

Relevant Information for Council

FILE: S117676 **DATE:** 16 November 2018

TO: Lord Mayor and Councillors

FROM: Ann Hoban, Director City Life

THROUGH: Monica Barone, Chief Executive Officer

SUBJECT: Information Relevant To Item 6.17 - Sponsorship - Mercedes-Benz Fashion Week Australia 2019-21

For Noting

This memo is for the information of the Lord Mayor and Councillors.

Purpose

To provide further information to inform consideration of Item 6.17 - Sponsorship - Mercedes-Benz Fashion Week Australia 2019-21.

Background

At the meeting of the Corporate, Finance, Properties and Tenders Committee on 12 November 2018, further information was sought from event organiser IMG Fashion in relation to dedicated circular fashion economy programming at the event, initiatives to reduce single-use plastic and the promotion of sustainable transport to/from the venue.

Staff have held preliminary discussions with IMG Fashion who have expressed a willingness to explore opportunities to educate consumers and local industry about the principles of the circular fashion economy through the live site in Pitt Street Mall and/or the seminar series held at Carriageworks.

From 2019, IMG Fashion will eliminate plastic straws at the event and have committed to a number of other initiatives to reducing paper and waste onsite, including the transition of the daily magazine to a digital version, the elimination of paper products in the Official Gift Bags and the introduction of electronic Save the Date invitations.

IMG Fashion have also agreed to promote sustainable transport options to all attendees, including the rail connection in Redfern and the City's cycleway network.

Memo from Ann Hoban, Director City Life

Prepared by: Lara Wolski, City Business Manager

Attachments

Nil.

Approved

A handwritten signature in black ink, appearing to read 'P. M. Barone', with a long horizontal flourish extending to the right.

**MONICA BARONE, CHIEF EXECUTIVE
OFFICER**