

Sponsorship Policy

Policy administration

Dates	Policy approved 23/10/2023 This policy is effective upon its approval. Policy is due for review 10/2026
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Policy Type	<input type="checkbox"/> Executive Policy <input checked="" type="checkbox"/> Council Policy
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Policy Owner	Manager City Life, Community and Culture
Related Documents	Grants and Donations Policy Individual Grant Program Guidelines Outgoing Sponsorship Guidelines Councillor Ward Discretionary Fund Policy Financial Assistance Guidelines Community Lease Policy Code of Conduct Customer Feedback and Complaints Management Policy Statement of Business Ethics Sponsorship in the public sector (2018) – Independent Commission Against Corruption (ICAC) Council Codes, Policies and Registers available here . This policy supersedes the Grants, Donations and Sponsorship Policy (2020)
References & Legislation	<i>Local Government Act 1993</i> <i>Modern Slavery Act 2018 (Cth)</i>
Document Identifier	Policy #: Pol-096.01 Doc #: D23/266743
Breaches of Policy	Breaches of any policy will be dealt with and responded to in accordance with adopted codes and/or relevant legislation.
Record Keeping	All documents and information obtained in relation to the implementation of this policy will be kept in accordance with the <i>NSW State Records Act 1998</i> , Georges River Council's Corporate Records Policy and adopted internal procedures.

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Purpose

The Sponsorship Policy provides an understanding of Council's objectives and approach to the use of both incoming and outgoing sponsorship in the business of Council.

Georges River Council's sponsorship programs support initiatives and events that build the social, cultural, environmental and economic life of the area. Through these programs, Council partners with the community and business to further the actions, strategic directions and vision of Council.

Council recognises and respects the vital contribution of community and business in developing and delivering projects and events that contribute to a vibrant and sustainable community.

This policy provides an overarching framework to outline the principles of sponsorship for Georges River Council and aims to establish a coordinated and transparent approach to the way Council seeks, secures, provides and manages all sponsorship.

Council may offer opportunities for external business to support Council produced events, programs or activities through the provision of Incoming sponsorship (cash or in-kind goods/services) by entering into a formal partnership whereby mutual benefits are afforded to both parties.

The associated sponsorship programs are based on the following Policy Principles:

- **Priority** – Sponsorship is allocated and accepted for priority areas to meet identified community needs. Priorities are identified through community consultation and Council's Community Strategic Plan.
- **Impact** – Sponsorship is allocated and accepted for programs that demonstrate the greatest ability to positively impact identified needs and value for money. Council actively encourages partnerships with a variety of community organisations to deliver on its objectives.
- **Community wellbeing** – Sponsorship is allocated and accepted for activities, programs and events that will improve the general wellbeing of the local community as a whole.
- **Equity and inclusion** – Sponsorship will be accessible to a diverse range of groups and people and will not support initiatives that discriminate or disadvantage groups within the community. Council acknowledges the range of capacity in community organisations that apply for sponsorship and applications are encouraged from people of all abilities, ethnicities, cultures, ages and sexual orientation. All applications will be considered on their individual merits.
- **Responsiveness** – Sponsorship programs are responsive and may adapt to changing community needs.

- **Accountability** – The use of sponsorship funds should demonstrate measurable outcomes and accountability in the purpose, use, aims and objectives of the original agreement or request.
- **Governance** – Staff and Councillors administering this Policy are bound to act ethically, fairly and with transparency, abide by Council’s Code of Conduct, policies and Corporate Mission and Values, and follow the application procedure.
- **Eligibility and procedure** – Applicants must meet the defined eligibility criteria and follow the application procedure.

Council seeks to optimise the use of public funds through effective and efficient sponsorship processes, and clear sponsorship program objectives linked to the organisation’s strategic goals.

Scope

This Policy applies to any individual, organisation or community group applying for, or providing sponsorship to Georges River Council.

This Policy applies for all Council officials as defined in Council’s Code of Conduct.

Grants and Donations are dealt with separately in accordance with the Council’s Grants and Donations Policy.

