

Policy number	Policy 308
Policy title	Sponsorship
Strategic outcomes supported	<p>S4 – A place where all people have an awareness and appreciation of arts, culture, education and heritage.</p> <p>EC1 – A desirable place for commerce and tourism that supports equity, diverse local employment and entrepreneurship.</p> <p>CL6 – Finances are managed appropriately, sustainably and transparently for the benefit of the community.</p> <p>CL8 – Visionary civic leadership with sound and accountable governance that reflects objective decision-making.</p>

POLICY OBJECTIVE:

The objective of the ~~the Sponsorship program is policy~~ is to maximise opportunities for collaboration/partnerships between the Town of Victoria Park and organisations (business and community), ~~with an aim to increase economic vibrancy by raising the profile of the Town and achieving the Town's marketing and communications objectives. Deleted section moved to aims in new policy~~

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The Policy has been developed to provide a transparent process in the interests of public accountability. ~~Blanket statement in new policy~~

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POLICY SCOPE:

This policy applies to sponsorship provided to organisations by the Town.

DEFINITIONS:

~~Nil. Definitions provided in new policy~~

POLICY STATEMENT:

- ~~1. Against Corruption – Sponsorship in the Public Sector (May 2006) definition has been adopted:~~

~~Sponsorship is a commercial arrangement in which a sponsor provides a contribution in money to support an activity in return for certain specified benefits.~~

~~Sponsorship is not philanthropic. A sponsor expects to receive a reciprocal benefit beyond modest acknowledgement. Moved to definition section of new policy~~

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- ~~2. The Town of Victoria Park will not enter into sponsorship agreements with any individual, business or organisation which is in legal or financial conflict with the Town or which connects the Town with any political party or lobby group. Blanket statement in new policy~~

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3. ~~The Town may also undertake sponsorship of an individual or organisation if it decides that alignment with them helps the local community, or helps the Town achieve or promote key actions within the Strategic Community Plan. See eligibility section of new policy.~~

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4. ~~This process is to be considered separately to the Community Grants Program. An applicant cannot receive both a sponsorship and a community grant in the same financial year. Incorporated into ineligibility section of sponsorship program section of the new policy.~~

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Aims:

5.1 The objectives of the Sponsorship program are:

- a. To complement the Town's strategic objectives;
- b. To increase economic vibrancy by raising the profile of the Town/achieving the Town's marketing and communications objectives; and
- c. To build relationships with key stakeholders.

Eligibility

1. ~~The following parties are eligible to apply for Town Sponsorship:~~

- a. ~~An established and solvent commercial business or operator~~
- b. ~~An established and solvent incorporated community group~~

Ineligibility

~~In addition to the ineligibility clause (#) applicants will be ineligible for sponsorship if they meet any of the following:~~

2. ~~An applicant cannot receive both a sponsorship and a community grant in the same financial year;~~
3. ~~The applicant has already received a grant in that financial year from the Town;~~
4. ~~The applicant is insolvent;~~
5. ~~An applicant is in legal or financial conflict with the Town;~~
6. ~~The applicant connects the Town with a political party or lobby group.~~

Approval process:

7. ~~Dependent upon annual funding approval, funding will be released in two rounds per year and publically advertised.~~
8. ~~Sponsorship can be administered in the form of cash, in-kind support, or a combination of the both.~~
9. ~~Financial sponsorship will be capped at \$20,000 with requests exceeding this amount requiring a Council resolution.~~
10. ~~In-kind support is capped at \$40,000.~~

11. The Town will be responsible for operationalising and administering the Sponsorship program in accordance with Practice 114.3 Sponsorship, which is to be made publically available. **should Councillors be on a panel?**

12. The management practice for Sponsorship program will be made publically available on the Town's website

13. Successful applicants will be required to provide the Town with a satisfactory acquittal demonstrating cost and benefit analysis.

14. Should the acquittal process be deem unsatisfactory, the Town reserves the right to request the full reimbursement of funds.

RELATED DOCUMENTS:

Nil.

Policy manager	Manager – Stakeholder Relations
Responsible officers	-
Approval authority	Council
Next Evaluation Date	

REVISION HISTORY

Version	Approved, Amended, Rescinded or Reviewed	Date	Authority	Resolution Number	Key Changes/Notes
1	Adoption	13/12/2016	Council	-	
2	Reviewed and Amended	20/08/2019	Council	148/2019	Item 10.1