

# SPONSORSHIP POLICY -

## Council Sponsorship of External Programs

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**PREPARED BY:**

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SUTHERLAND SHIRE

# SPONSORSHIP POLICY

## Council Sponsorship of External Programs



### 1. PURPOSE

The purpose of this policy is to outline the principles of sponsorship provided by Sutherland Shire Council to community groups, not for profit organisations and private organisations. It establishes a transparent framework for the provision of monetary and in-kind sponsorship by Council for external programs.

The policy:

- Outlines general principles for managing Council's sponsorship of external programs, both monetary and non-monetary in nature;
- Outlines principles for approving, distributing and managing sponsorship;
- Ensures that all sponsorship is dealt with in a fair, transparent and equitable manner; and
- Outlines responsibilities of parties involved in a sponsorship arrangement.

### 2. APPLICATION

Council engages in a range of external activities, programs, partnerships and events that contribute towards achieving the outcomes of our Community Strategic Plan. Sponsorship of external programs is one way in which Council can enhance these activities to provide a greater benefit to the local community.

Council may provide sponsorship for short term activities or programs including:

- Events and festivals;
- Community development initiatives;
- Cultural activities and programs;
- Public conferences, seminars and workshops;
- Community or industry awards;
- Community awareness campaigns;
- Educational programs; and
- Sport and recreation programs.

Council may provide In-kind sponsorship for short term activities or programs. In-kind sponsorship may include:

- Waste management services
- Access to power
- Site fee waivers
- Lifeguard and beach safety services
- Signage creation

This Policy applies to requests received by Council, for assistance via sponsorship.



### 3. PRINCIPLES

#### 3.1 Application of Principles

No one principle should be applied to the detriment of another. Principles must be collectively considered and applied to the extent that is reasonable and practicable in the circumstances.

#### 3.2 Council will ensure probity and transparency for all sponsorship partnerships:

- Applications for sponsorship must demonstrate alignment with the outcomes of the Community Strategic Plan.
- Sponsorships must adhere to Council's Statement of Business Ethics and Code of Conduct and other policies.
- Sponsorship arrangements must not limit Council's ability to carry out its core functions, conflict with Council's values or negatively impact community.
- Sponsorship will not be provided to individuals or organisations that pose a conflict or reputational risk to Council; such as those involved in current planning or legal matters with Council; political fields; any tobacco industry business entity; liquor or gambling business entity; manufacturer of addictive drugs; pornography or firearms.
- Sponsorship is approved for specific organisations and purposes and may not be passed onto third parties.
- Include details of all sponsorship arrangements in its Annual Report.
- Organisations seeking sponsorship must have the capacity to fulfil their sponsorship obligations.

#### 3.3 Council will achieve value with public money:

- Council has limited resources and requests for funding outside the existing operational budgets will require Council approval.
- Sponsorship shall not be approved for activities or events that are eligible for funding through Council's other approved financial assistance programs.
- Sponsorship agreements will document objectives, conditions, contribution value (financial and non-financial), reporting requirements, and non-delivery consequences.
- Payments made in respect of a sponsorship will be appropriately authorised and monitored.

#### 3.4 Council will evaluate impact of sponsorship activities:

- Sponsorship will be assessed against the suitability, risks and appropriateness, potential economic and social and cultural benefits to the community.
- Sponsorships should have high community engagement, focusing on supporting local organisations, businesses and residents.
- Sponsorships will be evaluated, and achievement against desired outcomes documented in conjunction with key stakeholders, prior to entering into any further sponsorship agreements.



#### 4. ACKNOWLEDGMENT OF SPONSORSHIP

The following forms of recognition/acknowledgment are considered acceptable, subject to a written agreement:

- Inclusion of Council's branding/name/logo on collateral such as signage, banners, posters, brochures, advertisements and website subject to approval by Council;
- Inclusion in media or promotional opportunities relating to the event or project;
- Verbal acknowledgement at an event or activity; and
- Council elected members at the event or activity.

#### 5. POLICY COMPLIANCE

Compliance with this policy will be monitored by the Director Shire Services.

Council will review this policy within four years or at the request of Council or in response to legislative and statutory requirements.