Definition of Terms

Term	Meaning
Community	A term which encompasses both the entire body of constituents in the Council local government area, as well as individual groups (whether they are social, cultural, sporting, or other) within the local government area.
Conflict of Interest	<p>As per Council’s Code of Conduct.</p> <p>A pecuniary interest is an interest that a person has in a matter because of a reasonable likelihood or expectation of appreciable financial gain or loss to the person.</p> <p>A person will also have a pecuniary interest in a matter if that person’s spouse or de facto partner or a relative of the person or a partner or employer of the person, or a company or other body which the person, or a nominee, partner or employer of the person is a member, has a pecuniary interest in the matter.</p> <p>Non-pecuniary interests are private or personal interests the Council official has that do not amount to a pecuniary interest as defined in the Act. These commonly arise out of family, or personal relationships, or</p>

	involvement in sporting, social or other cultural groups and associations and may include an interest of a financial nature.
Council official	As defined in Part 2 of Council's Code of Conduct, a Council official includes councillors, members of staff of Council, contractors, administrators, community members of wholly advisory committees, members of the Audit Risk and Improvement Committee, members of reference panels, council committee members and delegates of Council.
Event	Any organised gathering or function where people congregate for a unique purpose.
Force Majeure	Unforeseeable circumstances that prevent someone from fulfilling a contract
In-kind support / funding	An arrangement whereby Council or an applicant foregoes revenue (either in full, or a percentage) on goods or services that would normally incur a fee or charge.
Not-for-profit	A not-for-profit is an organisation that does not operate for the profit, personal gain or other benefit of particular people. Not-for-profits may include registered charities and incorporated associations.
Sponsorship	Any arrangement in which a sponsor provides a financial or in-kind contribution to an organisation or business to support an activity in return for certain specified benefits. Examples of benefits include promotion, marketing, speaking opportunities and/or tickets. Sponsorship is not philanthropic and does not include selling of advertising space, joint ventures and unconditional gifts, donations, bequests or endowments.
Outgoing Sponsorship	Any Sponsorship from Council made to an organisation or business.
Incoming Sponsorship	Any Sponsorship made from an organisation or business to Council.
Naming Rights Sponsorship	Public recognition of an organisation brand upon Council owned asset
Partnership	The relationship between the Council and any external organisation that Council enters a formal arrangement with, in relation to a sponsorship.
Personal Benefit	A personal advantage or profit gained from the sponsorship.

Program/s	An activity or series of activities run with a theme or common objective.
Risk Assessment	A systematic process of evaluating the potential risks that may be involved in a projected activity or undertaking.

Policy Statement

1. General Principles

- 1.1. Council will provide or accept Sponsorship only when the benefit to the community can be clearly defined.
- 1.2. Council will only provide or accept Sponsorship to organisations whose values, identity and direction align with Council's strategic direction and image and comply with Council's Statement of Business Ethics, policies and legislative requirements.
- 1.3. Council will not provide or accept Sponsorship to an organisation if the arrangement could compromise, or be seen to compromise, Council's ability to exercise its regulatory and planning functions fully, impartially or ethically.
- 1.4. Council will undertake a risk assessment for all sponsorship arrangements for the possibility of a real or perceived Conflict of Interest. Council has the discretion to decline offers of Sponsorship where the Sponsor involvement (including parent companies or subsidiaries) could compromise, or be seen to compromise, Council's role and public image.
- 1.5. Council may seek independent advice regarding any Sponsorship arrangement to ensure the potential sponsor's values, identity and policies support Council's strategic direction and image.
- 1.6. Council is not obliged to accept or provide a Sponsorship to or from any organisation.
- 1.7. Council, under the General Manager's delegation, reserves the right to terminate a Sponsorship agreement, effective immediately if:
 - (a) in Council's absolute opinion, Council's image, reputation, or brand name has been, or could be, adversely affected by continuing the Sponsorship.
 - (b) the Sponsor breaches its obligation under the sponsorship agreement.
 - (c) information is presented that identifies, in Council's absolute opinion, a Conflict of Interest for one or both parties.
- 1.8. No Council Official may seek or receive a personal benefit or be perceived to receive a personal benefit from a sponsorship.

- 1.9. Council will not enter into a sponsorship agreement that:
- (a) is with a political or politically motivated organisation or activity, program or event.
 - (b) involves activities, programs, or events that could be perceived as divisive within the community.
 - (c) will discriminate, or encourage discriminatory behaviour, including discrimination on the basis of age, disability, race, religion, sex and/or sexual orientation.
 - (d) will contribute to the infringement of human rights, including operating contrary to Modern Slavery Legislation.
 - (e) will demonstrate behaviour that does not align to council's strategic direction.
 - (f) may pollute land, air or water, or otherwise damage the natural environment.
 - (g) may produce, promote or distribute products or services likely to be harmful to the community.
 - (h) may exploit people through the payment of below-award wages or poor working conditions.
 - (i) involve children or young people but do not comply with Council's expectations and obligations as a Child Safe Organisation.
 - (j) may represent a reputational risk for Georges River Council to partner with or support or be seen to partner with or support.
- 1.10. To measure the ongoing effectiveness of the Sponsorship Programs, the Events and Sponsorship team will evaluate the program, using continuous improvement principles of feedback, review and implementing changes.
- 1.11. Applicants will only use Council's intellectual property, imagery and material in accordance with Sponsorship Agreements or as permitted in any contract entered into with Council.
- 1.12. Any feedback or complaint regarding the processes in this policy may be made as per Council's Customer Feedback and Complaints Management Policy.

