

ITEM 3. KNOWLEDGE EXCHANGE SPONSORSHIP - 360 VISION - SCREEN NSW**FILE NO: X008802****SUMMARY**

Screen NSW has applied for a Knowledge Exchange Sponsorship for their second 360 VISION conference to be held in Sydney on 27 and 28 April 2017.

360 VISION brings together some of the best Australian screen producers, directors and artists to meet with key virtual reality content and production professionals. The conference aims to consolidate Sydney as the leading hub for virtual reality in Australia.

360 VISION includes a laboratory for experimentation and learning in virtual reality, masterclasses, workshops, panel discussions, screenings, and a pitching competition that will select six new projects for further development. The conference is held at Carriageworks and is sponsored by the Australian Broadcasting Corporation (ABC), Australian Film, Television and Radio School and Screen Australia (federal government).

The proposed Knowledge Exchange Sponsorship aligns with the City's draft Digital Strategy as it will support the development of new Australian virtual reality content and provide an opportunity for capacity building and industry development within this growing field. Through this support participants will build new digital skills and learn how to adapt to emerging technologies which, in turn, will help drive the city's digital economy. It will connect local, interstate and international practitioners with new avenues for professional and creative development, and highlight Sydney, UNESCO City of Film, as a global digital knowledge hub for the screen industry and innovative emerging technologies.

RECOMMENDATION

It is resolved that:

- (A) Council approve a cash sponsorship of \$20,000 (excluding GST) to Screen NSW for the presentation of 360 VISION in Sydney in April 2017; and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer a sponsorship agreement with Screen NSW.

ATTACHMENTS

Nil.

BACKGROUND

1. On 25 August 2014, Council adopted the Creative City Cultural Policy and Action Plan 2014 – 2024 (the policy and plan).
2. The Strategic Priorities within the policy and plan include 'New Avenues for Creative Participation', 'Sector Sustainability' and 'Sharing Knowledge'. These priorities commit the City to facilitating opportunities for the creative sector to build professional networks and increase access to learning and new technologies, supporting sustainable careers for artists and creative workers.
3. Screen NSW is established to assist, promote and strengthen the screen industry in NSW. It achieves this through strategic initiatives, policy reform and funding programs that promote NSW screen production, encourage employment in all aspects of the screen industry, increase investment in the industry, and enhance export potential, innovation and the quality of Australian screen culture. Screen NSW is a division of the Justice Department of the NSW Government.
4. Screen NSW, in partnership with the ABC, established 360 VISION in 2016. It is the first virtual reality development initiative in Australia, creating an opportunity for leading Australian producers, directors and writers across all genres - including drama, factual, children's and entertainment - to move into more immersive storytelling experiences. The first event featured a one-day symposium and the selection of nine virtual reality concepts for further development and mentoring by industry leaders. All nine selected projects were based in Sydney.
5. In 2017, 360 VISION will broaden its scope over two days at Carriageworks and bring together writers, theatre practitioners and visual artists, as well as screen content creators, to experience the latest virtual reality content and technology. There will be panel discussions, screenings, networking opportunities with leading virtual reality storytellers and an intensive virtual reality Masterclass with an international guest speaker. Following the lab, submissions will be sought for virtual reality concepts across all genres, and up to six projects will be selected for further development.
6. Representatives from other UNESCO Cities of Film, and from Melbourne City of Literature and Adelaide City of Music, have been invited to attend with practitioners from their cities.
7. Virtual reality technology is increasingly accessible to a variety of artists and diverse arts practices. 360 VISION provides the rare opportunity for cross-discipline ideas exchange and networking. This lab will bring together screen producers, writers, theatre practitioners and visual artists in a unique forum in which each discipline can contribute to discussions around digital delivery of diverse arts practice.
8. Virtual reality provides exceptional opportunities to develop new work that increases access for both artists and audiences with disability and those from linguistically diverse backgrounds. An increased awareness and aptitude for virtual reality delivery increases the sector's "toolkit" for addressing inclusion, access and innovation.

9. Support for 360 VISION builds capacity within the creative sector through opportunities for local, emerging and smaller Sydney-based companies to collaborate with a broad cross-section of creative networks. It is anticipated that, as in 2016, the majority of projects arising from the lab will be developed and delivered by local practitioners located within the local government area.
10. Sydney is a UNESCO City of Film, and the City's support of initiatives that extend our position as a central hub for the development, distribution and discussion of innovative screen-based work increases opportunities for global engagement.
11. The request for sponsorship has been evaluated against the Knowledge Exchange Sponsorship Program, and support is recommended. All sponsorship recipients are required to sign a contract, meet specific performance outcomes, and acquit their sponsorship.
12. Sponsorship benefits the City will receive include extensive branding on conference materials, the opportunity to host the associated networking function and invitations for City staff to participate in the conference.

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. This grant is aligned with the following strategic directions and objectives:
 - (a) Direction 7 - A Cultural and Creative City – the proposed sponsorship fulfils the City's objectives of supporting the development of the creative industries, providing cultural leadership, and strengthening partnerships.

Organisational Impact

14. Creative City staff will work with Screen NSW as relationship managers to ensure research data and sponsorship benefits are returned to the City.

Social / Cultural / Community

15. The project strongly aligns with the City's Creative City Cultural Policy and Action Plan 2014 – 2024 through the provision of new opportunities for creative participation, the sustainability of the cultural sector, and sharing of knowledge.

BUDGET IMPLICATIONS

16. Funding is available within the Cultural and Creative Grants and Sponsorship budget for 2016/17.

RELEVANT LEGISLATION

17. Section 356 of the Local Government Act 1993.

CRITICAL DATES / TIME FRAMES

18. As 360 VISION will take place in late April 2017, Screen NSW requires immediate confirmation of the outcome of this sponsorship request.

PUBLIC CONSULTATION

19. Public endorsement of the Creative City Cultural Policy and Action Plan indicates widespread support for the provision of support for cultural events that facilitate creative participation, increase sector sustainability, and enhance the sharing of knowledge.

ANN HOBAN

Director City Life

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