#### 6. RESPONSIBILITIES

##### 6.1 Responsible Officer

The Director Shire Services is the Responsible Officer for this policy.

##### 6.2 Chief Executive Officer

Council has delegated the Chief Executive Officer authority to approve outgoing sponsorship providing it:

- is part of a specified program;
- the program is included in Council's Operational Plan for the year in which it is to be given;
- the program's proposed budget for that year does not exceed 5 per cent of Council's proposed income from the ordinary rates levied for that year; and
- the program applies uniformly to all persons within the Council area or to a significant proportion of all persons within the Council area.

##### 6.3 Directors and Managers

Directors are responsible for ensuring their Division adheres to the requirements of this policy and provide guidance in respect of achieving a culturally rich, vibrant and prosperous community within their division and the organisation.

Directors and Managers are responsible to authorise outgoing sponsorship provided it is a function of the position to which they are appointed; it is in accordance with the requirements of this policy; and it is:

- part of a specified program; and
- included in Council's Operational Plan for the year in which the sponsorship is to be given.

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### 6.4 Employees

Employees must adhere to the requirements of this policy and operate within the authorities of their job function and delegation.

## 7. RECORD KEEPING, CONFIDENTIALITY AND PRIVACY

Council adheres to and complies with the NSW State Records Act 1998 and Privacy and Personal Information Protection Act 1998 through its Access to Information Policy and Privacy Management Plan.

## 8. BREACHES OF POLICY

Breaches of this policy will be dealt with in accordance with normal disciplinary procedures and will be advised to the Chief Executive Officer and / or Director via the Unit Manager.

## 9. RELATED DOCUMENTS

- Sutherland Shire Council Grants & Subsidies Program
- Statement of Business Ethics
- Code of Conduct for Councillors & Staff
- Events – in Kind Sponsorship

## 10. RELEVANT LEGISLATION, REGULATIONS AND GUIDELINES

- Local Government Act 1993 (NSW)
- State Records Act 1998 (NSW)
- Privacy and Personal Information Protection Act 1998 (NSW)
- Government Information (Public Access) Act 2009 (NSW)
- ICAC – Sponsorship in the Public Sector 2006

## 11. DEFINITION OF TERMS

Term	Meaning
Advertising	Communication to the public by using a medium commonly used for promoting ideas, goods or services and for which a fee is paid.
Agreement	A sponsorship agreement that governs the legal relationship between a recipient and sponsor and those entitled to enforce the agreed obligation.
Council	Sutherland Shire Council

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Term	Meaning
In-kind	Sponsorship in the form of the provision or receipt of goods or services to support or enhance an initiative to the value of the goods or services or free of charge. These arrangements are also liable for GST.
Liquor or gambling industry business entity	<p>(a) a corporation engaged in a business undertaking that is mainly concerned with either or a combination of the following, but only if it is for the ultimate purpose of making a profit:</p> <p>(i) the manufacture or sale of liquor products,</p> <p>(ii) wagering, betting or other gambling (including the manufacture of machines used primarily for that purpose),</p> <p>(b) a person who is a close associate of a corporation referred to in paragraph (a).</p> <p><i>Some examples of liquor or gambling industry business entities include:</i></p> <p><i>Liquor - manufacturers of beer, wine or spirits, bottle shops</i></p> <p><i>Gambling - TAB, Sports Bet, Aristocrat (manufacturers of poker machines)</i></p>
Sponsor	An organisation that, for a specified term, provides a contribution in cash and/or in kind with the intention of receiving negotiated commercial benefits.
Sponsorship	A commercial arrangement with a sponsor's name, products or services with the sponsored organisation's service, product or activity, in return for negotiated and specific benefits such as cash or in-kind support or promotional opportunities.
Tobacco industry business entity	<p>(a) a corporation engaged in a business undertaking that is mainly concerned with the manufacture or sale of tobacco products,</p> <p>(b) a person who is a close associate of a corporation referred to in paragraph (a).</p> <p><i>Some examples of tobacco industry business entities include –</i></p> <p><i>British American Tobacco Australasia, Phillip Morris International, Tobacconists</i></p>

End of Document

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