

Item 4.

Grants and Sponsorship - Australian Paralympic Team 2020

File No: X025452

Summary

Australia is sending a national team to the Paralympic Games in Tokyo, Japan in 2020, which will run from 25 August to 6 September 2020. The City of Sydney has previously supported the Australian Olympic and Paralympic Teams through donations to fundraising activities, as well as by hosting Welcome Home Receptions and street parades.

In 2016, the City supported the Australian Olympic and Paralympic Teams through a cash sponsorship of \$60,000 to support athletes to attend the Paralympic Games in Rio de Janeiro, Brazil, and the provision of three civic functions, including a farewell reception for the Paralympic team, and separate Welcome Home receptions for the Olympic and Paralympic teams.

The City of Sydney has been approached to again support the Australian Paralympic Team, by supporting the team's participation in the Tokyo Paralympic Games in 2020. Paralympics Australia has requested that the City provide a cash sponsorship of \$60,000 (excluding GST) to contribute to travel and accommodation costs for members of the Paralympic team and their carers.

As a sponsor of the Paralympic team, the City will receive recognition as a supporter of the Australian Paralympic Team, as well as five appearances from Paralympic athletes at City events to be held in the City's community centres and libraries. The appearances from the Paralympic athletes will provide the City with opportunities to develop positive community attitudes towards people with disability, a key objective of A City for All - Inclusion (Disability) Action Plan 2017-2021.

Being recognised as a supporter of the Paralympic team enables the City to strengthen its reputation as an organisation committed to the inclusion of people with disability through positive media and promotional opportunities.

Recommendation

It is resolved that:

- (A) Council approve a \$60,000 (excluding GST) cash sponsorship to Paralympics Australia for the Australian Paralympic Team for the 2020 Paralympic Games; and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer a sponsorship agreement with Paralympics Australia.

Attachments

Nil.

Background

1. Australia has sent teams to every Paralympic Games since they were first held in 1960.
2. Australia is sending a national team to the Paralympic Games to be held in Tokyo, Japan in 2020. The Paralympic Games will run from 25 August to 6 September 2020. The Australian Paralympic Team selections and numbers are yet to be finalised.
3. The Australian Paralympic Team is a source of great national pride, significantly contributing to community spirit and enjoyment and providing inspiration for all Australians.
4. Sydney, as a past host city of the Olympic and Paralympic Games, has a strong association with the Games. The City of Sydney has previously supported the Australian Olympic and Paralympic Teams through donations to fundraising activities, as well as by hosting Welcome Home Receptions and street parades.
5. The City of Sydney has been approached to support the Australian Paralympic Team to attend the Games by contributing \$60,000 (excluding GST) cash sponsorship to Paralympics Australia / Australian Paralympic Team in 2020. Support by the City will directly assist the team and their carers to attend the Games, by contributing to costs associated with travel.
6. As an official sponsor of the Australian Paralympic Team, the City of Sydney will receive the following benefits:
 - (a) designation as an Official Supporter of Paralympics Australia / Australian Paralympic Team;
 - (b) non-exclusive, royalty-free right to use Paralympics Australia / Australian Paralympic Team marks, imagery and written content for marketing and promotional purposes;
 - (c) City of Sydney logo to appear on Paralympics Australia / Australian Paralympic Team marketing and communications collateral, including: website, newsletter and other publications;
 - (d) five athlete appearances for use at agreed City official community events and / or forums;
 - (e) invitations for City officials / staff to attend Paralympics Australia sponsor events and workshops.
7. A City for All: Inclusion (Disability) Action Plan 2017-2021 outlines the City's ongoing commitment to making the city inclusive and accessible for all. The sponsorship of the Australian Paralympic Team will assist the City to deliver two commitments under this plan:
 - (a) Action 2 - Use the City's mainstream media channels, publications, events and sponsorship opportunities to promote inclusion of people with disability.
 - (b) Action 3 - Develop Community programming aimed at fostering positive community attitudes towards people with disability.

8. To deliver on Action 2, the City can harness the sponsorship to:
 - (a) demonstrate the City's support for para-athletes attending the Paralympic Games; and
 - (b) strengthen the reputation of the City as an organisation committed to the inclusion of people with disability, through positive media and promotional opportunities and public speaking engagements.
9. To deliver on Action 3, City staff will work closely with Paralympics Australia to develop and deliver a range of community programs and events featuring para-athletes at our community centres and libraries. Community events featuring para-athletes and associated marketing materials and media coverage, will highlight the achievements of para-athletes and promote the positive contributions people with disability make to the community, and engage the community in a broader conversation about the diverse capabilities, interests and views of people with disability.
10. In mid-2019, the Australian Olympic Committee, along with their event partners Sold Out Events, approached City staff to explore avenues to facilitate the activation of Live Sites in key locations. These activations will provide the opportunity for the City's residents, workers and visitors to attend public events broadcasting the Olympics on big screens supported by food and beverage offerings. City staff are working proactively with both organisations to assist their enquiries.
11. For Council's information, Council supported the 2016 Olympics and Paralympics through provision of:
 - (a) \$60,000 cash sponsorship to Paralympics Australia;
 - (b) the purchase of a table of 10 at the Prime Minister's 9th Olympic Dinner in Melbourne at a cost of \$3,000, travel costs to the event for 10 people valued at \$12,000 and a \$27,000 donation to the Australian Sports Foundation;
 - (c) the hosting of three civic receptions; and
 - (d) the hosting of a media event for the Paralympic Team Uniform Launch by way of City of Sydney venue provision.

Key Implications

Strategic Alignment - Sustainable Sydney 2030 Vision

12. 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 City's support of and partnership with the 2020 Australian Paralympic Team will help take the City of Sydney brand to the world, with the City logo promoted on Paralympics Australia / Australian Paralympic Team marketing and communications collateral, including the official website, newsletter and other publications.

- (b) Direction 6 - Vibrant Local Communities and Economies - the City's support of and partnership with the 2020 Australian Paralympic Team will give the City a platform to promote and raise awareness of the achievements of athletes with a disability and promote social inclusion and diversity.

Organisational Impact

- 13. The programs delivered in partnership with Paralympics Australia will be delivered within existing resources.

Social / Cultural / Community

- 14. The Paralympic Games provide inspiration for all Australians, and foster community spirit and national pride, which significantly contributes to the overall wellbeing of the community.
- 15. Sponsorship of Paralympics Australia and The Australian Paralympic Team will help to promote the City of Sydney as an inclusive global and welcoming city for all.
- 16. The Paralympic Games are a positive platform to raise awareness of people with a disability worldwide. The City's sponsorship of the team provides the opportunity to raise awareness of the contribution of people with disability in the community and help to foster positive and inclusive attitudes and behaviours towards people with disability.

Budget Implications

- 17. The funding for the support and sponsorship of the teams will be sourced from the 2019/20 and 2020/21 Grants and Sponsorships budgets, including:
 - (a) cash sponsorship of \$55,000 (excluding GST) in 2019/20; and
 - (b) cash sponsorship of \$5,000 (excluding GST) in 2020/21.

Relevant Legislation

- 18. 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 persons for the purpose of exercising its functions.

Critical Dates / Time Frames

- 19. The Paralympic Games will run from 25 August to 6 September 2020.

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