GEORGES RIVER COUNCIL

DRAFT
SPONSORSHIP AND DONATION POLICY

April 2017

POLICY ADMINISTRATION

Dates	Policy approved This policy is effective upon its approval. Policy is due for review (up to 4 years) 04/2021
Approved by	Council Meeting 01/05/2017 Council Resolution
Exhibition Period	28 days
Policy Owner	Director Community and Culture
Related Documents	KCC Policy - Sponsorship, 26 August 2013 (http://www.kogarah.nsw.gov.au/__data/assets/pdf_file/0015/2292/P065.02-Sponsorship-Policy.pdf)
References & Legislation	Section 356, Local Government Act 1993
Document Identifier	Policy #: Allocated by Governance once policy is approved (includes the version number) Doc #: D17/54782
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 NSW State Records Act 1998, Georges River Council's Corporate Records Policy and adopted internal procedures.

DRAFT

PURPOSE

The purpose of this policy is to outline Georges River Council's principles of sponsorship and donations and to establish a transparent and coordinated approach to both incoming and outgoing Council sponsorships and donations.

SCOPE

Council delivers a range of activities, programs and events that contribute to the vibrant cultural life of the Georges River community. Through incoming financial and in-kind sponsorship or donations, Council can enhance these activities, programs and events to provide a greater benefit to the community.

Council also provides outgoing sponsorship and donations to community organisations, groups and individuals for the benefit of the community.

DEFINITION OF TERMS

Term	Meaning
Sponsorship	Any commercial 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. Sponsorship is not philanthropic and does not include selling of advertising space, joint ventures and unconditional gifts, donations, bequests or endowments.
Outgoing Sponsorship	Any financial or in-kind contribution from Council made to an organisation or business.
Incoming Sponsorship	Any financial or in-kind contribution to Council made from an organisation or business.
Donation	The provision of financial, in-kind or material contribution to an individual or organisation, with no expectation of any activity or benefit in return. It assumes a philanthropic motivation, and is voluntarily and freely given.
Outgoing Donation	The provision of a financial, in-kind or material contribution by Council to an individual or organisation.
Incoming Donation	The provision of a financial, in-kind or material contribution from an individual or organisation to Council.
Conflict of Interest	Can arise if it is likely that a private interest could conflict, or be seen to conflict, with carrying out a person's public or professional duties as per Council's Code of Conduct.

DRAFT

POLICY STATEMENT

1 Sponsorship Principles

1.1.1 General

a) Council will enter into sponsorship agreements only when the benefit to the community can be clearly defined.

b) Council will enter into sponsorship agreements with an organisation whose values, identity and policies align with Council's strategic direction and image, comply with Council's policies and legislative requirements.

c) Council will not seek, accept or provide sponsorship to an organisation if the sponsorship arrangement could compromise, or be seen to compromise, Council's ability to exercise its regulatory and planning functions.

d) A sponsorship agreement must not impose or imply conditions that could limit, or appear to limit, Council to carry out its functions fully, impartially or ethically.

e) Any sponsorship arrangement entered into must be approved by the General Manager or a delegate and formalised with a written agreement. This agreement should be the entire arrangement between the parties, and no privileges for either party shall exist outside the agreement, unless approved by both parties.

f) In some cases it may be appropriate for Council to deal directly with potential sponsors, such as when sponsor interest is limited or when it is restricted to potential sponsors with highly specified characteristics.

g) Council may seek independent advice in regards to any sponsorship arrangement to ensure the potential sponsor's values, identity and policies support Council's strategic direction and image.

h) Council representatives should not seek or receive a personal benefit or be perceived to receive a personal benefit from a sponsorship agreement. Any benefits arising as a result of a sponsorship agreement must be seen to be the advantage of Council rather than an individual. All Council officers must declare any conflict of interest, pecuniary or otherwise posed by a potential sponsor to the General Manager.

i) Sponsorship (incoming and outgoing) is acceptable via provision of funding (cash payments), goods and services, discounts and venue hire fee reductions or other in-kind support as determined through the sponsorship agreement.

j) Sponsorship agreements must outline the details and nature of the activity being sponsored, level of sponsorship, type and timeframes of sponsorship, benefits offered to both parties, payment arrangements, rights and obligations of each party, include a *force majeure* clause and must be consistent with Council's procurement procedures.

DRAFT

1.1.2 Incoming

k) Incoming sponsorship is only to be accepted if the time and resources used to obtain sponsorship is not greater than the value of the sponsorship.

l) Council reserves the right to decline a sponsorship agreement where the potential sponsor, their activities or their proposals are in conflict with Council's core values or could have a negative impact on the community.

m) Potential sponsorship arrangements will be assessed for the possibility of a real or perceived conflict of interest. Council has the discretion to decline offers of sponsorship where the sponsor's involvement (including parent companies or subsidiaries) could compromise, or be seen to compromise, Council's role and public image.

n) Incoming sponsorship must be allocated to a particular event or activity to enable the event to be enhanced or expanded.

o) Council will advertise and promote sponsorship opportunities through media outlets.

p) Sponsorship must not be sought from or provided to political parties.

q) Unsolicited proposals for sponsorship will only be consider in extraordinary situations. Council will clearly record its reasons for accepting the offer and not conducting an open market process.

r) Council must not enter into an agreement with a potential sponsor who may be the subject of inspection or regulation that may impose conditions.

s) Potential sponsors of Council's programs, events and activities will be assessed against their suitability, risks and appropriateness in relation to the sponsored event or activity.

