

ITEM 4. KNOWLEDGE EXCHANGE SPONSORSHIP - CITYIGNITE 2017**FILE NO: X009693****SUMMARY**

An application for sponsorship under the Knowledge Exchange Sponsorship Program has been received from Quest Events Pty Ltd, to produce a smart cities/tech startups industry event CityIgnite 2017 in Lower Town Hall from 16-17 October 2017 as part of Spark Festival.

This two-day event aims to provide a platform for the development of technology innovation ecosystems to help cities unlock new growth opportunities and solve complex city challenges through new approaches, ideas and partnerships. It will bring together 200+ city leaders, business leaders, universities, research institutes, technology leaders and startups in the smart cities and Internet of Things space. The application has been evaluated and support of \$10,000 cash and \$13,000 VIK venue hire is recommended for sponsorship.

Quest Events is an Australian company with experience developing and producing content-led events in a wide range of sectors. In March 2017, Quest Events staged Cities 4.0 Summit in Melbourne attended by over 250 smart city professionals, including two representatives from the City of Sydney. The CityIgnite program builds on the themes and network established at Cities 4.0, expanding its focus to include tangible opportunities for startups, cities and industry to workshop city challenges through IdeaHack fast sprints, and for startups to participate in a pitching competition.

The themes of CityIgnite include innovation through procurement, creating and sustaining a thriving innovation ecosystem, embracing innovation with government and using data to optimise services and fuel the smarter city.

Sponsorship of CityIgnite aligns with the City's Economic Development Strategy, Tech Startups Action Plan and draft Digital Strategy. The action plan identifies how the City can support entrepreneurs, with a focus on innovative new businesses based on technology and designed for fast growth — tech startups. The draft Digital Strategy identifies the importance of partnerships with government, academia and industry to successfully create the digital infrastructure needed to deliver a 'smart city'.

The City wants to work with industry and government partners to strengthen the ecosystem which enables entrepreneurs to start and grow successful global businesses. It aims to contribute to building a strong entrepreneurial culture and community and creating skilled and connected entrepreneurs. It understands the role of startups and innovators in creating innovative technology solutions to many of our urban challenges, and the importance of data in improving the performance and operation of our systems and infrastructure.

CityIgnite will form part of the broader Spark Festival (an annual, 10-day startup event that the City currently supports through a Knowledge Exchange sponsorship), and the Pitchfest will be a collaboration with the local accelerator BlueChilli.

RECOMMENDATION

It is resolved that:

- (A) Council approve a cash sponsorship of \$10,000 (excluding GST) and \$13,000 VIK venue hire to Quest Events Pty Ltd as a sponsor of CityIgnite 2017; and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer a sponsorship agreement with Quest Events Pty Ltd.

ATTACHMENTS

Nil.

BACKGROUND

1. In establishing the CityIgnite program, Quest Events acknowledges a gap in the exchange of knowledge and ideas between government, business, academia, technology startups and investors. The proposed event format to address this gap is not currently offered by other smart city events and conferences and, as such, offers a strategic point of difference from other events.
2. The event is essentially about enabling co-creation where citizens, private companies, knowledge institutes and public organisations form an ecosystem to solve societal problems in a creative way. The program of the event will be developed around four key themes:
 - (a) **Innovation through procurement** – how opening up procurement to new businesses can bring more effective solutions for cities and provide entrepreneurs with a test-bed to validate their products and services. The program will examine how cities can regulate business models in a way that allows for disruptive new entrants and promote themselves as innovation hubs.
 - (b) **Creating and sustaining a thriving innovation ecosystem** – helping local small businesses and startups bring their ideas to life. The program will examine cities as curators of networks and collaborators with industry/incubators to boost city competitiveness, and how they can use space and design to create opportunities for companies and facilitate physical and digital connectivity.
 - (c) **Embracing innovation within government** – strategies to support innovation and entrepreneurship. The program will examine the city as a living lab (using rapid prototyping methodology, conducting experiments, understanding their impact, scaling what works and learning from what doesn't) and using digital channels to foster high quality/low friction citizen engagement.
 - (d) **Using data to optimise services and create smarter cities** – the program will examine how data and technology can drive decisions about jobs, healthcare and transportation while delivering transparency, efficiency and community engagement. This includes bridging the gap between city departments and enabling staff to collaborate and share data, internally and externally.
3. The essential program outcomes include:
 - (a) two hundred-plus attendees representing organisations involved in the city co-creation ecosystem to collaborate on ways to solve major city challenges around mobility, housing, air quality, urban regeneration, resilience etc;
 - (b) to showcase innovative tech startups that offer smart city solutions and to provide them with a platform to meet with potential customers and investors; and
 - (c) to effectively facilitate partnerships between the public and private sector that will maximise the creative, social, economic and service benefits of digital transformation and assist in the transitioning role of government from problem solver to solution enabler.

