

ITEM 7. SPONSORSHIP - TOURISM AND TRANSPORT FORUM AUSTRALIA**FILE NO: S059536****SUMMARY**

TTF Australia (Tourism and Transport Forum) and Infrastructure Partnerships Australia (IPA) are lead agencies advocating nationally and on a local level on issues of transport, tourism, aviation and infrastructure.

Both organisations have long campaigned for a larger role for the Commonwealth in identifying, advocating and delivering key national infrastructure assets and services. They have played a significant role in the debate on privatisation of airports, ferries and other transport operations and continue to advocate for greater responsibility for Canberra in upgrading infrastructure to sustain Australian cities.

They have requested sponsorship from the City of \$15,000 to support the costs of hosting an Industry Luncheon on 26 February 2008 in Sydney, which will feature the Hon Anthony Albanese MP, Federal Minister for Infrastructure, Transport, Regional Development and Local Government as a guest speaker. Key areas that the Minister will address include how the new Commonwealth Government will help to engage with the development of Australian cities, develop a sustainable aviation sector, improve national transport networks and provide better social and economic infrastructure across the nation.

The issues that are represented by both TTF and IPA as organisations, and that will be discussed at the Industry Luncheon, have a direct relationship to Sustainable Sydney 2030. The City's participation as a sponsor and presence at the Luncheon will demonstrate its leadership in the discussion and debate around issues such as integrated transport, infrastructure and development and sustainable cities.

The request for sponsorship has been evaluated against the aims of the City's Conference Sponsorship Program, one of fifteen programs under the Grants and Sponsorships Policy, February 2007. Under this Policy, applications to the Conference Sponsorship Program are considered by Council on an ad hoc basis.

RECOMMENDATION

It is resolved that:

- (A) Council approve a cash sponsorship of \$15,000 (excluding GST) to TTF Australia (Tourism and Transport Forum); AND
- (B) authority be delegated to the Chief Executive Officer to enter into agreement with TTF Australia (Tourism and Transport Forum).

ATTACHMENTS

Attachment A: Sponsorship Proposal provided by Infrastructure Partnerships Australia and Tourism and Transport Forum

BACKGROUND

1. TTF Australia (Tourism and Transport Forum Australia) and Infrastructure Partnerships Australia (IPA) are presenting an Industry Luncheon in Sydney on 26 February 2008 for which they have requested sponsorship from the City of Sydney. It is expected that 300 people will attend the Luncheon.
2. TTF Australia is a national member-funded CEO forum, advocating the public policy interests of the two hundred most influential corporations and institutions in the Australian transport, aviation, tourism and investment sectors.
3. IPA is a peak body representing the national infrastructure debate by bringing together both the public and private sectors to promote partnerships in infrastructure provision.
4. The City is a member of both TTF and IPA.
5. As well as providing policy development and advice and advocating on key infrastructure and development issues, both TTF and IPA Australia host a range of forums and events to encourage debate and discussion and to provide their members with access to high-profile opinion leaders across the business, media and political realms.
6. The Industry Luncheon on 26 February will be the first for 2008. The guest speaker at the Luncheon will be the Hon Anthony Albanese MP, Federal Minister for Infrastructure, Transport, Regional Development and Local Government. This will be Mr Albanese's first Ministerial address to the infrastructure and transport sectors.
7. Anthony Albanese is charged with implementing the Government's plans for national coordination of infrastructure through Infrastructure Australia - the Minister's new Federal agency - encouraging investment in infrastructure including Public Private Partnerships, and urban redevelopment. These areas and issues, combined with the Minister's role in pressing national issues in aviation policy, easing urban congestion and Auslink transport networks, will be discussed at the Luncheon.
8. These issues directly correspond with the City's planning on Sustainable Sydney 2030, in particular, the development of integrated transport strategies and the need to plan for the growth and sustainability of capital cities, including the management of urban congestion. This is therefore an excellent opportunity for the City to demonstrate leadership in the national debate on infrastructure issues and to engage in the Federal reform agenda for industries and revitalising cities.
9. The request for sponsorship has been evaluated against the City's Conference Sponsorship Program. Under this Program, to be considered for funding, any application for support must meet a range of aims which include:
 - (a) the outcomes will provide a direct benefit to the city community by delivering services, activities, or resources to the city community. These can include economic development benefits;
 - (b) the outcomes of the conference will assist with the development, promotion and implementation of City Policies, including social, economic, environmental and cultural Policy; and

- (c) the conference outcomes will complement existing services, programs and resources provided by Council, government agencies and non-government providers.
10. As a sponsor, the City will receive standard sponsorships benefits as well the opportunity to network and liaise with key figures in the in infrastructure and transports sectors. Sponsor benefits include as a minimum:
- (a) logo representation on all marketing collateral (print and electronic);
 - (b) a table of ten at the Luncheon; and
 - (c) a copy of the delegate list following the event.
11. The TFF Australia Industry Luncheon meets the aims identified above and it is therefore recommended that the City provide a sponsorship of \$15,000 (excluding GST). The other sponsors of the Luncheon are Babcock and Brown and Leighton Contractors.

KEY IMPLICATIONS

12. The themes of the Industry Luncheon correspond with and complement Sustainable Sydney 2030 and sponsorship of the event will assist with the promotion of Sustainable Sydney 2030. The event will help the City build relationships with the transport sector and will further the development of infrastructure within the City.

FINANCIAL IMPLICATIONS

13. Funding of \$15,000 (excluding GST) will be made available from the Chief Executive Officer's Contingency.

RELEVANT LEGISLATION

14. Local Government Act 1993, s356.

CRITICAL DATES / TIME FRAMES

15. As the Luncheon is occurring on 26 February, organisers will require a response as soon as possible after the Council meeting of 18 February 2008 to ensure that, if funding is approved, they are able to realise all sponsor benefits for the City.

GARRY HARDING

Director City, Community and Cultural Services

Kiersten Fishburn, Manager Culture and Libraries