

**ITEM 6. EVENTS CHARITY PARTNERSHIPS****FILE NO: X008436.001****SUMMARY**

Each year, the City appoints a Charity Partner for each of its three major events – Sydney Christmas, Sydney New Year’s Eve and the Sydney Chinese New Year Festival.

The association with each of these major events provides these organisations with an exclusive and highly visible platform to build awareness of their work and to integrate their fundraising activities into each event’s program. The charity is promoted through event marketing and communications, and the partnership provides an opportunity for audiences to reflect on broader community issues and needs beyond the scope of the event itself.

Charity Partners for each event are chosen through an open, competitive process.

The recommended Charity Partner for Sydney Christmas is *Variety The Children’s Charity (NSW)*. This national charity provides funding and support to individuals, organisations and hospitals to improve the lives of children with disabilities and special needs. They have proposed a program of family and children friendly activations and events that would align and integrate well with the Sydney Christmas program.

The recommended Charity Partner for Sydney New Year’s Eve is the *Australian Committee for UNICEF Limited* (UNICEF Australia), one of the UNICEF National Committees around the world, supporting the work of UNICEF in more than 190 countries. UNICEF Australia advocates for Australian children’s rights, and supports UNICEF’s global mission to improve the lives of the most disadvantaged and excluded children. Their proposed program of activations for Sydney New Year’s Eve promotes children’s rights, and the international work of the charity aligns with the event’s global audience.

The recommended Charity Partner for the Sydney Chinese Year Festival is *Guide Dogs NSW/ACT*. Guide Dogs NSW/ACT aims to support the inclusion of people who are blind or vision impaired in community life by enhancing their independence and safe mobility. They have proposed a series of activations that celebrate the Year of the Dog, the lunar zodiac sign for 2018.

**RECOMMENDATION**

It is resolved that:

- (A) Council approve the appointment of Variety The Children’s Charity (NSW) as the Charity Partner for Sydney Christmas 2017 with an option to extend to 2018;
- (B) Council approve the appointment of the Australian Committee for UNICEF Limited as the Charity Partner for Sydney New Year’s Eve 2017 with an option to extend to 2018;
- (C) Council approve the appointment of Guide Dogs NSW/ACT as the Charity Partner for the 2018 Sydney Chinese New Year Festival; and

- (D) authority be delegated to the Chief Executive Officer to negotiate, execute and administer agreements with Variety The Children's Charity (NSW), the Australian Committee for UNICEF Limited and Guide Dogs NSW/ACT to establish their Charity Partner status for the respective events.

**ATTACHMENTS**

Nil.

**BACKGROUND**

1. An Expression of Interest was advertised seeking proposals from suitable charitable organisations to partner with Sydney Christmas 2017 with an option to extend to 2018, Sydney New Year's Eve 2017 with an option to extend to 2018, and the Sydney Chinese New Year Festival 2018 with an option to extend to 2019.
2. The advertisement and an information sheet were posted on the City's Creative City website from Monday 13 March 2017 until Monday 10 April 2017, and advertised in the Early General News (EGN) sections of The Daily Telegraph and The Sydney Morning Herald on Monday 13 March 2017.
3. The benefits offered by the City to Charity Partners include incorporation in the City's event marketing materials and event collateral, the opportunity to provide on-site event activations, speaking opportunities (as appropriate), and leveraging opportunities through other event partners (where possible).
4. The City received fourteen submissions. Three late submissions were accepted for inclusion in the evaluation process. They responded to the relevant criteria for each of the events, which had been provided via an information sheet.
5. Organisations had the opportunity to apply for more than one event.

**Sydney Christmas**

6. Sydney Christmas runs from the last Saturday in November through to Christmas Day and consists of six outdoor concerts, a nightly choir program, decorations throughout the CBD and villages including the Martin Place Christmas Tree, decorative lighting installations, building projections and a program of associated events. Previous Charity Partners include Guide Dogs NSW/ACT (2015 and 2016); Australian Children's Music Foundation (2011 to 2014); Monika's Doggy Rescue (2009 and 2010); RSPCA (2006 to 2008); State Emergency Service (2005); Guide Dogs NSW/ACT (2004) and Canteen (2003).
7. In recommending the selection of a Charity Partner for Sydney Christmas, the following six criteria were considered:
  - (a) the organisation is an official registered charity or public benevolent institution;
  - (b) the charity is reputable;
  - (c) the charity has no religious affiliation;
  - (d) the charity's work produces significant benefit to the community;
  - (e) the charity's operation and organisational focus is compatible with the City of Sydney's values and the Sydney Christmas program; and
  - (f) a proposal for a program and/or activations that align with Sydney Christmas.

8. The recommended Charity Partner for Sydney Christmas 2017 (with an option to extend for 2018) is Variety The Children's Charity (NSW), whose values of equality, community, practicality and joy align well with Sydney Christmas and the City's values. It has demonstrated its capacity to deliver above and beyond the minimum requirements of the Sydney Christmas Charity Partnership, providing a strong response that outlined new activities and opportunities for promotion and fundraising within the Sydney Christmas program. This includes opportunities for children with disabilities or special needs to participate in the Sydney Christmas program, in line with the City's Draft Inclusion (Disability) Action Plan 2017-2021.
9. By providing practical equipment, programs and care, Variety The Children's Charity (NSW) helps children in need overcome the many obstacles they face and attain their full potential. They are a registered charity that ensures all children and families have the best opportunity to live life more fully, regardless of ability or background. In 2016, they directly impacted 38,890 children and provided grants totalling \$3,161,941 across NSW and the ACT.