Sponsorship Programs

2. Outgoing Sponsorship

2.1. Program Objectives

2.1.1. Council recognises the valuable contribution that organisations provide in the initiation and running of events and programs in the Georges River area, showcasing our rich cultural diversity and delivering social, cultural, economic, and environmental benefits. Council may seek to support and further develop partnerships with these organisations. Council's support could include:

- a) Financial support
- b) In-kind support.

2.1.2. Council's Outgoing Sponsorship objectives are to:

- a) Provide a consistent, equitable, transparent, and accountable process for the allocation of Council funds.
- b) Provide principles and a framework of evaluation that recognises events, programs and activities that deliver social, cultural and economic benefit to the local government area.
- c) Recognise and support the significant and valuable role that organisations play across a wide range of areas adding benefit to the community.
- d) Ensure sponsored organisations and their officials/representatives exhibit values and conduct which align with Council's core values and will not have a negative impact on the community.

2.2. Eligibility

2.2.1. Outgoing Sponsorship applications that meet Council's eligibility criteria will then be considered in accordance with Council's budget, staffing and available resources.

2.2.2. Allocation of Outgoing Sponsorship will consider other Council grants, sponsorships or subsidies that have been awarded to that organisation and/or that event, project or program in the current financial year.

2.2.3. Organisations who have received prior Council grants, sponsorship or subsidies must have submitted their acquittal or sponsorship report prior to submitting a new Outgoing Sponsorship request.

2.2.4. Council will not consider Outgoing Sponsorship to the following program, events, or activities:

- a) Any organisation, association or club conducting business as usual activities or events.

- b) Any type of private celebration including but not limited to street parties, birthday parties and Christmas parties.
- c) Programs or events run for personal or company profit, unless the economic and community benefit is deemed significant and clearly defined, and the event or activity addresses a gap and fulfils a need that is not currently provided in the Georges River area by any other organisation.
- d) Events or activities held outside the Georges River local government area, unless the economic and community benefit is deemed significant and clearly defined, and the event or activity addresses a gap and fulfils a need that is not currently provided in the Georges River area by any other organisation.

2.2.5. Council will consider the capacity and capability of all organisations or community groups applying for Outgoing Sponsorship. This may include a request to demonstrate:

- a) Compliance with Council's Outgoing Sponsorship Guidelines and other authority requirements.
- b) Sufficient lead time to plan the activity, program, or event.
- c) Budget relevant to the activity, program, or event.
- d) Impact on the environment, including implementing sustainable event practices.
- e) Adherence to Work Health & Safety policies or practices as required under legislation.
- f) Compliance with Council's Risk Management Policy and Procedures.

2.3. Implementation

2.3.1. The level of Council sponsorship will be allocated based on the size and reach of the activity, program or event and assessed against the criteria, as outlined in the Outgoing Sponsorship Guidelines.

2.3.2. Applicants applying for Outgoing Sponsorship will be required to complete an Outgoing Sponsorship submission.

2.4. Assessment Process

2.4.1. Council officers will use the defined criteria as appearing in the Outgoing Sponsorship Guidelines to assess Outgoing Sponsorship requests.

- 2.4.2. In instances that Council receives requests for Outgoing Sponsorship where the value of the request totals \$2,000 or less, the Director Community and Culture is authorised to make the decision on behalf of Council.
- 2.4.3. In the instance that Council receives requests for Outgoing Sponsorship where the value of the request is over \$2,000, a recommendation will be made by the Director Community and Culture to Council's Community and Culture Committee.
- 2.4.4. The Community and Culture Committee will make a recommendation to Council meeting.
- 2.4.5. Outgoing Sponsorship applicants will be advised of Council's decision, and a Sponsorship Agreement will be completed for approved recipients.
- 2.4.6. Outgoing Sponsorship recipients will be disclosed on Council's website.

