

Grants and Sponsorships - NSW Business Chamber Awards Sydney City Region 2020-2021

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Summary

In December 2013, Council adopted the City's Economic Development Strategy which aims to strengthen the city economy and support business. Under this Strategy, the City of Sydney is committed to influencing the success of entrepreneurs and small businesses in the local government area through promotional and capacity-building programs, providing access to research and data, as well as initiatives that make it easier to do business.

The success and promotion of local businesses is paramount to a thriving local economy. Business awards provide an opportunity for participating local businesses to generate increased publicity, promotion and profile for themselves, network with other businesses and generate new business opportunities. The NSW Business Chamber is an independent not-for-profit organisation focused on helping businesses to maximise their potential. They have a membership of over 20,000 businesses and a long standing working relationship with the City which has sponsored their business award program for many years.

An application has been received from the NSW Business Chamber for sponsorship of their Business Awards program for 2020 and 2021 consisting of \$65,000 cash and \$17,500 value-in-kind per year for two years. This report recommends a contribution of \$65,000 cash (excluding GST) for sponsorship and marketing support and \$17,500 (excluding GST) value-in-kind support for hire of Centennial Hall at Sydney Town Hall for the Gala Awards night, per year for two years.

The NSW Business Chamber Business Awards judging criteria reflect many of the attributes the City wants to strengthen and foster in businesses, including celebrating excellence in sustainability and innovation.

In exchange for the sponsorship, the NSW Business Chamber has offered the City of Sydney the Principal Partnership of the Sydney City region awards, and sponsorship of the Excellence in Small Business category at the state level. The Sydney City region correlates with the City's local government area boundaries and provides an opportunity for the City's local business community to be specifically celebrated and recognised at Sydney Town Hall at the Annual Awards Gala ceremony.

Additional benefits include speaking opportunities for a City representative at key events, including city and state awards, as well as promotional opportunities for the City to reach the NSW Business Chamber's extensive database of businesses. Once approved by Council the terms will be incorporated into a sponsorship agreement to be negotiated and signed by the parties. Over the next two years, the City will work closely with NSW Business Chamber to activate its own networks to encourage a mix of businesses to participate in the program.

The request for sponsorship for 2020 and 2021 has been evaluated and cash and value-in-kind sponsorship of the event is recommended.

Recommendation

It is resolved that:

- (A) Council approve a sponsorship of:
 - (i) \$65,000 cash (excluding GST) per annum for two years for the NSW Business Chamber Business Awards (Sydney City region) and statewide sponsorship of the Excellence in Small Business category; and
 - (ii) \$17,500 venue hire fee waiver (excluding GST) per annum for two years for the Sydney City region awards to be held at Centennial Hall; and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer a sponsorship agreement with NSW Business Chamber in support of this event in 2020 and 2021.

Attachments

Nil.

Background

1. The City of Sydney is committed to influencing the success of local businesses and entrepreneurs in the local government area.
2. As a major supporter of businesses through multiple initiatives, the City of Sydney has been involved in business awards programs for over 15 years, both through sponsorships and via its own City of Sydney Business Awards program, which concluded in 2012.
3. Business awards provide an opportunity for participating local businesses to generate increased publicity, promotion and profile for themselves, network with other businesses and generate new business opportunities.
4. The NSW Business Chamber is an independent not-for-profit organisation focused on helping businesses to maximise their potential. They have a membership of over 20,000 businesses and a longstanding working relationship with the City which has sponsored their business award program for many years.
5. From 2017 to 2019, the City was the Principal Partner for the NSW Business Chamber Business Awards Sydney City region and statewide sponsor of the Excellence in Small Business category, at a cost of \$80,000 per annum for the three years of the sponsorship contract.
6. The NSW Business Chamber is now seeking sponsorship for the NSW Business Chamber Business Awards Sydney City region and statewide sponsorship of the Excellence in Small Business category for 2020 and 2021, to the value of \$65,000 cash per annum (excluding GST) and \$17,500 value-in-kind (excluding GST) venue hire per annum for Centennial Hall hire.
7. The NSW Business Chambers Business Awards judging criteria reflect many of the attributes the City wants to strengthen and foster in businesses, including celebrating excellence in sustainability and innovation.
8. The renewal of this sponsorship will ensure the City of Sydney continues as the principal partner of the Sydney City region awards, and category sponsor of the Excellence in Small Business category at the state level.
9. Additional benefits include speaking opportunities for a City representative at key events including city and state awards, as well as promotional opportunities for the City to reach the NSW Business Chamber's extensive database of businesses.
10. Over the next two years, the City will work closely with NSW Business Chamber to activate its own networks to encourage a mix of businesses to participate in the program

Key Implications

Strategic Alignment - Sustainable Sydney 2030

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 sponsorship is aligned with the following strategic directions and objectives:
 - (a) Direction 1 - A Globally Competitive and Innovative City - Business awards help promote continual improvement amongst the local business community, increasing Sydney's global competitiveness.
 - (b) Direction 6 - Vibrant Local Communities and Economies - Business awards encourage, support and promote businesses that make up local economies.
 - (c) Direction 10 - Implementation through Effective Governance and Partnerships - Business awards are the outcome of the City's longstanding working relationship with the NSW Business Chamber, and this renewed sponsorship will continue the work of both organisations to support thriving local economies.

Organisational Impact

12. The delivery of this sponsorship will require a contract and relationship manager for the duration of the project, which can be managed within the existing resources.

Budget Implications

13. There are sufficient funds allocated within the 2019/20 Grants and Sponsorship budget for the 2020 program. Provision will be made in the 2020/21 Grants and Sponsorship budget for the payment corresponding to the 2021 program.

Relevant Legislation

14. 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

15. The Business Awards program will take place between May and November 2020, and then May and November 2021 (depending on Town Hall availability).

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Director City Life

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