

**ITEM 5. KNOWLEDGE EXCHANGE SPONSORSHIP – GREEN CITIES – SUSTAINABLE CITIES AND URBAN PLANNING INNOVATION****FILE NO: S087107****SUMMARY**

Green Cities is an annual conference run in partnership by the Green Building Council of Australia and Property Council of Australia. Returning from its last two years in Melbourne, it will be held in Sydney from 22 to 24 March 2016, at the Hilton Hotel Sydney. The conference is the leader in its class, attracting over 500 business delegates and influencers from across the commercial property, urban design and planning communities.

The City previously sponsored the Green Cities conference in 2007 and 2012 providing total funding of \$50,000. In 2016, the conference subtitle is “Disruptive Densification” and it will include discussions about:

- the importance of George Street pedestrianisation and integrated NSW transport planning;
- light rail and active transport for a connected city;
- sustainable urban renewal projects such as Green Square;
- issues of city growth, densification and social and environmental sustainability;
- wellness in the workplace; and
- affordable housing for a diverse population.

Green Cities is a well-established platform for the sustainable building industry to exchange knowledge, generate quality connections and explore the latest thinking on sustainable buildings, cities and communities.

This initiative aligns with a range of City of Sydney strategies and current projects. The speaking opportunities will enable the City to engage a high number of key stakeholders on landmark projects including Green Square, George Street transformation, City master plans, and the Better Buildings Partnership’s best practice work on leasing and waste.

The sponsorship request came from Green Cities with the purpose being to share knowledge of key City of Sydney projects with our communities, industry and government. The request for \$20,000 (excluding GST) sponsorship has been evaluated and is recommended for support under the City’s Knowledge Exchange Sponsorship Program. All sponsorship recipients are required to sign a contract, meet specific performance outcomes, and acquit their sponsorship.

**RECOMMENDATION**

It is resolved that:

- (A) Council approve cash sponsorship of \$20,000 (excluding GST) under the Knowledge Exchange Sponsorship Program to the Property Council of Australia Limited for the 2016 Green Cities conference; and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer a sponsorship agreement with the Property Council of Australia Limited.

**ATTACHMENTS**

Nil.

**BACKGROUND**

1. Eighty per cent of greenhouse gas emissions in the City of Sydney Local Government Area (LGA) come from buildings.
2. The City of Sydney has a range of strategies, master plans, action plans and projects that are dedicated to delivering a city that is green, global, connected and a model of progressive urbanism.
3. To deliver *Sustainable Sydney 2030* objectives, it is essential that the City regularly engages with a breadth of stakeholders and influencers across the urban planning, commercial property, developer, and design sectors.
4. Green Cities is the leading conference in its class for engaging these stakeholders. It is run jointly by peak bodies, the Property Council of Australia and Green Building Council of Australia. It is in its tenth year and attracts over 500 delegates from across the Asia Pacific region.
5. The primary aim of the conference is to explore how to develop cities sustainably for long term benefit, with reference to international best practice.
6. The conference subtitle in 2016 is “Disruptive Densification” and it will include content and sessions on the importance of the pedestrianisation of George Street, light rail, active transport and urban renewal projects such as Green Square. It will consider the role of affordable housing for maintaining diverse, resilient populations.
7. Green Cities has offered a sponsorship proposal that focuses on speaking opportunities to share key City of Sydney projects. It includes an opening panel session with a senior City nominated representative; an additional speaker slot on urban renewal; and a half day masterclass to share the Better Building Partnership’s best practice work on waste.
8. Additional sponsorship benefits negotiated include acknowledgement of the City of Sydney in media releases, social media platforms and signage at the events; City of Sydney logo included in all pre-event marketing materials including flyer, invitation and webpage editorial; and invitations for Councillors and relevant staff to attend as guests at events.
9. The sponsorship request has been assessed under the City’s Knowledge Exchange Sponsorship Program. The program supports the exchange of ideas and knowledge, the showcasing of local expertise and encourages dialogue on local and global issues. Under the program, eligible projects can be supported to a maximum of \$40,000 cash and applications can be received ad-hoc throughout the year.
10. Under the Knowledge Exchange Sponsorship Program, eligible organisations include not-for-profit and for-profit organisations as well as social enterprises. The Property Council of Australia is a for-profit organisation.
11. The applicant requested sponsorship to the value of \$20,000 (excluding GST). The request for sponsorship was evaluated against the program guidelines, and it is recommended that the City’s sponsorship of the conference be to the full value sought. The applicant will be required to submit a detailed budget prior to entering into an agreement with the City.

12. The application has been assessed as contributing to the following grant 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.
13. Evaluation of the sponsorship will include a report including number participants, participant feedback, website analytics and media mentions. The evaluation requirements will be included as part of the City's standard sponsorship agreement.

## KEY IMPLICATIONS

### Strategic Alignment - Sustainable Sydney 2030

14. *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 strategic direction and objectives:
  - (a) Direction 2 - provides a road map for the City to become a Leading Environmental Performer – the event looks at how cities can grow sustainably including greening of existing buildings, transport, infrastructure and urban planning.

### Organisational Impact

15. Delivery will require some staff time in the preparation of marketing materials and presentations. Affected staff have been engaged in this process.

### Social / Cultural / Community

16. This sponsorship is an opportunity to engage a highly informed and influential audience around the *Sustainable Sydney 2030* vision.

### Environmental

17. The conference has an explicit environmental management strategy. It minimises printed conference materials, sources food ethically and locally, and actively manages other environmental impacts.

### Economic

18. The conference attracts national and international delegates to Sydney's conference facilities.

**BUDGET IMPLICATIONS**

19. This support can be provided within the existing 2015/16 budget of the Environmental Performance Grants Program.

**CRITICAL DATES / TIME FRAMES**

20. Green Cities will run from 22 to 24 March 2016.

**RELEVANT LEGISLATION**

21. Section 356 of the Local Government Act 1993. Section 356(3) (a) to (d) is satisfied for the purpose of providing grant funding to for-profit organisations.

**ANN HOBAN**

Director City Life

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