

Item 15.**Knowledge Exchange Sponsorship - Hub Hyde Park****File No: X017099****Summary**

In December 2013, Council adopted the Economic Development Strategy – a ten year strategy which aims to strengthen the city economy and support business. The Tech Startups Action Plan (endorsed by Council in June 2016) is consistent with this strategy. It identifies how the City can support entrepreneurs, with a focus on innovative, new businesses based on technology and designed for fast growth that are ‘tech startups.’

The Tech Startups Action Plan focuses on creating an ecosystem that enables knowledge-based, innovation-driven businesses to flourish, and highlights the importance to Sydney’s entrepreneurs of access to entrepreneurship information, mentors and investors.

An application has been received for sponsorship under the Knowledge Exchange Sponsorship Program from Hub Hyde Park Pty Ltd to support the Global Coworking Unconference Conference Australia (GCUCAU) 2018, a two-and-a-half day program to be held on 15 to 17 August 2018 at two venues, the Australian National Maritime Museum and the Sydney Startup Hub.

Hub Hyde Park Pty Ltd has previously produced GCUCAU in 2013, 2015 and 2017. The conference aims to increase the commercial sustainability of the coworking industry. Council provided a cash sponsorship of \$10,000 (excluding GST) for the 2015 conference.

GCUCAU will bring together more than 250 national and international coworking industry experts, and will allow coworking space operators an opportunity for mentoring, knowledge sharing, and networking with national and international peers.

The application has been assessed as part of the City’s Knowledge Exchange Sponsorship Program and sponsorship of \$15,000 excluding GST is recommended.

Recommendation

It is resolved that:

- (A) Council approve a cash sponsorship of \$15,000 (excluding GST) to Hub Hyde Park Pty Ltd for the coordination of the Global Coworking Unconference Conference Australia (GCUCAU) 2018; and
- (B) authority be delegated to the Chief Executive Officer to negotiate and enter into a sponsorship agreement with Hub Hyde Park Pty Ltd.

Attachments

Nil.

Background

1. Hub Hyde Park Pty Ltd offers flexible, fully equipped coworking spaces for accelerated business development. They offer tailored workspaces, curated communities and member services for over 1,100 members across Australia.
2. Hub Hyde Park Pty Ltd estimates that there are 300 coworking spaces in Australia, with membership numbers ranging from 100 to 2,000.
3. The Global Coworking Unconference Conference Australia (GCUCAU) 2018 is an educational and networking conference, where operators of coworking spaces, accelerators and incubators can learn, collaborate and find support so that they can grow their business and the industry and share knowledge on how to better serve the local startup and small business community in Sydney.
4. An 'unconference' is a new term given to a conference emphasising the informal exchange of information and ideas between participants. It means that it is more social, more hands-on and a lot less formal than a usual conference.
5. Coworking spaces, accelerators and incubators are all integral members of the startup ecosystem in that they support entrepreneurs to found and grow companies which have high-growth potential, often as a fee-for-service or in return for a percentage of equity in the company.
6. The GCUCAU conference will take place between 15 and 17 August 2018. The proposed venues are the Australian National Maritime Museum, Pyrmont, and Sydney Startup Hub, CBD.
7. Hub Hyde Park Pty Ltd expects over 250 participants at the conference, 100 of whom are expected to come from Sydney's local government area.
8. The conference aims to increase the commercial sustainability of the coworking industry and to facilitate knowledge sharing and share best practices.
9. The 2018 conference will consist of the following:
 - (a) Day 1 is a tour of coworking spaces, focusing on the various aspects, diversity, and relative strengths (and weaknesses) of each coworking space, followed by networking drinks to discuss the tours.
 - (b) Day 2 is a conference with keynote speakers and panel discussions with national and international experts from the industry.
 - (c) Day 3 is an unconference - an opportunity for conference participants to share knowledge and learnings in an informal setting. Topics are voted on to be addressed in depth at the unconference.
10. The conference builds on strong regional, national and cross sector networks by including local and interstate participants from coworking spaces from diverse sectors.
11. The conference also builds global links by including participants and speakers from the United States, Europe and Asia. This helps raise Sydney's profile as an innovative and creative city and enables the local community to benefit from international expertise and showcase their own expertise.

12. Sponsorship of Hub Hyde Park Pty Ltd aligns with the City's Economic Development Strategy and the Tech Startups Action Plan. The action plan identifies how the City can support entrepreneurs, with a focus on innovative, new businesses based on technology and designed for fast growth — tech startups.
13. The City wants to work with industry and government partners to strengthen the ecosystem which enables entrepreneurs to start and grow successful global businesses. It aims to contribute to building a strong entrepreneurial culture and community and creating skilled and connected entrepreneurs.
14. Sponsorship benefits include: logo acknowledgement on the GCUCAU website as a major event sponsor, logo acknowledgement on GCUCAU social media, the opportunity to present at the event (to be determined by the City at a later date), event tickets, and a City of Sydney banner.
15. Evaluation of the sponsorship will include, for example, a report including results from a participant survey, participant feedback, website analytics and media mentions. The evaluation requirements will be included as part of the City's standard sponsorship agreement.
16. Under the Knowledge Exchange Sponsorship program, not-for-profit and for-profit organisations, as well as social enterprises, are eligible. Hub Hyde Park Pty Ltd is a for-profit organisation, which has BCorp certification.
17. Sponsorship for GCUCAU 2018 is recommended so that participants can share knowledge, build relationships to enable collaboration, and increase their skills in order to develop their business and this emerging industry sector.

Key Implications

Strategic Alignment - Sustainable Sydney 2030 Vision

18. 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 - supporting the startup business community to start and grow innovative businesses will potentially create more employment, boost Sydney's economy, strengthen global connections and make the City a more desirable place to live, work and visit.

Economic Benefits

19. Supporting coworking and startup businesses who benefit from a coworking environment will contribute to the City having a vibrant, diverse and creative economy.

Budget Implications

20. There are sufficient funds allocated for the initial payment within the 2017/18 Knowledge Exchange Grants and Sponsorship budget. Provision will be made in the draft 2018/19 Knowledge Exchange Grants and Sponsorship budget for the acquittal payment as follows:
- (i) \$13,500 - 2017/18
 - (ii) \$1,500 - 2018/19

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.

Critical Dates / Time Frames

22. The conference is scheduled for 15 to 17 August 2018 at the Australian National Maritime Museum (Pyrmont) and Sydney Startup Hub (CBD).

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