

Knowledge Exchange Sponsorship - Smart Cities Week

File No: X017671

Summary

An application for sponsorship under the Knowledge Exchange Sponsorship Program has been received from the Smart Cities Council to support the Smart Cities Week Australia 2018, at the Hilton Hotel, Sydney. The application has been assessed and a cash sponsorship of \$15,500 is recommended.

This industry event is part of a global event series and is being presented in Australia for the first time from 29-31 October 2018. It will be a regional showcase of the best smart city innovations and brightest ideas from Australia, New Zealand, Singapore, Hong Kong, Japan, South Korea and other ASEAN nations. The event will facilitate deep peer-to-peer learning and training in smart cities approaches.

The theme is Connected, Aware, Accelerate and Compassion. The program responds to these themes with sessions covering tech and data solutions for social impact, carbon reduction, wellbeing, placemaking, urbanism, future mobility and economic development.

The event will address a gap in the current smart cities event marketplace. Typically, smart cities events are primarily a series of talks about the theory and concepts illustrated with case studies. Conversely, this event will address the three core opportunities of experience, action and legacy. The program will offer experience-based, curated sessions to specifically accelerate smart cities investment and set a program of post-event action to maintain industry and government engagement across policy, practice and research.

The event offers opportunities for both training and learning for local government. It will focus on the fundamental drivers of smart cities success including strategy, procurement and standards; leveraging data to enhance community health and wellbeing; and the critical research advancing and accelerating the smart cities movement.

The program style is interactive and diverse. In addition to traditional plenary sessions, it includes Agora style pitch-fests and city readiness hubs sessions, masterclasses, small group boardroom sessions to discuss specific topics of interest, learning labs, smart city awards, development of a legacy project for social impact and a research forum.

The diversity of the program will appeal across the entire smart cities community including industry, government, startups and academia. Involvement of key cities from the ASEAN/APAC region offers unique networking opportunities with respect to smart cities and digital transformation. Three hundred and fifty delegates are expected to attend.

Sponsorship of this event provides the City of Sydney to act as the "host" city, particularly in the context of international engagement with visiting cities from the region. It also positions us in the centre of the smart cities agenda. The City is currently developing its smart city strategic framework and roadmap to prioritise and enable implementation. Partnering with this event provides us with a platform to test ideas, share best practice and learn from others. The City's sponsorship also funds attendance for five emerging innovators which aligns with the City's work to support young entrepreneurs and the tech startups ecosystem.

Recommendation

It is resolved that:

- (A) Council approve a cash sponsorship of \$15,500 (excluding GST) to the Smart Cities Council Australia and New Zealand Pty Ltd in support of Smart Cities Week Australia 2018; and
- (B) authority be delegated to the Chief Executive Officer to negotiate and enter into a sponsorship agreement with the Smart Cities Council Australia and New Zealand Pty Ltd.

Attachments

Nil.

Background

1. The Smart Cities Week program will stimulate dialogue around current issues including:
 - (a) technology and data as an enabler for enhanced city-building through improved planning and design principles;
 - (b) data can be a powerful tool for building greater situational awareness in our cities, ensuring performance across key metrics is placed at the centre of city investments; and
 - (c) technology and data can be a force for social good and improved liveability outcomes for communities. By providing intelligence around community conditions, and creating the platforms by which we can connect more easily and support with our vulnerable communities.
2. The program is designed around a set of five key knowledge sharing experiences:
 - (a) The Boardroom which is an intimate, peer-to-peer facilitated conversation where dialogue, deliberation and provocation is the goal. Participants are encouraged to ask questions, make statements and challenge each other. Topics will include smart cities for wellbeing and happiness, preparing for 5G, scaling for impact, smart cities trade and investment and infrastructure and growth in the internet economy.
 - (b) The Lab breaks delegates into small groups of six to learn, explore and network around topics such as digital transformation strategies, city service delivery, economic development or smart buildings. The sessions are led by content experts and participants engage in activities using workbooks and other exercises.
 - (c) The Institute is a classroom environment where participants conduct a structured activity, working through a methodology and build an action plan or blueprint. Topics will include the Internet of Things, smart urban development, civic innovation and a data masterclass.
 - (d) The Stage is a traditional keynote arrangement to provide inspiration around the main themes of connected, aware, accelerate and compassion.
 - (e) The Agora comprises short, sharp presentations and pitches across diverse topics including data analytics, smart lighting, mobility, digital engagement, data storage and security, smart energy, water and waste solutions and resilience.
3. An innovative element of the event will be the City Readiness Hub which was trialled at a recent Smart Cities Week in Silicon Valley and will be replicated in Sydney. This offers the opportunity to hear from cities who are "in the trenches" on their journey to becoming a smart city. The Hub will highlight five cities over the course of the conference. This element of the program also provides us with the opportunity to connect with international cities on this and other agendas.
4. The City's sponsorship includes a "travel sponsorship" of five emerging innovators selected by the event organisers. The City prioritises supporting entrepreneurs to gain skills and increase their networks and this sponsorship ensures that the City's support of event directly benefits young entrepreneurs.

