

Item 2.

Sponsorship - National NAIDOC Awards Ceremony 2018

File No: S117677

Summary

The National NAIDOC Awards Ceremony 2018 will be held in Sydney on Friday 13 July 2018.

The event is co-ordinated by the National NAIDOC Committee, a voluntary committee of Aboriginal and Torres Strait Islander people, and celebrates achievements of national significance by Aboriginal and Torres Strait Islander individuals and groups.

The NAIDOC Awards Ceremony is considered the most significant and anticipated event on the national Aboriginal and Torres Strait Islander calendar which takes place in a different city each year. This year's Sydney event will take place at the International Convention Centre in Darling Harbour where 1,350 guests will attend.

Each year, the National NAIDOC Committee partners with National Indigenous Television (NITV) to broadcast the event live online and they produce a two hour package of the event that is aired the following week. Last year's online coverage reached 250,000 people.

The Department of Prime Minister and Cabinet, on behalf of The National NAIDOC Committee, has approached the City seeking cash support of \$40,000.

Sponsorship from the City will support the production costs of the event which has a total estimated cost of over \$700,000. Sponsorship benefits include City of Sydney acknowledgment as a major sponsor in media, marketing, social media and in the co-chair speech, opportunity for a 30-second video to be played on screen during the event, a one page article in the program booklet distributed to all guests, a table of 10 tickets, a representative from the City to co-present an award and invitations to the pre-event VIP function.

The request for sponsorship has been evaluated against City policies, including the Eora Journey, Reconciliation Action Plan and Social Sustainability Policy, and support is recommended to the full amount requested. The request for sponsorship has been assessed outside of the Grants and Sponsorship Policy. All sponsorship recipients are required to sign a contract, meet specific performance requirements and acquit their sponsorship.

Recommendation

It is resolved that Council:

- (A) approve a cash sponsorship of \$40,000 (excluding GST) to the Department of the Prime Minister and Cabinet, on behalf of The National NAIDOC Committee, in support of the National NAIDOC Awards Ceremony 2018; and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer a sponsorship agreement with the Department of the Prime Minister and Cabinet.

Attachments

Nil.

Background

1. The City's Sustainable Sydney Community Strategic Plan states the City's deep commitment to working with Aboriginal and Torres Strait Islander communities. This commitment is delivered through our Eora Journey, Reconciliation Action Plan and Social Sustainability Policy.
2. The City is committed to reconciliation through the implementation of our Reconciliation Action Plan, highlighting the importance of building and maintaining strong relationships with Aboriginal and Torres Strait Islander communities.
3. The awards celebrate achievements of national significance by Aboriginal and Torres Strait Islander individuals and groups. The event is coordinated by the National NAIDOC Committee, a voluntary committee of Aboriginal and Torres Strait Islander people.
4. The National NAIDOC Committee also selects the award winners, as well as determining the NAIDOC theme. This year's theme is "Because of her, we can!" celebrating the contributions of Aboriginal and Torres Strait Islander women.
5. The National NAIDOC Committee has endorsed the National NAIDOC Aboriginal and Torres Strait Islander Women's Conference at the University of New South Wales on 11 and 12 July 2018. This event will attract up to 500 guests, many of whom are expected to remain in Sydney to attend the National NAIDOC Awards Ceremony and NAIDOC in the City.
6. Sydney last hosted the National NAIDOC Awards Ceremony in 2011 and is not expected to host again until 2028. In 2011, the City supported the event by purchasing a table.
7. 2018 marks the 80th anniversary of the Day of Mourning protest in 1938 here in Sydney. This is recognised as one of the first civil rights protests in the world and was a catalyst for NAIDOC Week as the annual commemoration of the status and treatment of Aboriginal and Torres Strait Islander peoples.
8. The proposed sponsorship benefits will provide national recognition of the City's sponsorship through broadcast on NITV. The benefits will also be a platform to celebrate the Eora Journey to the 1,350 people in attendance which includes prominent Aboriginal and Torres Strait Islander individuals and organisations from across the country.
9. The National NAIDOC Committee has advised of the increased cost of holding the event in Sydney, along with the significant reduction in funding from major sponsors.
10. As well as being a celebration, the event is a networking opportunity for Aboriginal and Torres Strait Islander businesses and organisations to establish and strengthen relationships. The City recognises the value of this in our Eora Journey Economic Development Plan to enable connections, collaboration and supplier diversity through effective business networks.
11. The annual NAIDOC in the City event is a pillar of the Eora Journey that celebrates Aboriginal and Torres Strait Islander culture and heritage. This year's event will take place on Saturday 14 July 2018 to coincide with the National NAIDOC Awards Ceremony the night before. The two events will co-promote and share performers to share and reduce costs.

Key Implications

Strategic Alignment - Sustainable Sydney 2030 Vision

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 7 - A Cultural and Creative City - this sponsorship presents an opportunity to support this significant event that recognises and celebrates the living cultures of Aboriginal and Torres Strait Islander people.

Social / Cultural / Community

13. This event highlights community successes in local and national Aboriginal and Torres Strait Islander communities. This event is an important opportunity for self-determination, along with employment and business opportunities for Aboriginal and Torres Strait Islander individuals and organisations.

Budget Implications

14. The cash funding of \$40,000 (excluding GST) is to be provided from the grant and sponsorship budget via the following format:
 - (a) \$35,000 - 2017/18; and
 - (b) \$5,000 - 2018/19.

Critical Dates / Time Frames

15. The event will take place on Friday 13 July 2018 at the International Convention Centre in Darling Harbour.

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Director City Life

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