

ITEM 3. KNOWLEDGE EXCHANGE SPONSORSHIP - TOURISM ACCOMMODATION AUSTRALIA (NSW) AWARDS FOR EXCELLENCE 2018**FILE NO: X005020.002****SUMMARY**

Tourism Accommodation Australia, a division of the Australian Hotels Association NSW, has invited the City to sponsor two sustainability leadership awards at its annual Awards for Excellence event over the next three years. Sponsorship would be \$5,000 for each of 2017/18, 2018/19 and 2019/20.

Tourism Accommodation Australia is Australia's leading representative organisation for three, four and five-star hotels, motels and serviced apartments in metropolitan and regional Australia. Its NSW branch annual Awards for Excellence event is a key industry event, attended by 700 Chief Executive Officers (CEOs), General Managers, Asset Managers, Chief Engineers and other staff in the tourism and accommodation sector.

The City has been invited to sponsor the Engineer of the Year and Best Environmental Initiatives Awards, which recognise engineers and accommodation providers that are leaders in environmental performance and sustainability.

The accommodation and entertainment sector is a priority sector for action to reduce environmental impacts in the local government area. The draft *Making Sydney a Sustainable Destination* plan commits the City to encourage and support collaboration between sustainability leaders, to recognise best practice and showcase the business benefits of improved sustainability performance. These awards represent an opportunity for hotels and engineers to be recognised by their peers for their sustainability performance.

Sponsorship will support the operating costs for Tourism Accommodation Australia (NSW) to run the event. Sponsorship benefits include City of Sydney branding on collateral, program and other material relating to the event, naming rights to the Engineer of the Year and Best Environmental Initiatives categories, an opportunity to present the award and two tickets to the event.

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 \$5,000 (excluding GST) for each of 2017/18, 2018/19 and 2019/20 to Tourism Accommodation Australia, a division of the Australian Hotels Association NSW, in support of the Tourism Accommodation Australia (NSW) Engineer of the Year and Best Environmental Initiatives Awards; and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer a sponsorship agreement with Tourism Accommodation Australia, a division of the Australian Hotels Association NSW.

ATTACHMENTS

Nil.

BACKGROUND

1. In March 2017, Council adopted the *Environmental Action 2016-2021 Strategy and Action Plan* (Strategy and Action Plan), which contains actions to achieve significant cuts to carbon emissions, water use and waste improvements across the local government area. The Strategy and Action Plan recognises that to achieve ambitious local area targets, strong collaboration will be needed from government.
2. The City has identified that in our local government area, buildings are responsible for 80 per cent of greenhouse gas emissions, with the commercial office, accommodation and entertainment, and residential strata sectors being key sectors to prioritise for action.
3. The accommodation and entertainment sector has substantial environmental impacts and, in 2014/2015, was responsible for approximately 20 per cent of greenhouse gas emissions in the local government area. The Strategy and Action Plan commits to encourage and support building owners within the accommodation and entertainment sector to improve their environmental performance.
4. The City has also developed a draft *Making Sydney a Sustainable Destination* plan which provides detail on collaborative action we will take with the sector to recognise and drive best practice.
5. Tourism Accommodation Australia (NSW) is seeking sponsorship funding of \$5,000 (excluding GST) for each of 2017/18, 2018/19 and 2019/20 to support two environmental leadership awards at their annual Awards for Excellence event, the Best Environmental Initiatives Award and the Engineer of the Year Award.
6. Tourism Accommodation Australia is Australia's leading representative organisation for three, four and five-star hotels, motels and serviced apartments in metropolitan and regional Australia that provides advocacy, industrial relations and legal support, research, education and networking opportunities for its members. Its NSW branch is a key stakeholder that the City is collaborating with to drive improved environmental performance in the accommodation and entertainment sector.
7. Its annual Awards for Excellence night is a key event for the tourism and accommodation industry. It is attended by 700 CEOs, General Managers, Asset Managers, Chief Engineers and staff of accommodation and entertainment venues with whom the City is seeking to engage.
8. Existing City programs such as CitySwitch show clearly that recognition drives greater engagement and participation by our communities to make positive environmental change. The draft *Making Sydney a Sustainable Destination* plan acknowledges that reward and recognition is a driver for the sector.
9. The Best Environmental Initiatives Award recognises a hotel demonstrating outstanding best practice in environmentally sustainable operations. Criteria include the use of energy saving practices/devices for water, energy and waste savings; the quality and quantity of in-house recycling programs; the existence of environmental committees/ambassadors within the hotel; employee understanding and education on the importance of environmental sustainability; accreditation; or other initiatives that demonstrate sustainable operations.

10. The Engineer of the Year Award acknowledges hotel engineers who have demonstrated excellence in their role by implementing sustainability projects and/or education of staff and industry. The individual must be nominated by the hotel and is judged by both written submission and interview.
11. Sponsorship benefits include City of Sydney branding on collateral, program and other material relating to the event, naming rights to the Engineer of the Year and Best Environmental Initiatives categories, an opportunity to present the award and two tickets to the event.
12. Other benefits to the City of sponsoring these awards are the opportunity to showcase and promote our emerging leadership position on establishing Sydney as a sustainable destination, and to raise awareness of the work we are doing with businesses to improve their environmental performance as a way of recruiting new businesses to the City's programs.
13. The application has been assessed and is recommended by the assessment panel to the full amount requested as contributing to the following program outcomes:
 - (a) adoption and implementation of best practice approaches by organisations and individuals; and
 - (b) strong networks, where participants share resources and acquire new knowledge and skills.
14. Evaluation of the sponsorship will measure the number and quality of award submissions.

KEY IMPLICATIONS

Strategic Alignment - Sustainable Sydney 2030 Vision

15. 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 grant is aligned with the following Sustainable Sydney 2030 strategic directions and objectives:
 - (a) Direction 2 provides a road map for the City to become A Leading Environmental Performer – this grant presents a strategic opportunity to partner with a lead peak body for the accommodation and tourism sector (a priority sector for the City) and access to an engaged and targeted audience to recognise environmental leadership.

Environmental

16. The Tourism Accommodation Australia (NSW) environmental leadership awards showcase and recognise best practice in environmental leadership for a sector where the City has identified considerable opportunities to reduce emissions and other environmental impacts.

BUDGET IMPLICATIONS

17. Funding support can be provided through the existing 2017/18 budget and future 2018/19 and 2019/20 budgets of the Environmental Performance Grants Program.

RELEVANT LEGISLATION

18. Section 356 of the Local Government Act 1993.

CRITICAL DATES / TIME FRAMES

19. Sponsorship will support Tourism Accommodation Australia (NSW) awards for the next three events. The next award ceremony is on 26 July 2018.

ANN HOBAN

Director City Life

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