5. Proposed sponsor benefits include:
 - (a) acknowledgement throughout the event and marketing collaterals;
 - (b) participation in a relevant plenary session;
 - (c) feature article on the conference website;
 - (d) short video interview of the City's vision for a smart and sustainable city to be promoted in the lead up to the event;
 - (e) guest invitation to the Emerging Innovators Roundtable;
 - (f) acknowledgement as an emerging innovator travel sponsor, providing the opportunity for the younger generation to participate in the conference; and
 - (g) an allocation of complimentary and discounted registrations for City of Sydney Councillors and staff to attend the event.
6. Smart Cities Council Australia and New Zealand Pty Ltd is an incorporated for-profit organisation.

Key Implications

Strategic Alignment - Sustainable Sydney 2030 Vision

7. 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 program is aligned with the following strategic directions and objectives:
 - (a) Direction 1 - A Globally Competitive and Innovative City - a recent smart cities study conducted by the McKinsey Global Institute assessed how well 50 major cities around the world leveraged digital solutions (sensors, data and communication) for liveability. Sydney ranked 25th out of the all 50 cities studied, but when compared with the 16 cities in our Asia Pacific region, ranked only 10th out of 16 cities (Melbourne ranked 4th).

This points to an opportunity for Sydney to lift its capability and improve its global competitiveness and innovation. This event will assist the City and other local delegates attending the event in this capability. A number of the international cities included in the study will be attending the event and this will provide networking and knowledge sharing opportunities for the City.

In addition, the City's sponsorship, with its particular focus on supporting emerging entrepreneurs and innovators, aligns with the ambitions of the Tech Startups Action Plan to support entrepreneurs build skills and networks.

- (b) Direction 2 provides a road map for the City to become A Leading Environmental Performer - the City has a solid platform of smart environmental sustainability initiatives, particularly in the area of data analytics, to showcase through this event.
- (c) Direction 3 - Integrated Transport for a Connected City - mobility is a key pillar of the smart cities agenda and will be explored in the event.
- (d) Direction 6 - Vibrant Local Communities and Economies - improved liveability outcomes are the most important drivers of the smart city agenda and this will be at the core of all discussions at the event.
- (e) Direction 9 - Sustainable Development, Renewal and Design - the smart use of data and analytics is an important element in achieving sustainability and efficiency in urban design and development. The program includes a number of learning and knowledge sharing opportunities in the area of data analytics, open data and the information marketplace.
- (f) Direction 10 - Implementation through Effective Governance and Partnerships - it is well understood that the outcomes of the smart cities agenda can only be achieved through collaboration between government, industry, academia and the community, making the ability to form constructive partnerships one of the most important aspects of a successful smart city. This event will provide a platform for these potential partnerships. Procurement is another key governance enabler of the successful implementation of smart cities initiatives and is an identified topic of discussion at the event.

Organisational Impact

- 8. The relationship management between the City and the Smart Cities Council will be the responsibility of the Strategy and Urban Analytics unit. Other units in the organisation may be called upon to contribute to discussions in the event, particularly the Sustainability unit. The event itself will be of particular interest to many staff at the City to attend as delegates.
- 9. The City is currently developing its smart city strategic framework and roadmap to prioritise and enable implementation. Partnering with this event provides the City with a platform to test ideas, share best practice and learn from others.

Risks

- 10. The primary risk to this event is that it fails to attract a sufficient number of delegates. The event is being widely promoted and industry has been directly involved in the development of the program and other components to ensure it is highly relevant to the areas of interest and challenge for cities.

Social / Cultural / Community

- 11. As previously stated, the primary drivers for the smart cities agenda are improved liveability outcomes for the community. Applications and solutions are often designed to overcome challenges and meet the needs of particular groups in the community, especially those with disability. A number of topics for discussion at the event will include how solutions address these challenges. In addition, one of the plenary sessions will involve young school children to engage them on the cities of the future. They will be interviewed by a panel of Millennials about their visions of the future and what excites them most.

Environmental

12. The event organiser engaged for this event, MCI, prepares a sustainability plan for the event modelled on the international standard ISO20121 - Sustainable Events. This covers a range of topics including emissions reduction, food sustainability and materials management and will be implemented for this event.

Economic

13. Economic development is an outcome of the smart cities agenda and this topic will be explored throughout the program.

Budget Implications

14. There are sufficient funds in the 2018-19 operating budget for Knowledge Exchange Sponsorships to fund the proposed sponsorship of \$15,500.

Relevant Legislation

15. Section 356 of the Local Government Act 1993. Section 356(3)(a) - (d) is satisfied for the purpose of providing grant funding to for-profit organisations because:
 - (a) the funding is part of the Knowledge Exchange Sponsorship program;
 - (b) the details of the program have been included in the City's Operational Plan for financial year 2018-19;
 - (c) the program's proposed budget does not exceed 5% of Council's proposed income from ordinary rates for financial year 2018-19; and
 - (d) the program applies to a significant group of persons within the local government area.

Critical Dates / Time Frames

16. The event is scheduled from 29 - 31 October 2018.

KIM WOODBURY

Chief Operating Officer

Kate Deacon, Executive Manager - Strategy and Urban Analytics