

## Knowledge Exchange Sponsorship - 2018 Sydney China Business Forum

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### Summary

The City's Economic Development Strategy identifies long-term, sustainable connections with Asia as a priority for the City in order to deliver greater benefits to the local community and the economy. Sydney's connections with China are specifically recognised within the Strategy as a key bilateral partner that is integral to Sydney's future economic competitiveness and its ability to facilitate trade and investment outcomes.

In accordance with this priority, the City has sponsored the Sydney China Business Forum, delivered by the University of Sydney's China Studies Centre, since its inception in 2011. The University of Sydney has applied for sponsorship to support the expanded program in 2018. The application has been assessed under the Knowledge Exchange Sponsorship program and a sponsorship of \$20,000 (exclusive of GST) is recommended.

The Sydney China Business Forum is a leading business and academic event focusing on expanding the connections between Sydney and China. The Forum is designed to strengthen economic development and increase the awareness of the latest trends, issues and opportunities in one of Asia's most lucrative, rapidly evolving and complex markets.

In 2018, the theme of the forum is 'China's Healthy Cities: opportunities and challenges for Australian business' which will focus on tackling the consequences of urbanisation. It will be held on 22 October 2018 at the Four Seasons Hotel, Sydney. The full day forum will bring together around 300 high-profile business executives, entrepreneurs, academics and government representatives from Australia and China, including Shanghai and Beijing. Speakers will provide insights, experience and solutions to urban issues such as connectivity, sustainable environment and urban design, and smart technologies.

In addition, there will be two associated events – a briefing and networking reception and an investor showcase to follow. These events will connect local businesses to visiting thought leaders from China as well as profile the changing investment landscape of Sydney to high profile entrepreneurs, government representatives and peak bodies.

Sponsorship of this event provides the City of Sydney an opportunity to partner with a leading university and to leverage on their established event in the context of international engagement with China.

The assessment of the application shows strong alignment with key outcomes of the City's Knowledge Exchange Sponsorship Program, in particular the development of strong networks to promote collaboration and knowledge exchange, and the building of capacity in organisations and individuals to develop and maintain sustainable business ventures. The program also has clear strategic alignment with the objectives of Sustainable Sydney 2030 and the Economic Development Strategy's focus on building capacity and connections with Asia.

## **Recommendation**

It is resolved that:

- (A) Council approve \$20,000 (exclusive of GST) financial support to the University of Sydney for the coordination and delivery of the Sydney China Business Forum; and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer a sponsorship agreement with the University of Sydney in relation to the resolution in clause (A) above.

## **Attachments**

Nil.

## Background

1. The China Studies Centre of the University of Sydney facilitates all forms of China-focused research and drives multidisciplinary discoveries and collaboration. Its 245 academics work closely with research partners in China on topics such as health, engineering, humanities, society, politics, economics and infrastructure development. The centre provides opportunities to strengthen academic exchange with Chinese partners and influence public discussion of contemporary bilateral engagement between Australia and China.
2. The Sydney China Business Forum is the flagship event of the China Studies Centre focusing on Australia-China business relations. The City has been a major sponsor of the forum since its inception in 2011.
3. Each year the forum brings together Australian and Chinese business leaders, government representatives and academics to identify emerging opportunities and challenges, and discuss topical bilateral issues such as financial services, sustainability and energy infrastructure.
4. Each forum features relevant thought leaders from Australia and China sharing their views and experiences with the audience. It also provides opportunities for participants to network and discuss the future direction of collaboration between Australia and China.
5. The forum has consistently garnered positive feedback and gained substantial and positive media coverage across China and Australia.
6. The 2018 forum is themed 'China's Healthy Cities: opportunities and challenges for Australian business' and will tackle the consequences of urbanisation. It covers:
  - (a) how urbanisation is impacting China's capacity to feed a population that will need to rely on more efficient agriculture;
  - (b) environmental challenges faced by rapidly growing cities, including remedying pollution, purifying water systems and decontaminating soil;
  - (c) consequences of new urban lifestyles on population health, and how new transport patterns and nutrition transitions are affecting overall health of the urban population;
  - (d) how technology and modern practices may be improving sustainability in cities and the practical challenges and solutions offered by smart technologies;
  - (e) sustainable urban plans in both China and Australia, and the mutual lessons they offer;
  - (f) changes in food consumption demanded by a growing middle class with changing tastes and a more obvious attention to food safety;
  - (g) solutions already underway, ideas for the future, and the concerns of policymakers for creating healthy cities; and
  - (h) healthcare needs of ageing populations and how urbanisation is accelerating demographic trends and transforming consumption patterns, and what this means for access to health services.

