could include cultural fires on headlands along the coast marking the yacht's passage, and a Welcome to Country in Hobart.
13. The panel assessing the application was comprised of Manager, Marketing and Creative Services, Community Engagement Coordinator (Eora Journey) and the Grants Officer.

14. Following assessment, it is recommended that the City's sponsorship of the event be to the value of \$20,000 (excluding GST). This recommendation is commensurate with the sponsorship benefits offered and the level of financial support the City has provided for other similar initiatives.
10. Sponsorship benefits to the City (to be negotiated) include:
 - (a) City of Sydney and Eora Journey acknowledged through logos and references across all media platforms and media releases; and
 - (b) community (e.g. libraries, community centre and NAIDOC week) and staff events involving returned crew as inspirational speakers.

KEY IMPLICATIONS

Strategic Alignment

11. Sponsorship of the Tribal Warrior Sydney to Hobart crew aligns with the Reconciliation Action Plan's commitment to provide opportunities for Aboriginal and Torres Strait Islander people, and to increase knowledge of and build respect for Aboriginal and Torres Strait Islander cultures.
12. Sponsorship aligns with the Community Strategic Plan by supporting a creative and cultural city, and with the draft Eora Journey Economic Development Plan to support the growth of key sectors for Indigenous businesses including cultural tourism.

Organisational Impact

Risks

15. The Sydney to Hobart Yacht Race is a challenging and dangerous race. The Tribal Warrior crew will need to complete the Sea Safety Survival Course, and satisfy Sailors with Disabilities and experienced skipper, John Whitfield, of their sailing preparedness before being selected to compete.

Social / Cultural / Community

16. Given the profile of this prestigious event, this proposal will positively impact Australia as a nation by breaking down perceived stereotypes. It will provide inspirational stories that will empower Aboriginal and Torres Strait Islander communities across the nation.
17. The partnership provides a unique opportunity for people with disability to work alongside people from the Aboriginal and Torres Strait Islander communities to conquer a new frontier together.
18. Participating in the race will provide highly regarded qualifications in the area of ocean sailing. Those competing will also be challenged personally and will be able to share their personal triumph in their community.

Economic

19. The Tribal Warrior Association, a local Aboriginal and Torres Strait Islander community not-for-profit, will benefit from the public exposure that participating in the race brings. Supporting this initiative will contribute to the capacity of Tribal Warrior to mentor, train and employ Aboriginal and Torres Strait Islander people and promote opportunities for cultural tourism.

BUDGET IMPLICATIONS

20. Funding for the sponsorship is available in the Grants and Sponsorship 2016/17 budget.

RELEVANT LEGISLATION

21. Section 356 of the Local Government Act 1993.

CRITICAL DATES / TIME FRAMES

22. The race starts on 26 December 2016.

PUBLIC CONSULTATION

23. The City's support for this initiative will be reported to the Aboriginal and Torres Strait Islander Advisory Panel and the Disability (Inclusion) Advisory Panel.

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Director City Life

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