

Sponsorship - Invictus Games 2018

File No: S117676

Summary

The 2018 Invictus Games is being held in Sydney from 20-27 October and will host more than 500 veteran and active service personnel from across 18 nations competing in 11 adaptive sports. The events will be staged across Greater Sydney, including Sydney Olympic Park and in and around Sydney Harbour. An estimated 1,000 family and friends are expected to accompany the competitors with all being supported by around 1,000 volunteers.

The vision of Invictus Games Sydney 2018 is to celebrate the healing power of sport to inspire recovery, support rehabilitation and generate a wider understanding and respect for those who serve their country and the family and friends who support them by:

- delivering an international sports event for wounded, injured and ill veterans and active service personnel; and
- creating a climate, in which they and their families are valued, respected and receive support now and into the future.

The Games also provide an opportunity to promote positive community attitudes and raise awareness locally about inclusion and access for people with disability and people with lived experience of mental health issues, and their families, friends and carers.

The organising committee, Australian International Military Games Limited, has approached the City seeking sponsorship in the form of street banner pole hire fee waiver for 193 banners, as well as cash sponsorship to cover the costs associated with the design, manufacturer, and installation and dismantling of the banners. The request amounts to \$27,200 in cash and street banner hire fee waiver to the value of \$8,900.

All requests have been reviewed and costed. All figures in this report exclude GST.

Recommendation

It is resolved that:

- (A) Council approve a cash sponsorship of \$27,200 and street banner hire fee waiver to the value of \$8,900 to Australian International Military Games Limited, for the design, manufacturer, and installation and dismantling of street banners celebrating the 2018 Invictus Games in Sydney;
- (B) authority be delegated to the Chief Executive Officer to enter into an agreement with Australian International Military Games Limited; and
- (C) Council note that all sponsorship amounts are exclusive of GST, and all value-in-kind offered is subject to availability.

Attachments

Nil.

Background

1. The Invictus Games use the power of sport to inspire recovery, support rehabilitation and generate a wider understanding and respect for wounded, injured and ill former and active servicemen and women. The Games also recognise the significant contribution made by family and friends in the recovery process. Rather than an elite sports competition, the Invictus Games is for competitors of all abilities and seeks to ignite their 'unconquerable' spirit.
2. In 2014, the Invictus Games Foundation was established and London hosted the inaugural Invictus Games at the Queen Elizabeth Olympic Park, with more than 400 competitors from 13 nations. The second Invictus Games was held in May 2016 in Orlando and the third took place in September 2017 in Toronto.
3. The fourth and 2018 Invictus Games will be held in Sydney from 20-27 October and will host more than 500 competitors from across 18 nations competing in 11 adaptive sports. An estimated 1,000 family and friends are expected to accompany the competitors with all being supported by around 1,000 volunteers.
4. The opening ceremony for the 2018 Invictus Games will take place on the forecourt of the Sydney Opera House. Whilst most competitive sporting activities will be held at Olympic Park and the surrounds, sailing makes its debut at these games and will be held on Sydney Harbour, whilst cycling will be held in the Domain and surrounding areas. The closing ceremony will be held at Qudos Bank Arena, Olympic Park.
5. The organising committee for the 2018 Invictus Games, Australian International Military Games Limited, is a locally-based organising committee comprising of Australian Paralympic committee members, defence force personnel and representation from the corporate sector. The organising committee has been set up specifically for the purpose of organising the 2018 Invictus Games.
6. The organising committee has approached the City with a value-in-kind and cash request. The application requests the waiving of street banner hire fees for 193 banners and also requests cash support to cover the costs of the design, manufacturer, and installation and dismantling of the banners.
7. Whilst the organising committee has garnered corporate sponsorship for the event, the activation of the City's street banner networks in celebration of the Invictus Games will be both a celebration of inclusivity and a means of increasing public awareness of the games and associated events.
8. This report has been assessed outside of the grants and sponsorship policy.
9. The City is also investigating opportunities for hosting activities in its community and recreation centres to coincide with the Invictus Games as a means to promote positive community attitudes and raise awareness of inclusion and access. The City will also explore ways to distribute information about inclusion and access to local businesses in order to welcome competitors, their families and friends, and raise awareness of inclusion both during the games and beyond.

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 - The 2018 Invictus Games is an opportunity to showcase Sydney throughout the Invictus Games network. This will enhance Sydney's reputation as a global city.
 - (b) Direction 5 - A Lively and Engaging City Centre - The event will attract domestic and international media coverage with the opening ceremony being held at the Sydney Operahouse forecourt, sailing being held on the Sydney Harbour and cycling being held in the Domain and surrounding area.
 - (c) Direction 6 - Vibrant Local Communities and Economies - It is expected that the opening ceremony, sailing and cycling events will attract the local community and potentially interstate and international audiences.

Budget Implications

11. The cash funding of \$27,200 will be provided from the Grants and Sponsorship and Corporate Partnerships budgets for the 2018/19 financial year.

Relevant Legislation

12. Section 356 of the Local Government Act 1993 is relevant as it 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

13. The 2018 Invictus Games in Sydney will take place from 20 to 27 October. The street banner activation is tentatively proposed to take place from 15 to 28 October 2018.

ANN HOBAN

Director, City Life

Jeremy Kelshaw, Manager Grants