3. Incoming Sponsorship

3.1. Program Objectives

- 3.1.1. Council plays an important role in fostering community connectedness providing opportunities for celebration and contribution to the local economy. Council will initiate, manage and facilitate events and programs that benefit the Georges River community.
- 3.1.2. Council may offer sponsorship opportunities to external businesses or organisations to support the production of Council events, programs or activities when the opportunity will deliver benefit to the Georges River community.
- 3.1.3. Council may partner with organisations to offer Naming Rights sponsorship of a prominent precinct or sporting hub.

3.2. Eligibility

- 3.2.1. Potential sponsors of Council's programs, events and activities will be assessed against this policy and their suitability, risks and appropriateness in relation to the sponsored activity.
- 3.2.2. Incoming Sponsorships must be allocated to a particular event or activity to enable the event or activity to be undertaken or carried out, or to be enhanced or expanded. Incoming in-kind sponsorship offers must be of direct benefit to the resourcing or promotion of an event or program.
- 3.2.3. Incoming Sponsorships under this Policy are not a development contribution under the *Environmental Planning & Assessment Act 1979* (the

EPA Act). Sponsorships under this Policy do not reduce any obligation to make development contributions required pursuant to a condition of development consent imposed under the EPA Act or a planning agreement within the meaning of the EPA Act. Sponsorship made under this Policy are not taken into consideration in determining any contribution under the EPA Act, or in determining whether to grant development consent to any development application, or to progress any proposal to amend any planning instruments. Any identified conflict of interest that is outside Council's risk appetite will result in the application being declined.

3.2.4. Receipt of Incoming Sponsorship by Council will not involve the explicit endorsement of the sponsor or the sponsor's products or services, although Council will promote awareness of the sponsor in line with the Sponsorship Agreement.

3.3. Implementation

3.3.1. Attracting sponsors or sponsorship opportunities are sought through different approaches. Council may offer sponsorship opportunities through:

- a) Expression of Interest – sponsorship opportunities will typically be invited through Council's website, advertisement, social media and/or various Council communication channels.
- b) Pitching a sponsorship – Council may identify potential sponsor/s for a specific sponsorship opportunity where there is strategic alignment of objectives and strategy in the delivery of an event or program.
- c) Naming Rights Sponsorship will be advertised and sought via a request for tender process.

3.4. Assessment Process

3.4.1. The Incoming Sponsor will be assessed against Council Code of Conduct, Risk Management Policy, and this policy's General Principles.

3.4.2. Recommendation will be made to the General Manager for Incoming Sponsorship approval.

3.4.3. Incoming Naming Rights sponsors of a Council asset will be recommended to Council for approval.

3.4.4. Incoming Sponsors will be required to:

- Review and sign a Sponsorship Agreement outlining benefits, cancellation policy and Force Majeure policy.

- Review and agree to Council Code of Conduct Policy and Sponsorship Policy.

3.4.5. Incoming Sponsors will be disclosed on Council’s website.

Responsibilities

Position	Responsibility
Council	<p>Decision making on the allocation of Outgoing Sponsorship funding greater than \$2,000.</p> <p>Decision making on Incoming Sponsorship – Naming Rights of Council assets.</p>
General Manager	<p>Make recommendations to Council on the acceptance of Incoming Sponsorship – Naming Rights of Council assets.</p> <p>Approval of Incoming Sponsorships excluding Naming Rights of Council assets.</p>
Councillors	<p>Participation in the governance and approval of funding Outgoing Sponsorship and Incoming Naming Rights sponsorship through participation in Community and Culture Standing Committee and Council Meeting.</p>
Director Community and Culture	<p>Approval of Outgoing Sponsorships up to \$2,000.</p> <p>Make recommendations to Community and Culture Standing Committee on the allocation of Outgoing Sponsorship greater than \$2,000.</p> <p>Make recommendations to Council on the allocation of Outgoing Sponsorship greater than \$2,000.</p>
Manager City Life	<p>Update the Sponsorship Policy when necessary.</p> <p>Oversee the implementation of Sponsorship programs unless otherwise stated, investigate and report breaches and enforce compliance.</p>
Coordinator Events and Sponsorship	<p>Update Sponsorship Guidelines annually or as required with input from Community Strategic Planning objectives and in line with budget allocation.</p> <p>Administer Sponsorship programs.</p>

Office of the General Manager	Share Community Strategic Planning objectives to incorporate into program guidelines.
Information Management Technology Team	Information management of program applications and recordkeeping.

Version Control and Change History

Version	Amendment Details	Policy Owner	Period Active
1.0	New Sponsorship Policy - Policy partially supersedes the Grants, Donations and Sponsorship Policy (2020) (Council Resolution COM031-23)	Manager City Life	23/10/2023 – 10/2026