

ITEM 3. KNOWLEDGE EXCHANGE SPONSORSHIP - 2017 INTERNATIONAL FESTIVAL OF LANDSCAPE ARCHITECTURE**FILE NO: S094259****SUMMARY**

The Australian Institute of Landscape Architects (AILA) is a non-profit national advocacy body representing 3,000 landscape architects.

AILA has approached the City about potential grant sponsorship for the 2017 International Festival of Landscape Architecture, which will be hosted in Sydney from 12-15 October 2017.

The Festival aims to position landscape architecture as the leading profession in shaping a better future for Australia through tours, talks, events and exhibitions that engage the public and design professionals in Sydney's built environment.

The requested sponsorship is targeted to a Festival program event called KIDSCAPE, a temporary park installation that aims to educate about the importance of play and innovative play environments.

The proposed Knowledge Exchange Sponsorship will support the development and profile of the landscape architectural profession, provide an opportunity for capacity building and industry development by showcasing local and international expertise, and encourage dialogue on the importance of well-designed public space to support high density city living.

The City's sponsorship of the festival reinforces the City's commitment to high quality design in our built environment and is also aligned with the directions of *Sustainable Sydney 2030*, *Open Space*, *Sport and Recreation Needs Study 2016* and *Social Sustainability Policy 2016*.

AILA has invited the City to support the 2017 Festival through cash sponsorship of \$15,000 (excluding GST).

The sponsorship request has been assessed as part of the City's Knowledge Exchange Sponsorship Program and cash sponsorship of \$10,000 (excluding GST) is recommended.

RECOMMENDATION

It is resolved that:

- (A) Council approve cash sponsorship of \$10,000 (excluding GST) under the Knowledge Exchange Sponsorship Program to the Australian Institute of Landscape Architects for the 2017 Landscape Architecture Festival; and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer a sponsorship agreement with the Australian Institute of Landscape Architects.

ATTACHMENTS

Nil.

BACKGROUND

1. The International Festival of Landscape Architecture is an annual event presented by the Australian Institute of Landscape Architects (AILA).
2. Previous Festival events held in Brisbane, Melbourne and Canberra have been very successful in engaging broader community awareness on the importance of public space in contributing to a liveable and sustainable city.
3. The 2017 International Festival of Landscape Architecture: *The Third City* will be hosted in Sydney from 12-15 October, and aims to connect the public with landscape architecture and promote discussion on post-industrial urbanisation and implications for city planning.
4. Over 30 events are being developed by AILA and the Festival Creative Directorate, headed by Professor Helen Lochhead, Dean of the Built Environment Faculty at The University of NSW.
5. The program will include a conference, National Landscape Architecture Awards, and a host of public and industry tours, exhibitions, city activations, screenings and talks, which have the potential to innovatively engage city communities with topics of interest to a broad audience.
6. The 2017 Landscape Architecture Festival seeks to facilitate knowledge exchange between:
 - (a) professionals and the public;
 - (b) disciplines and sectors; and
 - (c) local and global.
7. Over three years the Festival has grown in its partnerships, which include local and state governments and the private sector. Partners for the 2017 Festival include Property NSW, Austral Masonry, WE-EF Lighting, and Andreasens Green.

Sponsorship Proposal

8. AILA has invited the City to support this Festival event through a cash sponsorship of \$15,000 (excluding GST).
9. The requested sponsorship is targeted to a Festival program event called KIDSCAPE.
10. KIDSCAPE is based on the international concept of a 'play day' to encourage innovative engagement with children. The program consists of activities that will inspire, excite, generate imagination and encourage conversations focused on urban design, living in an urban environment and how they see the future of their city.
11. KIDSCAPE will be a free event, open to all Sydney-siders, and will provide the opportunity for public engagement with children and the community on the importance of innovative play spaces within our built environment.
12. The timing of the event provides opportunity for progressing the conversation about the City's development of a city centre playground and the range of possibilities that such a play environment could deliver.

13. KIDSCAPE was successfully run as part of the 2016 Festival in Canberra that engaged with over 1,000 children. The event was created in collaboration with the ACT Government, and the National Capital Authority.

Sponsorship Assessment

14. The application for sponsorship has been assessed under the City's Knowledge Exchange Sponsorship program and support is recommended. The program supports the exchange of ideas and knowledge between the profession of landscape architecture and local government as the enabler of liveable cities, and encourages dialogue on local and global issues faced by all growing cities.
15. In determining the final recommendation, the panel considered the quality and strength of the case the applicant makes to achieve its ambitions for the program as described, and against the grant program outcomes and assessment criteria.
16. The applications have been assessed as contributing to the following program outcomes:
 - (a) adoption and implementation of best practice approaches by organisations and individuals;
 - (b) strong networks where participants share resources and acquire new knowledge and skills;
 - (c) improved capacity in organisations and individuals to develop and maintain sustainable business ventures; and
 - (d) increased recognition of Sydney as an innovative and creative city.
17. It is recommended that the City provide cash sponsorship of \$10,000 (excluding GST).
18. All sponsorship recipients are required to sign a contract, meet specific performance outcomes and acquit their sponsorship.
19. The City of Sydney will receive sponsorship benefits across the programs, logo recognition as a program partner, and the opportunity to have a City of Sydney representative sit on the KIDSCAPE advisory committee.

KEY IMPLICATIONS

Strategic Alignment

20. *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 *Sustainable Sydney 2030* strategic directions and objectives:
 - (a) Direction 1 - A Globally Competitive and Innovative City – The Festival and KIDSCAPE event will showcase Sydney as supportive and encouraging of the exchange of ideas in public space design;

- (b) Direction 5 - A Lively and Engaging City Centre – the Festival aims to inform, engage and empower the community to shape the city by being a forum for ideas and vehicle for informed advocacy through a series of public events that will activate city spaces; and
- (c) Direction 9 - Sustainable Development, Renewal and Design - the key theme of the Festival - *The Third City* - aims to provoke debate and knowledge exchange on post-industrialisation, urbanisation and sustainability implications for city planning.

Organisational Impact

- 21. The 2017 Landscape Architecture Festival will be managed by the Australian Institute of Landscape Architects (AILA). The minimal City staff input required will be covered by the Grants and City Design teams.

Social / Cultural / Community

- 22. The 2017 Landscape Architecture Festival will engage and facilitate knowledge exchange with a broad public audience, including children, and is aligned with the strategic directions of *Sustainable Sydney 2030*, *Open Space, Sport and Recreation Needs Study 2016* and *Social Sustainability Policy 2016*.

Economic

- 23. The Festival will realise direct economic impact by bringing people from interstate and overseas who will stay in accommodation and patronise local businesses whilst in Sydney.

BUDGET IMPLICATIONS

- 24. Funding is available in the City Design operational budget.

RELEVANT LEGISLATION

- 25. Section 356 of the *Local Government Act 1993*.

CRITICAL DATES / TIME FRAMES

- 26. The 2017 International Festival of Landscape Architecture will be held from 12-15 October 2017.

KIM WOODBURY

Chief Operating Officer

Bridget Smyth, Design Director

Laurie Johnson, Program Manager Public Domain Strategy