

SPONSORSHIP POLICY -

Sponsorship of Council Programs

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PREPARED BY:

Business, Sport & Community Services Unit



4-20 Eton Street,
Sutherland NSW 2232
T 02 9710 0333
sutherlandshire.nsw.gov.au

SUTHERLAND SHIRE

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1. PURPOSE

The purpose of this policy is to outline the principles of sponsorship of Sutherland Shire Council events and activities and aims to establish a transparent approach to the way Council sources and manages sponsorship for Council programs.

The policy:

- Outlines general principles for managing sponsorship of Council programs, both monetary and non-monetary in nature;
- Outlines principles in sourcing 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 coordinates a range of activities, programs and events that contribute towards achieving the outcomes of our Community Strategic Plan.

Through receipt of financial and in-kind sponsorship, Council can enhance these activities to provide a greater benefit to the local community.

This Policy applies to requests sourced 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

- 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.
- Governance framework will define roles and responsibilities for all stakeholders for decision making, administration, delivery and performance monitoring.
- Sponsorships will not be accepted from 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.
- Where sponsorship takes the form of provision of a sponsor's product or service, Council will evaluate the product for its fitness for purpose against the Councils' operational criteria.

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3.3 Council will achieve value with sponsorship money

- Sponsorship agreements will document conditions, procedures, reporting and non-delivery consequences.
- Payments received in respect of a sponsorship agreement will be appropriately authorised and monitored.
- Sponsorship agreements will document objectives, conditions, contribution value (financial and non-financial), reporting requirements, and non-delivery consequences.

3.4 Council will evaluate impact of sponsorship of council activities

- Sponsorship provided to Council will provide an opportunity for high community engagement, focusing on benefit to the local community.
- Sponsorship will be assessed against the suitability, risks and appropriateness, potential economic and social and cultural benefits to the community.
- Sponsorship agreements will be evaluated at the end of the agreement with stakeholders and prior to renewal of any new agreement.

4. ATTRACTING SPONSORS

Council will promote the opportunity to sponsor certain events and activities in the following ways:

- Public advertisement: Council will advertise certain sponsorship opportunities through local media and Council's website.
- Targeted approach: Council may directly approach organisations and invite them to consider becoming a sponsor.

5. SPONSORSHIP ASSESSMENT CRITERIA

Criteria against which potential sponsors and sponsorship agreements will be assessed include:

- The objectives and products of potential sponsors are not in, or will not be perceived to be in, conflict with the values and objectives of Sutherland Shire Council;
- Council will not accept sponsorships from 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.
- Potential sponsors will be credible organisations or individuals with an established track record of corporate responsibility;
- As stated in Principle 5 of the *ICAC Sponsorship in the Public Sector Guidelines*, goods or services offered are 'fit for purpose', relevant to the community's needs and add value to the proposed activity, as determined by Council;
- The agreement must not impede Council's compliance with legislative obligations;

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- The agreement must benefit the Council, its residents, workers and visitors;
- The agreement will not create any real, or perceived conflict of interest; and
- The agreement will not provide personal benefit to any employees of Sutherland Shire Council.

6. ACKNOWLEDGEMENT OF SPONSORS

Acknowledgement of sponsors will vary depending on the event or activity and level of sponsorship. Some of the benefits to sponsors may include:

- Appropriate signage at the sponsored activity or service;
- Acknowledgement in media releases written and distributed by Sutherland Shire Council;
- Invitations to relevant Council functions;
- Acknowledgement and /or logo recognition on Council's website, printed material, signage and social media channels; and
- Acknowledgement in Council's newsletters.

7. 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.

8. RESPONSIBILITIES

8.1 Responsible Officer

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

8.3 Chief Executive Officer

Council has delegated the Chief Executive Officer the authority to exercise the responsibilities detailed in this policy.

8.4 Directors

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 receipt of incoming sponsorship provided it is a function of the position to which they are appointed and it is in accordance with the requirements of this policy.

8.5 Employees

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

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9. 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.

10. BREACHES OF POLICY

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

11. RELATED DOCUMENTS

- Sutherland Shire Council Grants & Subsidies Program
- Statement of Business Ethics
- Code of Conduct for Councillors & Staff

12. 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

13. 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
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.

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Term	Meaning
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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