

ITEM 3. KNOWLEDGE EXCHANGE SPONSORSHIP - STRATA COMMUNITY AUSTRALIA (NSW) ENVIRONMENTAL AWARD 2017**FILE NO: X005020.002****SUMMARY**

Strata Community Australia (NSW) has invited the City to sponsor the Strata Owners Environmental Award at the 2017 Strata Community Awards on 21 July 2017.

The award recognises strata schemes, owners' corporations and strata committees that have implemented projects resulting in improved environmental performance. It is the only award in Australia specifically targeting sustainability in high rise apartment buildings.

Strata Community Australia (NSW) is a not-for-profit organisation representing 2,500 members. The annual gala and awards night is a key event that is attended by 300 to 350 leading stakeholders in the residential strata sector. The proposal to sponsor the Strata Owners Environmental Award helps address the City's commitment in its Residential Apartments Sustainability Plan to develop or promote a recognition program that showcases the value of improved environmental performance in apartment buildings.

Sponsorship funding will support operating costs for Strata Community Australia to run the event.

As sponsor of the award, the City of Sydney would have a role in tailoring and promoting the award and provide recommendations for third party specialist judges. Sponsorship benefits include City of Sydney branding on all marketing and communications relating to the event, an opportunity to present the award, and six tickets to the gala dinner.

The request for sponsorship has been evaluated against the City's Knowledge Exchange Sponsorship Program, and support is recommended to the full amount requested. All sponsorship recipients are required to sign a contract, meet specific performance requirements, and acquit their sponsorship.

RECOMMENDATION

It is resolved that:

- (A) Council approve a cash sponsorship of \$6,000 (excluding GST) to Strata Community Australia (NSW) in support of the 2017 Strata Owners Environment Award; and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer a sponsorship agreement with Strata Community Australia (NSW).

ATTACHMENTS

Nil.

BACKGROUND

1. On 10 August 2015, Council adopted the Residential Apartments Sustainability Plan, which contains 30 actions to achieve significant cuts to carbon emissions, water use and waste improvements within the residential strata sector.
2. To deliver the Residential Apartments Sustainability Plan, the City engages with a range of stakeholders and influencers across the strata sector, including building managers, strata managers, owners' corporations, and relevant peak industry associations.
3. Strata Community Australia (NSW) is a key stakeholder and member of the City's Residential Apartments Sustainability Plan Reference Group.
4. The proposal to sponsor the Strata Owners Environmental Award reflects a City commitment in the Residential Apartments Sustainability Plan to develop or promote a recognition program that showcases the value of improved environmental performance in apartment buildings. Programs such as City Switch have clearly shown that recognition drives greater engagement and participation by our communities to make positive environmental change. The gala and awards night is a key event for the strata industry, attended by 300 to 350 strata managers, building managers, apartment owners and service providers with whom the City is seeking to engage.
5. The City has the opportunity to ensure the award closely aligns with our strategic focus and priorities for the residential apartment sector. The City's Sustainability team will promote the award through the Smart Green Apartments program, Sustainable Apartments and Green Villages enews, social media platforms, and Strata 101 seminars.
6. Sponsorship benefits include City of Sydney branding on all marketing and collateral related to the event, acknowledgement in media releases and social media platforms, an opportunity to present the award, and six tickets to the gala dinner (valued at approximately \$250 each).
7. The City will present the award, providing an opportunity to share information about and promote the City's Smart Green Apartments program and also to raise the profile of the upcoming NABERS rating tool for apartment buildings.
8. Eligible organisations under the City's Knowledge Exchange Sponsorship Program include not-for-profit and for-profit organisations and social enterprises. Strata Community Australia (NSW) is a not-for-profit organisation providing professional advice, consumer advocacy, and networking and education services to its 2,500 members.
9. The applicant has requested sponsorship to the value of \$6,000 (excluding GST). The request has been evaluated against the guidelines and recommended by the assessment panel to the full value requested.
10. The application has 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; and
 - (c) increased recognition of Sydney as an innovative and creative city.
11. Evaluation of the sponsorship will measure the number and quality of award submissions and record the number of new registrations to the Sustainable Apartments database and media mentions.

KEY IMPLICATIONS**Strategic Alignment - Sustainable Sydney 2030**

12. 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 1 - A Globally Competitive and Innovative City – the Strata Community Australia (NSW) Strata Owners Environment Award is the only known recognition scheme in Australia that promotes leading sustainability in the residential apartment sector.
 - (b) Direction 2 provides a road map for the City to become A Leading Environmental Performer – the award encourages communities to improve the environmental performance of their apartment buildings.

Environmental

13. This sponsorship presents a strategic opportunity to partner with a leading peak body for strata communities, and access an engaged and targeted audience to achieve key outcomes in the Residential Apartments Sustainability Plan.

BUDGET IMPLICATIONS

14. Funding support can be provided through the existing 2016/17 budget of the environmental performance grant programs.

RELEVANT LEGISLATION

15. Section 356 of the Local Government Act 1993.

CRITICAL DATES / TIME FRAMES

16. The award will be presented on Friday, 21 July 2017.

ANN HOBAN

Director City Life

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