

<b>Policy Title:</b>	<b>CORPORATE GIFTS, PROMOTIONAL ITEMS AND GIVEAWAYS</b>
Policy Subject:	Governance
Policy No:	#3487046v4 – CP037
Directorate:	Organisational Services
Department:	Governance and Customer Service
Section:	Marketing & Communications
Responsible Officer:	Manager Marketing Communications
Authorised by:	Director of Organisational Services
Adopted Date:	28/02/2018
Review Date:	28/02/2021
Amended Date:	
Risk Assessment	Low

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**OBJECTIVE:**

The purpose of this Policy is to ensure that corporate gifts are distributed in an equitable manner and that Officers consider both the appropriateness, cost and promotional value when sourcing and distributing corporate gifts.

**POLICY:**

Fraser Coast Regional Council may officially recognise visitors from other regions, visiting dignitaries, individuals and groups through the presentation of ceremonial corporate gifts, promotional items or giveaways.

**PRINCIPLES:****Corporate Gifts**

In certain cases it may be appropriate for Council (Councillors and employees) to provide corporate gifts to individuals and organisations on behalf of the Council.

The following circumstances are eligible to receive corporate gifts:

- VIP guests of the Mayor, Chief Executive Officer, or their representative,
- Sister City delegations/exchange programs including gifts for Mayors, Chief Executive Officers or their official representatives, City gifts, and delegate gifts including community, school, or sporting groups, Councillors, and members of staff participating in the program;
- Councillors or members of staff representing Council and the Fraser Coast while on official business;
- Sponsors of Council's activities;
- Council activities and promotional events;
- Departments/business units – marketing and promotions;
- Business networking events;

- Members of staff or Councillors representing the Council when participating in activities such as sporting events (not organised by Council);
- Community groups or organisations seeking Fraser Coast Regional Council promotional literature and gifts for their activities e.g. community events or fundraising supported by Council; and
- Community requests/individuals seeking Fraser Coast Regional Council promotional literature and gifts for the purposes of promoting the Fraser Coast when travelling interstate or overseas, or when hosting people on exchange programs to the Fraser Coast.

Appendix 1 identifies the type of gift and the maximum value/cost considered appropriate for each of the circumstances listed in statement 1 of this policy.

Requests for corporate gifts/promotional products outside of the circumstances or value identified in this policy, may be considered on their merits taking into consideration the promotional benefit to the Fraser Coast Regional Council, budgetary constraints, and the intent of this policy, by the following positions:

- Mayor
- Chief Executive Officer
- Directors
- Manager Marketing and Communications

The Manager Marketing and Communications is responsible for administering a procedure to ensure that an appropriate system is in place to record the issuing and authorisation of corporate gifts in accordance with this policy, to account for corporate gift stocks, and to coordinate internal charges based on wholesale prices.

Gifts should:

- Display the corporate logo;
- Be produced by locals;
- Be locally sourced;
- Reflect local heritage; and/or
- Reflect Butchulla heritage.

#### **ATTACHMENT TO POLICY: Appendix 1**

#### **DEFINITIONS:**

Nil

#### **HISTORY:**

Nil

Amended:

## Appendix 1

Category/recipient	Type of gift	Maximum value/cost
(i) VIP guests of the Mayor, Chief Executive Officer, or their representative	Any item/s from the range of available corporate products or another gift purchased specifically for this occasion as considered appropriate by the Mayor, Chief Executive Officer or their representative.	\$100
(ii) Sister City delegations/exchange programs including gifts for Mayors, Chief Executive Officers or their representatives, City gifts, and delegate gifts including community, Councillors or staff.	<p><b>Mayor, Chief Executive Officer or their official representatives:</b></p> <p>Any item/s from the range of available corporate products and/or a gift/s depicting Fraser Coast Regional Council or Australia as considered appropriate by the Mayor, Chief Executive Officer, or their representative</p> <p><b>Official Council gift:</b></p> <p>A gift depicting Fraser Coast Regional Council or Australia as considered appropriate by the Mayor, Chief Executive Officer, or their representative.</p> <p><b>Group leaders in delegation:</b></p> <p>Any item from the range of available corporate products.</p> <p><b>Delegates:</b></p> <p>Any of the following options may be offered and the maximum contribution will be determined by the number in the delegation/group and the allocated budget for this activity:</p> <ul style="list-style-type: none"> <li>• Promotional literature about Fraser Coast Regional Council</li> <li>• Any promotional items from the range of available corporate products</li> </ul>	<p>\$200 each</p> <p>\$200</p> <p>\$100 each group leader</p> <p>\$50 each delegate dependent on the allocation for this activity</p>