4. The outcomes will be evaluated against the following performance criteria:
 - (a) the diversity of representation among delegates from across the smart cities co-creation ecosystem (cities, startups, research institutes, universities, businesses);
 - (b) the number of startups speaking within the program and involved with the exhibition/tech showcase;
 - (c) the number of potential investors/customers attending the pitching competition; and
 - (d) the number of actionable solutions generated by the IdeasHack that can be implemented by cities to solve major challenges and assist with digital transformation initiatives.
5. Quest Events has proposed a sponsor benefits package comprising:
 - (a) opportunity for a senior executive to deliver a 25 minute keynote presentation;
 - (b) showcase booth in sponsor expo;
 - (c) high level branding on all marketing materials;
 - (d) three conference tickets; and
 - (e) access to all networking activities (cocktail reception, pitching competition).
6. Representatives from universities and startups will be incentivised to attend through access to discounted conference registration.

KEY IMPLICATIONS

Strategic Alignment

7. The event will:
 - (a) support the development of a strong entrepreneurial culture and community that will help attract and retain talent and ensure Sydney's competitiveness on the global stage;
 - (b) effectively facilitate partnerships to maximise the creative, social, economic and service benefits of digital transformations;
 - (c) stimulate ideas that will lead to increased citizen engagement, better connectivity and use of open data platforms that will drive innovations in transport, environmental and sustainability and city design;
 - (d) aim to lead to the development of new funding and procurement models that can be used to get innovative new projects off the ground quickly; and
 - (e) act as a networking and enabling service for innovation. It will do this by leveraging the collective knowledge and ingenuity that resides within Sydney's broader smart city ecosystem which is ultimately needed to create a more open approach to experimentation and to catalyse smart city projects that will have significant long term benefits.

Organisational Impact

8. The delivery of the sponsorship will require a contract manager and relationship manager, and a representative to speak at the event on behalf of the City of Sydney.

Risks

9. It may be difficult to track the actual implementation of ideas and solutions generated at the event. Attendees will be contacted post event to check in with how they have been able to implement the ideas and leverage the connections they made at the event.

Social / Cultural / Community

10. Smart cities are those that harness technology to deliver benefits and outcomes for people and their communities. This event has the potential to identify urban challenges and problems that citizens are facing, and actionable solutions generated at the IdeaHack that can be implemented by cities.

Economic

11. The event will facilitate opportunities to showcase innovative tech startups that offer smart city solutions and provide them with a platform to meet with potential customers and investors.

BUDGET IMPLICATIONS

12. This support has been identified in the Knowledge Exchange grants and sponsorship budget for the financial year 2017/18.

RELEVANT LEGISLATION

13. Section 356 of the *Local Government Act 1993*. As the grant is to a for-profit recipient, 28 days' public notice of the proposed grant has been given.

CRITICAL DATES / TIME FRAMES

14. The event is scheduled for 16 and 17 October 2017 in the Lower Town Hall.

KIM WOODBURY

Chief Operating Officer

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