

ITEM 4. KNOWLEDGE EXCHANGE GRANT – MUSEUM OF APPLIED ARTS AND SCIENCES – CENTRE FOR FASHION – AUSTRALIAN STYLE: GLOBAL IMPACT SEMINARS

FILE NO: S104486.011

SUMMARY

An application for sponsorship has been received from the Museum of Applied Arts & Sciences (MAAS) to produce a series of seminars titled, Australian Style: Global Impact. The launch seminar is proposed for 31 January 2018 in a City venue followed by a second seminar during Fashion Week Australia held in Sydney in May 2018.

The MAAS Centre for Fashion is the leading international hub for fashion in Australia. It is focused on supporting the business of fashion and economic development in the retail and creative industries in Sydney. It brings together the fashion design and creative sectors to celebrate the work of local Australian designers, build resilience in the sector and provide opportunities for collaboration, innovation, education and knowledge exchange.

The seminars will focus on providing access to knowledge-sharing and best practice with a global view. They will feature a line-up of global talent, including Australian designers and retailers currently successful in international markets. The seminars will be moderated by fashion journalists from The Australian, Nine MSN, Wish Magazine and Vogue Australia.

It is anticipated the seminar series will attract around 250 attendees per seminar, including retailers, designers, media, buyers, education providers and influencers.

In December 2013, Council adopted the Retail Action Plan. Key initiatives include promoting Sydney as Australia's premier retail destination; to build capacity and resilience in the sector; deliver high quality retail related events and allow greater networking opportunities in the sector.

This sponsorship aligns with the City's Economic Development Strategy and the Retail Action Plan. A key component of the advice received from the City of Sydney's Retail Advisory Panel, is that industry-led events supported by Government strengthen Sydney's competitiveness, improve productivity and capacity, and promote opportunity.

The request for sponsorship has been evaluated against the Knowledge Exchange grant program and support is recommended.

RECOMMENDATION

It is resolved that:

- (A) Council approve a cash sponsorship of \$30,000 (excluding GST) and value in-kind sponsorship of \$8,000 (excluding GST) for venue hire to the Museum of Applied Arts and Sciences, as a sponsor of the 2018 Australian Style: Global Impact seminar series; and
- (B) authority be delegated to the Chief Executive Officer to negotiate and enter into a sponsorship agreement with the Museum of Applied Arts and Sciences.

ATTACHMENTS

Nil.

BACKGROUND

1. On 9 December 2013, Council adopted the Economic Development Strategy, a 10-year strategy to strengthen the city's economy and support business. The strategy sets out a course of action designed to build on the city economy's strong foundations for success, to create opportunities for individuals, businesses and the community, and to address the challenges that might otherwise limit Sydney's potential growth as a global city.
2. The Retail Action Plan was also adopted in December 2013. Key initiatives include promoting Sydney as Australia's premier retail destination and to create lively and active places that encourage more visits to Sydney's CBD and villages; to build capacity and resilience amongst the sector; deliver high quality retail related events and allow greater networking opportunities amongst the sector.
3. A thriving retail sector is important for the liveability and economy of the city. Retail businesses represent more than 7,800 (or 36 per cent) of the approximately 21,500 business establishments in the city and the sector is a major employer.
4. Clothing, footwear and accessory retailers comprise one of the most dominant components of Sydney's retail offering. This segment of the retail market is vulnerable to changes in consumer spending patterns. The impacts of fluctuations in the Australian dollar, a reduction in consumer confidence, increase in online shopping and the launch of Amazon has led to a decline in clothing and accessory retail sales in the last few years.
5. The City of Sydney's Retail Advisory Panel has sought support from the City to assist in the generation of increased retail activity and to ensure that Sydney maintains its reputation as a market leader.
6. In response, the City has provided sponsorship of Vogue Fashion's Night Out and Mercedes Benz Fashion Week Australia, as well as grant funding to the Australian Fashion Chamber. The City has also created a retail activation program to increase activity in Pitt Street Mall.
7. The Australian fashion industry provides over 220,000 jobs nationally across the design, manufacturing, wholesale and retail sectors, and contributes \$12 billion to the national economy.
8. The City's Local Government Area (LGA) is home to leading Australian fashion designers and fashion media. The City has received advice from industry to indicate that over 90 per cent of Australia's independent designers are located in Sydney and primarily within the City's LGA.
9. The Museum of Applied Arts & Sciences (MAAS) Centre for Fashion fosters creative excellence, scholarly inquiry and public curiosity. It houses the most comprehensive collection of historical and contemporary fashion in Australia.
10. The MAAS Centre for Fashion plays a unique role in bringing the retail, design, fashion and creative sectors together to celebrate the work of local designers, build resilience in the sector and provide opportunities for collaboration and innovation.

