

Knowledge Exchange Sponsorship - 1 Million Women Event

File No: X005020.002

Summary

An application for sponsorship under the Knowledge Exchange Sponsorship Program has been received from the not-for-profit organisation 1 Million Women Limited to host a one-day public program to mark its 10 year anniversary, on Saturday 25 May 2019 at CarriageWorks.

1 Million Women is a movement of over 800,000 women. Their aim is to empower women and girls to act on climate change, providing them with the tools and inspiration to reduce carbon pollution through everyday actions.

The Sydney event will feature key speakers, panel discussions, workshops, live performances and a marketplace. Attendees will hear from leaders in their field talking about a range of environmental issues, including overconsumption, food waste, climate change and climate justice.

Sponsorship of this event, as well as support of 1 Million Women more broadly, aligns with the City's Environmental Strategy and Action Plan, in particular, the City's target to reduce emissions by 70 per cent based on 2006 levels by 2030. The City recognises that combatting climate change, and meeting the City's ambitious environmental targets, is an issue that requires leadership at all levels. 1 Million Women is a grass roots organisation with a proven track record of community engagement.

The application has been assessed and this reports recommends \$15,000 cash in support of the initiative.

Recommendation

It is resolved that:

- (A) Council approve a cash sponsorship of \$15,000 (excluding GST) to 1 Million Women Limited for the 1 Million Women 10 Year Anniversary event from the 2018/19 General Contingency Budget; and
- (B) authority be delegated to the Chief Executive Officer to negotiate and enter into a sponsorship agreement with 1 Million Women Limited in respect of the City's sponsorship of this event described in (A) above.

Attachments

Nil.

Background

1. 1 Million Women is a movement of over 800,000 women. Their aim is to empower women and girls to act on climate change, providing them with the tools and inspiration to reduce carbon pollution through everyday actions.
2. Through online channels (website, social media, app) and offline initiatives (workshops, events) they share information regarding food waste, home energy savings and clean energy options, reducing overconsumption, investing and divestment, sustainable fashion and low-impact travel.
3. The event is due to be held at CarriageWorks on Saturday 25 May 2019, marking 10 years of 1 Million Women.
4. Approximately 2,000 attendees are expected to attend the one-day event – the majority being from the Sydney metropolitan area. Given the location of the event, the organisers anticipate a large cohort from the City's local government area.
5. 1 Million Women focus on women as the agents of change and as such, this event will target women. Their research indicates that women make 85 per cent of the consumer decisions that affect a household's carbon footprint and have enormous influence as consumers and through the lifestyle choices they make every day.
6. While access to the marketplace component of the event is free, the program of talks and workshops is projected to cost \$20 per person.
7. The City will be one of 15 partners, including CarriageWorks, Bank Australia, Australian Ethical, Nissan and KeepCup.
8. The one day program includes:
 - (a) key speakers, panel discussions, workshops and live performances;
 - (b) a marketplace with stalls showcasing environmentally friendly products and services;
 - (c) an opportunity for attendees to make a pledge to environmental actions; and
 - (d) an invitation to contribute tips and ideas for reducing carbon pollution, which will be published as an e-book following the event.

Some aspects of the event will be live streamed.

9. The outcomes will be evaluated against the following performance criteria:
 - (a) audience participation of 2,000 or more from across inner Sydney and wider Sydney;
 - (b) event activities to facilitate knowledge sharing and inspire action; and
 - (c) post-event community engagement and impact.
10. Sponsor benefits include logo recognition, distribution of City of Sydney sustainability materials, an opportunity to draw the winner of the Nissan electric vehicle displayed at the event, an opening address and inclusion in the highlights video package after the event.

Key Implications

Strategic Alignment - Sustainable Sydney 2030 Vision

11. 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 grant is aligned with the following strategic directions and objectives:
 - (a) Direction 2 provides a road map for the City to become A Leading Environmental Performer, specifically:
 - (i) The City of Sydney has adopted ambitious targets for reducing greenhouse gas emissions and aims to manage water, energy and waste sustainably, which require all of community action. This event seeks to engage Sydney women, in their role as consumers and influencers, to reduce carbon emissions, reduce water use and minimise food waste.
 - (ii) All levels of government, the private sector and the community have a vital role in addressing climate change. This event, as with the 1 Million Women movement more broadly, creates a community of leaders which can advocate for change in all areas of public life.
 - (iii) To reduce the unsustainable growth in energy, water and waste resource demands.
 - (b) Direction 6 - Vibrant Local Communities and Economies, specifically:
 - (i) Community-led participation in driving climate action and a more sustainable and socially inclusive Sydney.
 - (ii) The event marketplace will showcase green businesses and start-ups to Sydney consumers.

Environmental

12. This event encourages the community to participate and lead in new ways to stimulate the uptake of clean energy, which is a priority of the Environmental Action Plan, in addition to reducing water and addressing food waste.

Budget Implications

13. Funding for this project is sought from the 2018/19 General Contingency budget.

Relevant Legislation

14. Section 356 of the Local Government Act 1993.

Critical Dates / Time Frames

15. The event is scheduled for Saturday 25 May 2019 at CarriageWorks, 245 Wilson Street, Eveleigh NSW 2015.

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