

Policy Title:	SPONSORSHIP POLICY (INCLUDING FEE WAIVER AND IN-KIND SUPPORT)
Policy Subject:	Finance
Policy No:	#3627094v3 – CP052
Directorate:	Development and Community
Department:	Community and Economy
Section:	Grants
Responsible Officer:	Executive Manager Community and Economy
Authorised by:	Chief Executive Officer
Adopted Date:	26/09/2018
Review Date:	26/09/2020
Amended Date:	
Risk Assessment:	Medium

1. OBJECTIVE

The Objective of Council's Sponsorship Programme (including Fee Waiver and In-Kind Support) is to:

- i) Provide identified and measurable social, community or economic benefits to the Fraser Coast communities; and
- ii) Align with Council's Corporate Plan 2018-2023.

The outcomes of this policy are intended to:

- Enhance opportunities to develop goodwill, partnerships and collaboration between Council and stakeholders to deliver social and economic benefits to the Fraser Coast community
- Provide equitable and transparent means to access Council's sponsorship programme (including in-kind support and fee waivers) in accordance with the policy, guidelines and any sponsorship agreements which Council may enter into in support of this policy
- Facilitate funding to be allocated to a range of events/activities improving the quality, sustainability and diversity of events/activities providing social and economic benefits to the Fraser Coast community.

2. POLICY

2.1 Introduction

Council's Sponsorship Policy supports the Goals as outlined in the Fraser Coast Regional Council Corporate Plan 2018-2023.

- To be a diverse, strong and well governed region of vibrant places, with an innovative and diverse economy and connected as a whole by our community spirit and respect for our natural environment.
 - To make a positive difference for the region and the lives of our community members by ensuring we provide a service that is forward looking and well managed.
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This Policy is consistent with the Local Government Act 2009 s4 (a) *to ensure that local government is accountable, effective, efficient and sustainable*; and Local Government Principles s4(2) which provide for:

- (a) Transparent and effective processes, and decision-making in the public interest; and*
- (b) Sustainable development and management of assets and infrastructure, and delivery of effective services; and*
- (c) Democratic representation, social inclusion and meaningful community engagement, and*
- (d) Good governance of, and by, local government; and*
- (e) Ethical and legal behaviour of councillors and local government employees.*

2.2 Scope

This Policy applies to all Sponsorship arrangements with Council including financial, in-kind and fee waivers. This Policy applies to:

- Sponsorship requests for activities, projects and events;
- Financial Assistance to Regional Representation by High Achievers (Individual Excellence and Development including Sportspersons and Science, Technology, Engineering, the Arts and Mathematics [STEAM] representatives); and
- Fee waivers including venue hire, waste services, traffic management approvals and marketing for events.

This Policy does not apply to:

- Community Grants
- Concessions as provided for in Council's Community Groups Concession Policy
- Councillor Discretionary Funds
- Donations
- Mayoral Donations
- Regional Arts Development Fund
- Commercial marketing or advertising arrangements or consultant's services

2.3 Eligibility

The following are eligible to make application to Council's Sponsorship Programme:

- Individuals
- Social Enterprises
- Not for profit organisations
- Commercial organisations

Council will not consider applications that:

- Do not comply with any applicable legislative requirements.
- Do not comply with Council's Event Management Framework (if applicable).
- Do not support Council's Corporate Plan 2018-2023.
- Are aligned to educational, religious or medical organisations - where the application is for the organisation's core business, significant broader community benefit must be demonstrated in the application.
- Cause offence to disadvantaged or minority groups.

- Promote gambling, smoking and/or consumption of other addictive substances.
- Are for activities or services run solely for fundraising or charitable purposes – excluding requests for in kind or fee waiver support that have a demonstrated broad community benefit.
- Are retrospective and are for projects/activities that have already commenced.
- Are made by an entity that has debt to Council that is outside the standard trading terms, or has not entered into scheduled payment arrangements with Council that are being adhered to.
- Are made by an entity that has not met acquittal conditions for any previous Council grants or sponsorship arrangements.

2.4 Selection Criteria

Applicants will need to meet one or more of the selection Criteria for activities, projects and events when applying to Council's Sponsorship Programme. The selection criteria will be determined by the type of activity, project and event being applied for and will be outlined in the Programme guidelines.

3. ADMINISTRATION

This Policy is administered in accordance with the supporting Programme guidelines.

Applications must be made in the approved application format.

Applicants must adhere to the terms and conditions set out in this Policy and Guidelines.

Successful applicants will be required to actively and publicly acknowledge Council's sponsorship. The level of acknowledgement will be determined by the amount funded and will be outlined in the approved funding advice.

Council will determine the total allocation of funds to the Sponsorship Programme through its annual budgetary process.

Council officers and Councillors are responsible for recognising and declaring any actual or potential conflicts of interest. This may include, but is not limited to, personal or business connections with the applicant. Anyone having a determined conflict of interest should not be involved in any matter relating to that application. It is the responsibility of Council officers to ensure that funding provided from public monies is:

- Administered transparently and accountably
- Aligned with Council's objectives, goals and priorities
- Monitored for compliance against set performance measures

Final decisions in the Sponsorship Programme are made by the Council, CEO or delegate.

4. HEAD OF POWER

Local Government Act 2009
Local Government Regulations 2012

5. RELATED LEGISLATION

Associations Incorporation Act 1981
Education (General Provisions) Act 2006

6. RELATED DOCUMENTS (LOCAL LAWS, POLICIES, DELEGATIONS, ETC):

Community Grants Policy
Community Groups Concession Policy
Councillor Discretionary Funds Policy
Sponsorship Information including guidelines and application forms
Event Management Kit and Events Strategy

7. DEFINITIONS

Acquittal – accurate reporting on the funded activities, projects or events in accordance in the Programme guidelines

Applicant – the entity or individual making application to Council for sponsorship

Assessment Criteria – are the applicable selection criteria developed to guide and assess applications to Council’s Sponsorship Programme

Auspice – an organisation that takes legal and financial responsibility for ensuring the funds are used as specified in the sponsorship application for a non-incorporated community group. The auspicing organisation is responsible for the administration and acquittal of all sponsorship support (financial and in-kind) provided.

Business – any activity or enterprise conducted for the purpose of making a profit

Commercial marketing – direct marketing of goods and services to consumers/clients with the aim of developing a relationship between the client and the product

Community – means the community of the Fraser Coast Regional Council Local Government Area

Community benefit – demonstrated positive impact and/or outcome for the community resulting from funding received under the grant Programme

Community organisation – means an entity that carries out activities for a public purpose or another entity whose primary object is not directed at making a profit

Organisation – an incorporated body seeking funding

Council – Fraser Coast Regional Council

Donation – the transfer from one to another without any consideration or benefit to the giver (a gift)

Economic Benefit – quantifiable outcome such as revenue generation or jobs created

Fee Waiver – a partial or full reduction in the fee set by Council for the provision of Council’s services or use of facilities

Individual – a singular entity, as distinguished from a group, who carries on activities for a community purpose and benefit. The individual cannot apply the funds to make a profit.

In-Kind – the provision of Council’s services, equipment, plant or facilities at no charge to assist with an activity, project or event.

Sponsorship - is the right to associate the sponsor’s name, products or services with the sponsored organisation’s service, product or activity, in return for negotiated and specific benefits. It involves a negotiated exchange and results in measurable value to each party in commercial, communication or philanthropic terms. Sponsorship can take the form of cash and/or in-kind support.

8. HISTORY

Amended: Not Applicable