

Knowledge Exchange Sponsorship - IndigiSpace Indigenous Business Development Program

File No:

Summary

In December 2013, Council adopted the Economic Development Strategy, a 10-year plan that aims to strengthen the city economy and support business.

The Tech Startups Action Plan endorsed by Council in June 2016, focuses on creating a local tech startup ecosystem that enables knowledge-based, innovation-driven businesses to flourish. The Eora Journey Economic Development Plan endorsed by Council in November 2016, outlines the City's role in supporting business ownership and employment opportunities for Aboriginal and Torres Strait Islander business owners and prospective entrepreneurs.

An application for \$39,910 has been received from Investible under the Knowledge Exchange Sponsorship Program to deliver the IndigiSpace Indigenous Business Development Program 2019. Two organisations – Investible and IndigiSpace – will work closely together to deliver the proposed program.

Investible is an incorporated for-profit early stage global investment group whose mission it is to de-risk angel investment globally. Angel investors invest in early stage or start-up companies usually in exchange for an equity ownership interest. Investible do this by supporting their founders with the human, intellectual and financial capital to grow, scale and exit. IndigiSpace is an Indigenous owned and operated organisation that aims to empower and grow successful Indigenous businesses by providing space to develop ideas, businesses and creative talents.

Under the Knowledge Exchange Sponsorship program guidelines, for-profit or non-profit organisations are eligible to apply. IndigiSpace is an Indigenous-owned and run organisation which operates as a Sole Trader.

To date, IndigiSpace has delivered Investible's unique educational IP which has been used to upskill Indigenous entrepreneurs through three national programs. Investible has recently confirmed IndigiSpace as the key partner to take over these programs, and will continue to equip them with the IP to deliver the program moving forward. The title of the program is IndigiSpace Indigenous Business Development Program.

The new IndigiSpace Indigenous Business Development Program proposes to invite 15 Indigenous business owners to embark on a 12-month business development journey to develop and grow their business, while refining their pitch to better tell their story. The program consists of four elements: an Indigenous Business Promotion night, pre-program online workshop, IndigiPitch weekend and 12-month business support program. The City's investment will help to subsidise the cost to produce the program and ensure participation is free for the businesses.

This program addresses a gap in the market for the provision of direct engagement between industry experts and Aboriginal and Torres Straight businesses on relevant topics covering technology, entrepreneurship and innovation.

This report recommends a Knowledge Exchange Sponsorship of \$30,000 (excluding GST) to deliver the 12-month IndigiSpace Indigenous Business Development. The City's recommended sponsorship of \$30,000 (excluding GST) is based on the available funds in the Knowledge Exchange budget.

Recommendation

It is resolved that:

- (A) Council approve a cash sponsorship of \$30,000 (excluding GST) and venue hire fee waiver to the value of \$2,022 (excluding GST) to Investible Pty Ltd to deliver the IndigiSpace Indigenous Business Program 2019; and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer a sponsorship agreement with Investible.

Attachments

Nil.

Background

1. Sponsorship of Investible's IndigiSpace Indigenous Business Program meets the objectives of the City of Sydney's Knowledge Exchange Sponsorship Program, Economic Development Strategy, Tech Startups Action Plan and Eora Journey Economic Development Plan.
2. A focus area of the Tech Startups Action Plan is on creating skilled and connected entrepreneurs. It acknowledges that in all stages of startup formation it is important to have information and advice delivered via events or mentors – particularly those who have successfully navigated through the growth stage.
3. Key focus areas of the Eora Journey Economic Development Plan are ensuring support for Aboriginal and Torres Strait Islander business owners and prospective entrepreneurs, as well as creating business ownership and employment opportunities in areas such as finance and professional services, tourism, retail, creative and digital businesses.

