

ITEM 2. KNOWLEDGE EXCHANGE SPONSORSHIP – GREEN CITIES 2017**FILE NO: X005020.002****SUMMARY**

Co-hosted annually by the Green Building Council of Australia and Property Council of Australia, Green Cities is the premier annual event for sustainability in the built environment. Following a successful Green Cities 2016 conference that attracted over 700 delegates and thought leaders, Green Cities 2017 will be held in Sydney from 6 to 8 March. Attendees represent a range of sectors, from commercial property, architecture, design and building, to technical services and engineering.

In 2017, the conference theme is “Fast Forward to the Future”. Key program themes and panel discussion will include:

- how smart technology is being used to help build and manage the cities of the future;
- designing cities that deliver socially and environmentally sustainable buildings and precincts while accommodating increasing urban populations;
- global trends in financing and housing for sustainable outcomes;
- designing, constructing and operating net positive buildings and precincts that deliver more energy or water than they consume; and
- designing urban places that support wellness and resilience.

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

This initiative aligns closely with Sustainable Sydney 2030 and a range of City of Sydney strategies, priorities and current projects. The speaking opportunities will enable the City to engage a high number of key stakeholders on landmark and leading edge projects including net zero and net positive buildings, tackling sustainability in residential strata buildings, and building resilience into urban planning and precinct delivery.

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 a cash sponsorship of \$20,000 (excluding GST) to the Property Council of Australia Limited in support of the 2017 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. The way we design and build our cities plays a crucial role in a sustainable future if carbon emissions are to remain at a level that keeps average global temperature rise under 2 degrees Celsius.
2. Seventy per cent of global carbon emissions are generated by cities, with buildings contributing the majority of these emissions. In our local government area, buildings are responsible for around 80 per cent of the greenhouse gas emissions. Urban populations also place pressure on potable water sources and generate significant waste volumes.
3. The City of Sydney has a range of strategies, masterplans, action plans and projects that are dedicated to delivering a city that is green, global, connected and a leader in sustainable urban built form.
4. 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.
5. The annual Green Cities conference is the leading sustainable built environment event for engaging these stakeholders. The conference is run jointly by the Property Council of Australia and Green Building Council of Australia. The conference last year attracted over 700 delegates from across the Asia Pacific region.
6. The primary aim of the conference is to explore how to develop cities sustainably for long term benefit, with a focus on local and international best practice.
7. The conference theme for 2017 is “Fast Forward to the Future” and includes content and sessions on how smart technology is transforming the cities of the future, designing for socially and environmentally sustainable cities, how city decision makers can accelerate design and construction of net positive buildings, and what considerations come into play for cities to better support wellness and more resilient communities.
8. Green Cities 2017 offers a sponsorship proposal that includes speaking opportunities to share key City of Sydney projects, the Lord Mayor or her delegate to open the conference and attend the Executive Leadership dinner, a half day masterclass to share the City’s best practice work on net zero buildings and sustainability for the residential apartments sector, and key articles on City of Sydney projects in the Green Cities blog and e-newsletter.
9. Additional sponsorship benefits negotiated include City of Sydney acknowledgement 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 three complimentary invitations for Councillors and relevant staff to attend as guests at events.
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 not-for-profit organisation.

11. The applicant requested sponsorship to the value of \$20,000 (excluding GST). The request for sponsorship was evaluated against the guidelines and it is recommended that the City's sponsorship of the event 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 sponsorship 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 of 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 directions 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, building urban centres that support resilient communities, and urban planning.

Organisational Impact

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

Social / Cultural / Community

16. This sponsorship presents a strong opportunity to engage a highly informed and influential audience around themes and objectives within 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 2016/17 budget of the Environmental Performance Grants Program.

CRITICAL DATES / TIME FRAMES

20. Green Cities will run from 6 to 8 March 2017.

RELEVANT LEGISLATION

21. Section 356 of the Local Government Act 1993.

ANN HOBAN

Director City Life

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