(iii) Councillors or members of staff representing Council whilst on official business.	Packages of promotional literature and token give-away items for each destination or official representative – (up to 10 packages).	\$30 each package
(iv) Sponsors of Council's activities	<p>The giving of corporate gifts may be appropriate in the following circumstances:</p> <ul style="list-style-type: none"> <li>• to thank the sponsor at the time of receiving the sponsorship;</li> <li>• for the purposes of the sponsor promoting Council's activities in conjunction with Council; or</li> <li>• where Council wishes to support a sponsor's activities and a formal request has been received from the sponsor.</li> </ul>	\$100 per sponsor/company
(v) Council Activities	<p>Council may provide promotional products, literature, and token giveaway items to the community at Council activities or promotional events.</p> <p>Council may provide an item/s of promotional clothing to each member of staff to wear whilst representing Council at the promotional activity, subject to compliance with Council's Sun Safe Policy for outdoor activities.</p> <p>(The item/s of clothing is a gift and becomes the property of the recipient.)</p>	Value is subject to the department's budget for this activity
(vi) Directorate/business units - marketing and promotions	Council may provide promotional products or token giveaway items to potential and existing customers and clients as authorised by the relevant Director.	Value is subject to the department's budget for this activity

(vii) Community events	<p><b>Guest speaker</b> - An item/s from the range of available corporate products as considered appropriate to thank the speaker.</p> <p><b>Lucky door prizes</b> - Up to two items from the range of available corporate products as considered appropriate for the attendance numbers.</p>	<p>\$100</p> <p>\$50 each prize</p>
(viii) Members of staff or Councillors representing the Fraser Coast Regional Council when participating in activities such as sporting events (not organised by Council)	<p>An item of promotional clothing from the range of available corporate products, subject to the approval of the relevant Director</p> <p>(The item/s of clothing is a gift and becomes the property of the recipient.)</p>	<p>Value is subject to the department's budget for this activity</p>
(ix) Community groups or organisations seeking Fraser Coast Regional Council literature and gifts for their activities e.g. community events and fundraising activities supported by Council	<p>If it is considered that the request to be of promotional benefit to the Council, the Council may provide an item from the range of promotional products for the purposes of a lucky door prize, or raffle where the proceeds are for community use or benefit. Council officials may provide promotional literature depending on the purpose of the activity, the volume requested, and availability of stock.</p>	<p>\$50</p>

<p>(x) Community/individual requests seeking Fraser Coast Regional Council promotional literature and gifts for the purposes of promoting the region when travelling interstate or overseas, or when hosting persons on exchange programs to the Fraser Coast</p>	<p><b>Individual requests (up to 5 packages):</b> A package of promotional literature and token giveaway items per person visiting the Fraser Coast or per destination (city, country, or host family) for each person travelling and promoting the Fraser Coast.</p> <p><b>Groups (10 or less):</b> A package of promotional literature and token giveaway items per person visiting or travelling and promoting Fraser Coast Regional Council.</p> <p><b>Groups (greater than 10):</b> Any of the following options may be offered and will be determined by the number in the group and the purpose of the visit or travel:</p> <ul style="list-style-type: none"> <li>• promotional literature about the Fraser Coast for the group to distribute; and/or</li> <li>• token giveaway items for the group to distribute.</li> </ul>	<p>\$30 each package</p> <p>\$30 each package</p> <p>\$50</p>
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