Investible - IndigiSpace Indigenous Business Development Program 2019

4. Two organisations – Investible and IndigiSpace – will work closely together to deliver the proposed IndigiSpace Indigenous Business Development Program.
5. The program proposes to invite 15 Indigenous business owners to embark on a 12-month business development journey to develop and grow their business, while refining their pitch to better tell their story.
6. The program is scheduled to run from June 2019 until May 2020 and includes four elements: Indigenous Business Promotion night, pre-program online workshop, IndigiPitch weekend, and 12-month business support program.
7. The program will showcase a number of established Indigenous businesses and IndigiSpace is developing ongoing partnerships between Indigenous communities, startup ecosystems, corporates and governments to be actively involved in the delivery of its programs.
8. Curated activities throughout the program ensure business owners have access to mentors, corporate partners, government, Sydney's startup ecosystem and other Indigenous businesses networks which can support the growth of their business.
9. The program will enable participants to plan, prepare and set goals. Participants will develop business models and pitch to various audiences over the course of the 12-month program.
10. IndigiSpace's program is constantly celebrating Indigenous culture and business, creating opportunities for growth and development and providing cultural leadership.

Sponsorship

11. The application has been assessed under the City's Knowledge Exchange Sponsorship program. The program recognises that for the city to thrive, the City must support and create an environment that fosters collaboration and learning.

12. The Knowledge Exchange Sponsorship program supports the exchange of ideas and knowledge and encourages dialogue on local and global issues. Under the program, eligible projects can be supported to a maximum of \$40,000 cash and applications can be received throughout the year.
13. The City wants to work with industry and government partners to strengthen the ecosystem to enable more entrepreneurs to start and grow successful global businesses. It aims to contribute to building a strong entrepreneurial culture and community, and creating more skilled and connected entrepreneurs.
14. Evaluation of the sponsorship will include a report containing results from a participant survey, participant feedback, website analytics and media mentions. The evaluation requirements will be included as part of the City's standard sponsorship agreement.
15. Under the Knowledge Exchange Sponsorship program, not-for-profit and for-profit organisations, as well as social enterprises, are eligible. Investible is a for-profit organisation.
16. The application has been assessed as contributing to the following program outcomes:
 - (a) adoption and implementation of best practice approaches by organisations and individuals;
 - (b) strong networks where participants share resources and acquire new knowledge and skills;
 - (c) improved capacity in organisations and individuals to develop and maintain sustainable business ventures; and
 - (d) increased recognition of Sydney as an innovative and creative city.
17. Sponsorship benefits to be negotiated include acknowledgement of the City of Sydney in media releases, on social media platforms, in blogs and on-line advertisements, and signage at the opening or closing event; the City of Sydney logo included in all marketing materials including direct mail, t-shirts, bags, videos and website; and invitations to attend as guests opening and closing events associated with the program.

Key Implications

Strategic Alignment - Sustainable Sydney 2030 Vision

18. 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 - supporting entrepreneurs to start and grow innovative businesses will potentially create more employment, boost Sydney's economy, strengthen global connections and make the City a more desirable place to live, work and visit.

- (b) Direction 6 - Vibrant Local Communities and Economies - innovative businesses can grow into global businesses, resulting in swift economic and employment benefits locally.
- (c) Direction 7 - A Cultural and Creative City - supporting entrepreneurs is supporting the expression of innovation and creativity, which in turn, contributes to a cosmopolitan, vibrant and active city.

Budget Implications

19. This report recommends a total sponsorship amount of \$30,000 cash (excluding GST). There are sufficient funds allocated for payments within the Knowledge Exchange Grants and Sponsorship budget as follows:
- (a) 2018/19 - \$27,000;
 - (b) 2019/20 - \$3,000.

Relevant Legislation

20. Section 356 of the Local Government Act 1993 provides that a council may, in accordance with a resolution of the council, contribute money or otherwise grant financial assistance to person for exercising its functions.
21. 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 this program have been included in Council's draft operational plan for financial year 2018/19;
 - (c) the program's proposed budget does not exceed five per cent of Council's proposed income from ordinary rates for financial year 2018/19; and
 - (d) this program applies to a significant group of persons within the local government area.

Critical Dates / Time Frames

22. Subject to Council approval, the recommended program is scheduled to commence in June 2019, finishing in May 2020.

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