7. New to the 2018 program are two additional events, which aim to showcase Sydney's major projects and changing investment landscape, as well as connect the thought leaders visiting from China to the local Sydney community
8. The City's recommended sponsorship is a \$20,000 (exclusive of GST) sponsorship to support venue hire costs at the Four Seasons Hotel Sydney, international speakers' travel and accommodation expenses and simultaneous interpretation arrangements.
9. The sponsorship benefits include:
  - (a) one corporate table for 10 at the forum, networking lunch and cocktail event;
  - (b) brand recognition, including
    - (i) full-page advertisement in forum booklet being distributed to all attendees;
    - (ii) logo and 70-word organisational profile in forum booklet;
    - (iii) option to provide the equivalent of two-pages of A4 marketing material in forum attendee folder;
    - (iv) one pull-up banner (supplied by the partner) in a predetermined, high-traffic location;
    - (v) logo on event webpage and event registration page reflecting partnership level, linking to partner's website; and
    - (vi) logo on event pull-up banner on stage reflecting partnership level;
  - (c) acknowledgement during opening ceremony; and
  - (d) post-event report with forum highlights and media results.

## **Key Implications**

### **Strategic Alignment - Sustainable Sydney 2030 Vision**

10. 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 - through engaging with China and supporting the business community to start and to grow businesses will potentially create more employment, boost Sydney's economy, and strengthen global connections and reputation making Sydney a desirable global destination to live, work and visit.
  - (b) Direction 2 provides a road map for the City to become A Leading Environmental Performer - the forum will discuss environmental challenges arising from China's urbanisations and explore opportunities for Australian businesses in the sustainability sector.

- (c) Direction 5 - A Lively and Engaging City Centre - the gathering of local and international business representatives and delegates, government agencies and academics at the forum to develop relationships and discuss opportunities will potentially underpin the growth and thriving of small businesses in the city centre.
- (d) Direction 10 - Implementation through Effective Governance and Partnerships - by supporting the Sydney China Business Forum, the City demonstrates collaboration through partnership in progressing our 2030 visions and strategic directions.

**Social / Cultural / Community**

- 11. This forum brings together representatives from culturally diverse communities, providing an opportunity for building new socio-cultural networks and mutual understanding. People from other countries, in particular China, are also encouraged to attend the forum and simultaneous interpretation between English and Mandarin Chinese will be provided. The forum will also be socially inclusive.

**Environmental**

- 12. The forum will discuss environmental challenges faced by rapidly growing cities, including remedying pollution, purifying water systems and decontaminating soil. Participants will gain knowledge on how to tackle environmental issues.
- 13. The event organiser pursues paperless operation where possible. Event flyers will be printed on recycled paper and water will be served in jugs instead of plastic bottles.

**Economic**

- 14. Supporting a significant Australia-China bilateral program will contribute to the City having a vibrant, diverse, innovative and commercially-connected economy. It will potentially create bilateral business opportunities contributing to economic growth. In addition, the forum will take place in the City of Sydney local government area. It will support the local economy and attract foreign visitors.

**Budget Implications**

- 15. There are sufficient funds in the 2018-19 operating budget for Knowledge Exchange Sponsorships to fund the proposed sponsorship of \$20,000 (exclusive of GST).

**Relevant Legislation**

- 16. Section 356 of the Local Government Act 1993 which provides that a council may, in accordance with a resolution of the council, contribute money or otherwise grant financial assistance to persons for the purpose of exercising its functions.

**Critical Dates / Time Frames**

17. The Sydney China Business forum and associated events are scheduled to occur between 22 October and 23 October 2018.

**ANN HOBAN**

Director City Life

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