1.1.3 Outgoing

t) Council supports proposals for outgoing sponsorship that meets one or more of the following criteria:

- economic benefits to the Georges River local government area,
- opportunities for education and information exchange, regional, national and/or international events and activities that enhance the image and reputation of the area,
- promotes Council as a natural sustainable city,
- benefits a local registered charity and/or Georges River community,
- provides opportunities to meet community needs,
- promotes the cultural diversity of the local government area,
- provides positive media, promotion and publicity opportunities across a range of media platforms.

DRAFT

u) To be eligible for receiving sponsorship from Council, the potential sponsor must be reputable, have relevant and appropriate business/not-for-profit registration and have objectives and values (including parent companies and subsidiaries) that are consistent with that of Council.

v) Sponsorship will not be provided to previous recipients that have not fulfilled the requirements of a sponsorship agreement, any party engaged in current or pending legal proceedings involving Council, where a proposed agreement could contravene any section of the Local Government Act 1993 or where the proposed arrangement may expose Councillors, the Council or its workers to conflicts of interest.

Sponsorship approvals

All incoming and outgoing sponsorship agreements will be assessed in accordance with this Policy. The General Manager or authorised delegate will make all final decisions relating to these sponsorships.

Suitable Incoming and Outgoing Sponsorship Benefits

Benefits must be agreed upon in advance and included in the sponsorship agreement. The extent of recognition will be depend on the level and nature of the sponsorship and may include:

- Temporary signage sites
- Acknowledgement at events by the MC or speakers
- Acknowledgement through social media platforms
- Defined, limited and approved use of Council's name or logo
- Media and promotional opportunities
- Sponsors name, logo or other information included on temporary signage, flyers, brochures, advertisements and newsletters as agreed
- Naming rights or category sponsorship for major events
- Invitation to events, including VIP functions
- Opportunity to speak publicly at the sponsored event or activity
- Name and/or logo on sponsored program's website and/or in associated publications
- Award or trophy in the sponsors name and publicly presented (when supplied)
- Event facilities which may include hospitality, temporary car parking spot for the event and preferential seating
- Merchandising of goods at selected points of sale
- Display of goods and other material

DRAFT

- Professional footage and photography of the asset, service or event for use by the sponsor in a form to be mutually agreed (when supplied)
- Opportunity for sponsor's name and/or logo to be promoted through appropriate general advertising by Council.

1.2 Donation Principles

a) Council may grant financial or in-kind assistance to individuals or organisations for the purpose of exercising its functions, as per Section 356 of the Local Government Act 1993.

b) Council is not obliged to accept donations from any individual or organisation.

c) Council will only make a donation should it be deemed to be appropriate for Council to do so. This decision can only be made by Administrator/Mayor on the recommendation of the General Manager.

d) All donations will be assessed by an internal panel and a determination will be made on whether it is in Council's best interests to accept or provide that donation, at the discretion of the General Manager.

e) All donations approved by the Administrator/Mayor will be reported to Council on a monthly basis.

f) Donations of public infrastructure will be assessed against Council's Strategic Plan and accepted if deemed to be of community benefit.

g) Council will not accept a donation from an organisation if the donation could compromise, or be seen to compromise, Council's ability to exercise its regulatory and planning functions.

h) Council representatives should not seek or receive, or be perceived to receive, a personal benefit from a donation. Any benefits arising as a result of a donation must be seen to be the advantage of Council rather than an individual. All Council officers must declare any conflict of interest, pecuniary or otherwise posed by a potential donor to the General Manager.

i) Funds for outgoing financial donations will be allocated from Council's Community and Cultural Development grants program budget, in accordance with Council's Operational Plan.

j) Applying organisations or individuals will only be allowed one (1) general donation per financial year.

k) Donations will not be extended to third parties conducting or participating in a fundraising activity for charitable causes.

l) Applying organisations arranging fund-raiser dinner functions/events may be provided an appropriate donation to the nominated charity in lieu of the purchase of group tables or individual seats at the event.

DRAFT

m) All donations to Council will be receipted to the individual or organisation making the donation.

n) All donations from Council will require an official receipt.

o) For donations to Hurstville Museum & Gallery, please refer to the *Collection Management and Conservation Policy*. This includes the donation of artwork, documents and artefacts.

p) For donations to *Georges River Libraries, please refer to the Library Collection* Development Policy.

q) For the provision of gifts, please refer to the *Gifts and Benefits Policy*.

RESPONSIBILITIES

Position	Responsibility
General Manager	Implementation, application and review of policy across the organisation.
Director Community and Culture	Implementation, application and review of policy across the Community and Culture Directorate.
Manager Community and Cultural Development	Application of policy across Community and Cultural Development department.
Manager Governance	Review policy to ensure it meets legislative requirements.

VERSION CONTROL AND CHANGE HISTORY

Version	Amendment Details	Policy Owner	Period Active
17-1	Development of policy	Manager Community and Cultural Development	24 April 2017

DRAFT