### **Sydney New Year's Eve**

10. Sydney New Year's Eve is an annual event viewed by 1.5 million people around the harbour foreshore and an estimated 1 billion people worldwide via television and online broadcasts. Previous Charity Partners include Habitat for Humanity (2015 and 2016), Engineers Without Borders (2013 and 2014), The Fred Hollows Foundation (2012), CARE Australia (2011), WWF (2007 and 2010), Australian Conservation Foundation (2009), Planet Ark (2008), Médecins Sans Frontières (2006), and Oxfam (2004 and 2005).
11. In recommending the selection of a Charity Partner for Sydney New Year's Eve, the following eight criteria were considered:
  - (a) the organisation is an official registered charity;
  - (b) the charity is a member of the Australian Council for International Development (ACFID);
  - (c) the charity has no religious affiliation;
  - (d) the charity is reputable and internationally recognised;
  - (e) the work produced by the charity provides significant benefit to the global community;
  - (f) the charity has offices in Australia;
  - (g) the charity's operational and organisational focus is compatible with the City's values and Sydney New Year's Eve as an event; and
  - (h) a proposal for a program and/or activations that align with Sydney New Year's Eve.

12. The recommended Charity Partner for Sydney New Year's Eve 2017 (with an option to extend for 2018) is the Australian Committee for UNICEF Limited (UNICEF Australia). With this partnership, UNICEF Australia aims to leverage the reach of both organisations to inspire and engage people, raise awareness of the key issues children face, and deliver support to those who are most in need, globally and in Australia. Using the message 'For every child, a Happy New Year', they have proposed a campaign of offline and online activations to inspire the general public, and raise awareness and promote participation among key audiences in Sydney, across Australia and around the world.
13. UNICEF Australia is one of thirty-four UNICEF National Committees around the world. It is a registered charity, a member of the Australian Council for International Development (ACFID) and aligns well with the City's values given its emphasis on respect for the rights of children, and its focus on collaboration with local agencies to deliver the best outcomes for children in need.
14. Globally, UNICEF addresses the root causes of poverty by working across all issues that impact a child's wellbeing including providing safe shelter, nutrition, protection, supplying clean water and sanitation, health care, and education. UNICEF Australia places a special emphasis on reaching the world's most vulnerable children overseas and in Australia, which includes supporting children affected by emergencies.

### **Sydney Chinese New Year Festival**

15. The City's Sydney Chinese New Year Festival is attended by up to 1.3 million people in January or February each year and includes the Lunar Lanterns exhibition at Circular Quay, the Dragon Boat Races in Darling Harbour and a program of 85 associated events. Previous Charity Partners include Cure Brain Cancer Foundation (2017 and 2016), Barnardos Australia (2015), Chinese Parents Association – Children with Disabilities (2014), the Taronga Foundation (2013 and 2012), the Fred Hollows Foundation (2011), WWF (2010), Oxfam (2009), and Guide Dogs NSW/ACT (2006).
16. In recommending the selection of a Charity Partner for the Sydney Chinese New Year Festival, the following six criteria were considered:
  - (a) the organisation is an official registered charity or public benevolent institution;
  - (b) the charity is reputable;
  - (c) the charity has no religious affiliation;
  - (d) the charity's work produces significant benefit to the community;
  - (e) the charity's operation and organisational focus is compatible with the City's values and Sydney Chinese New Year Festival; and
  - (f) a proposal for a program and/or activations that align with Sydney Chinese New Year.

17. The recommended Charity Partner for the 2018 Sydney Chinese New Year Festival is Guide Dogs NSW/ACT. They have presented a submission that explores the bond between humans and dogs in line with the Lunar New Year, which celebrates the Year of the Dog in 2018. They will use this opportunity to develop opportunities for people who are blind or vision impaired to participate in the event, as well as community awareness programs, in line with the City's Draft Inclusion (Disability) Action Plan 2017-2021.
18. Since 1957, Guide Dogs NSW/ACT has enhanced the independence and safe mobility of people who are blind or vision impaired. Each year, highly trained specialists work with approximately 4,000 adults and children to help them achieve their mobility goals. They are a registered charity that provides a range of specialist services free of charge, including world-class Guide Dogs, canes, electronic devices, other mobility aids, prevention and community awareness programs.

### **KEY IMPLICATIONS**

#### **Social / Cultural / Community**

19. The appointment of Charity Partners each year is intended to engender a favourable community sentiment for the selected charity, the City and the event.
20. As noted in the City's Creative City Cultural Policy, not only do festivals and special events add to a city's cultural layer, but they also bring economic benefits to businesses in the retail, hospitality and tourism sectors. Visitors come from interstate and around the world to be part of events such as Sydney New Year's Eve and Sydney Chinese New Year Festival, which is the biggest outside of Asia. Through a charity partnership, not-for-profit organisations can leverage community awareness from the cross-promotional possibilities associated with these large international events.
21. As outlined in the City's Draft Inclusion (Disability) Action Plan 2017-2021 Direction 1: Positive Community Attitudes and Behaviours, the City aims to increase the understanding of the importance of social inclusion through community programming at City events. The role of Charity Partner provides an opportunity for charities to increase opportunities for clients with disabilities or special needs to participate in events, and a forum to conduct community awareness programs.

### **BUDGET IMPLICATIONS**

22. Any activity or program delivered by the Charity Partner will be paid for by them. Additional activities undertaken by the City in alignment with the Charity Partner's programs is provided for within the 2017/18 budget of the Major Events and Festivals Unit.

**CRITICAL DATES / TIME FRAMES**

23. Signed Letters of Agreement with the appointed Charity Partners are required by 14 July 2017 to enable:
- (a) public announcement of the appointment as part of the first release of event information;
  - (b) sufficient timing to produce effective initiatives and attract sufficient numbers of volunteers to plan and implement such initiatives; and
  - (c) integration of partnership opportunities into event programming, which occurs mid-2017.

**ANN HOBAN**

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