11. An application for sponsorship under the Knowledge Exchange Sponsorship program has been received from MAAS to produce a series of seminars titled, Australian Style: Global Impact. The launch seminar is proposed for 31 January 2018 in a City venue followed by a second seminar during Fashion Week Australia held in Sydney in May 2018.
12. The seminars will focus on providing access to knowledge-sharing and best practice with a global view. They will feature a line-up of global talent including Australian designers and retailers currently successful in international markets.
13. It is anticipated the seminar series will attract around 250 attendees per seminar including retailers, designers, media, buyers, education providers and influencers.
14. The seminar series aims to address a gap identified in the exchange of knowledge and ideas between designers, retail and education establishments.
15. Seminar topics will focus on the following:
 - (a) The Future of Retailing – the impact of online retail and Amazon on brick and mortar retail;
 - (b) Driving International Recognition of Sydney as a Fashion Destination – taking Australian fashion to global markets;
 - (c) The Business of Fashion; and
 - (d) Innovation and Retail.
16. The Seminars will be moderated by fashion journalists from The Australian, Nine MSN, Wish Magazine and Vogue Australia. The speakers will feature global talent, such as:
 - (a) Laura Brown – (AUS) Editor in Chief Instyle Magazine USA, listed in the top 500 Business of Fashion (The BoF 500 is the definitive professional index of the people shaping the \$2.4 trillion fashion industry);
 - (b) Kym Ellery – (AUS) Designer based in Paris, listed on BoF 500. Kym became the second Australian designer to be invited to join the Chambre Syndicale du Prêt à Porter, French fashion's governing body (the first was Collette Dinnigan, in 1995);
 - (c) Justin O'Shea – (AUS) Designer of menswear, now based in Germany, listed in BoF 500, Justin presented his premiere collection in Paris' Spring/Summer 2018 menswear shows;
 - (d) Martin Grant – (AUS) Designer based in Paris. Named Cointreau Young Designer of the Year, designing for Barneys New York, Ermenegildo Zegna group and Qantas;
 - (e) Gabrielle Hackworthy - (AUS), Sydney-born and London-based Gabriele, is both Editorial Fashion Director of Net-a-Porter and Fashion Director of Porter magazine. A graduate of Sydney College of the Arts, she has over twenty years industry experience and has worked for every top fashion magazine around the world; and

- (f) Miroslava Duma – (RUS) a digital entrepreneur and investor in the world of international fashion. She is the Founder of Fashion Tech Lab, a venture capital fund and accelerator that helps new technologies and sustainable innovations to evolve the fashion industry and help reduce its social and environmental footprint.
17. The seminar series will be supported through partnerships with Etihad Airways, providing flights for global talent, and the Australian Fashion Chamber.
18. The Museum of Applied Arts & Sciences (MAAS) are contributing \$41,500 cash and \$27,000 value in kind.
19. In conjunction with the seminar series, MAAS will be hosting the inaugural fundraising Gala Ball on 1 February 2018. The Ball will fundraise to secure acquisitions of Australian fashion and strengthen the Museum's collection.
20. The program outcomes include:
- (a) collaborating on ways to solve big challenges across the fashion/retail related sector;
 - (b) building capacity and resilience in the sector to ensure the city has a diverse range of sustainable, innovative retail businesses;
 - (c) fostering closer cooperation between retailers and the global networks assisting to create a more globally competitive and innovative city retail sector; and
 - (d) supporting Sydney's positioning as a creative and innovative city and its positioning amongst leading global cities.
21. The outcomes will be evaluated against the following performance criteria:
- (a) the diversity of representation among delegates from across the sector;
 - (b) the results from post event survey and the commitment to apply learnings following the seminar. The City will have the opportunity to contribute to this survey; and
 - (c) media exposure from the event series celebrating both the economic and cultural contribution the sector has made to reinforce Sydney's position as the centre for Australia's fashion industry.
22. MAAS has proposed a sponsor benefits package comprising:
- (a) an opportunity for the City to speak at the seminar;
 - (b) fifteen seminar tickets to fashion and retail businesses in our LGA to attend the seminars (the City of Sydney will have input into the invitation list to ensure local businesses engaged in the sector who have displayed evidence of business development, identified the desire to build capacity, innovate and grow sustainable business are provided the opportunity to attend);
 - (c) two seminar tickets to each event to support City staff to build networks and participate in the seminars;

- (d) two tickets to the MAAS Gala to be used by City staff for business development purposes and strengthening networks across the sector; and
- (e) high-level branding on all marketing material reflecting Major Partner status.

KEY IMPLICATIONS

Strategic Alignment

23. *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 - considers Sydney's role as Australia's premier international tourism and business gateway. It outlines the steps to strengthen business competitiveness and enhances tourism infrastructure, assets and branding of the City.
 - (b) Direction 6 – Vibrant local communities and economies - The Museum of Applied Arts & Sciences (MAAS) exhibitions, local and international, contribute to making Sydney a cultural and creative city for residents and interstate/international visitors.
 - (c) Direction 7 - A Cultural and Creative City - recognises the arts and cultural activities as fundamental to liveability, diversity, and quality of life in our cities, as well as their contribution to economic development. These events showcase Sydney and Australian design to the rest of the world as a major creative hub in the region.

Organisational Impact

24. Sponsorship of the Australian Style: Global Impact seminar series will result in the nomination of a City officer to provide contract management and coordination services.
25. The City's marketing and communications teams will support the seminar series through marketing/media support across the City's media channels.

Economic

26. The Australian Style: Global Impact seminar series is designed to deliver economic benefits to the fashion, retail and design sectors of the City's economy.
27. In the City of Sydney local government area, retail businesses represent more than 7,800 (or 36 per cent) of the approximately 21,500 business establishments in the city and the sector is a major employer. In 2012, the retail sector employed 54,976 which represents 12.6 per cent of the City's workforce.
28. The Knowledge Exchange Sponsorship Program recognises the importance of activities that enable businesses to acquire knowledge, develop skills and gain market insights that support the development of their business and deal with contemporary issues facing their sector.

BUDGET IMPLICATIONS

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

RELEVANT LEGISLATION

30. Section 356 of the Local Government Act 1993. As the grant is to a government entity, no public notification of the proposed grant is required.

CRITICAL DATES / TIME FRAMES

31. The Seminars will take place in 2018. The first seminar will be on 31 January to coincide with the MAAS Gala Ball. The second seminar will take place in May to coincide with Fashion Week Australia and the launch of a major international fashion exhibition at the Powerhouse Museum.

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