



GREATER SHEPPARTON CITY COUNCIL

SPONSORSHIP & PARTNERSHIPS POLICY

Effective: 28 May 2024

SPONSORSHIP & PARTNERSHIPS POLICY

| | |
|-----------------------------|--|
| Version: | 1 |
| Business Unit: | Economic Development / Sustainable Development |
| Responsible Officer: | Team Leader – Major Events |
| Adopted By: | Council on 28 May 2024 |
| Next Review: | May 2028 |

1. PURPOSE

Greater Shepparton City Council (Council) is committed to supporting requests for financial and in-kind support from community that enhance the economic social, cultural and environmental pursuit's wellbeing and growth of the community and upholds the Council's values.

This Policy provides a framework for managing the provision of Council's sponsorships or partnerships to ensure that they:

- enable and adopt proposals made to Council for sponsorship / partnerships to be considered through a professional, clear and consistent approach
- maximise opportunities to provide or obtain sponsorship / partnership for an event, project or activity, ensuring both parties receive value for money under the adopted event, project or activity agreement
- protects Council's position and reputation through an agreed sponsorship / partnership agreement
- establish transparency in decision making related to sponsorships / partnerships
- reflect Council's values

This policy differs to the Greater Shepparton Grants Policy in that Council grants are provided only to not-for-profit groups to assist in delivering varying events / projects within the municipality. These grants provide the groups with the capacity to meet the many needs of delivering said projects / events whilst also supporting the community to grow, connect and prosper.

Sponsorships and partnerships can provide Greater Shepparton City Council (Council) with opportunities to achieve its strategic objectives and ensure Greater Shepparton is a sustainable and inclusive region.

Council can increase its capacity to deliver activities, events, services and projects by sharing the responsibilities, resources, benefits and risks with external organisations (including other government organisations, education institutions, private business, and community organisations). Sponsors and partners can also broaden the audience, scope and impact of the products, services and benefits they deliver to our community.

Local government faces increasingly demanding and complex community expectations. With limited resources and competing demands, it is critical councils find new ways to plan and deliver services so local government is sustainable and able to flourish. The Greater Shepparton municipality is home to a large number of local, state and national

offices of businesses, a university campus, various private and public schools and many other large, medium and small businesses and government organisations. There are opportunities to work more closely with industry, government authorities and organisations, particularly local businesses, for the benefit of the community.

This policy enables Council officers to explore the potential for sponsorships and partnerships with external organisations as a means to improve Council's capacity to deliver services, activities, events and projects. Approaches are made periodically to Council from event organisers, businesses and organisations interested in sponsorship or partnership arrangements.

This policy also enables Council officers to make decisions about external proposals in a consistent manner while identifying and mitigating risks. To ensure Council's brand is protected this policy also outlines the risk identification and management approach to be undertaken when assessing proposals for sponsorships or partnerships. Council reserves the right to suspend or terminate any partnership or sponsorship arrangement if a circumstance arises that could negatively impact on Council or perception of Council.

The Greater Shepparton City Council recognises the opportunities sponsorships and partnerships can bring, including contributing to the achievement of the Council's strategic objectives. A range of benefits can be realised by working collaboratively with external organisations to deliver high quality, inclusive services and events for the community, including, but not limited to:

- Providing opportunities to deliver community priorities in new and collaborative ways.
- Broadening the audience, scope and impact of Council activities.
- Increase in visitation and economic stimulation
- Strengthening relationships and connections with businesses, organisations and other government entities
- Increasing understanding of what Council, businesses and other organisations do
- Accessing additional resources and expertise
- Providing opportunities for additional funding or in-kind contributions via sponsorships and partnership arrangements
- Delivering sustained impact

This policy outlines the purpose, scope, context and parameters for engaging in a sponsorship or partnership arrangement.

Sponsorship / Partnerships with Council includes groups, both not-for-profit and private entities to partner with Council to assist in delivering events / projects also for the betterment of the community and can be for a one off project / event or Council can enter into a multi-year deal.

2. OBJECTIVE

To provide a framework for Council to review sponsorship / partnership opportunities that supports and benefits the community and Council in a timely manner and within the context of its annual budget process.

The policy aims to meet the following objectives in regards to sponsorship or partnerships:

- ensure a consistent and unbiased approach is applied to all requests
- to assist as many eligible requests as possible that do not fit within the parameters of the Greater Shepparton City Council's annual grants program
- ensure that an appropriate eligibility and acquittal process is established
- provide guidance on how repeated requests will be managed
- outline Councils requirements in relation to legislative compliance and acquittals
- ensure any potential risks related to arrangements made are identified and mitigation actions are developed and delivered as far as practical
- allow for multiyear agreements in relation to events allowing for continuity and sustainability for the benefit of Council and the Greater Shepparton municipality ensuring it lies within budget capabilities
- provides direction on when to transition a particular groups activity from grants programs to a sponsorship/partnership, subject to strategic Council alignment

3. SCOPE

This policy applies to all Council staff who receive written applications for sponsorship / partnership and disseminate funding / commitments on behalf of Council of which do not fit the criteria for Council's Grants Programs.

This scope is relevant to events, projects or activities where Council provides a financial (cash) amount or in-kind benefit to an external party for mutual benefit. Council may sponsor an event, project or activity that will achieve positive outcomes for Council and/or Greater Shepparton's municipality and community.

This policy is relevant to external parties that are considered to be organisations or groups, not an individual.

This policy does not apply to naming rights for Council buildings / facilities.

4. DEFINITIONS

| Reference term | Definition |
|---------------------------|--|
| Agreement | A written agreement between Council and the organisation/group whom the sponsorship/partnership application has been made by that defines the responsibilities, rights, obligations and commitments of all parties. |
| Community Organisation | A 'not-for-profit' organisation or organisation with an open membership to residents of Greater Shepparton. |
| Council | Refers to the entity which has the authority to make decisions on behalf of the Greater Shepparton community. |
| Council Staff | Includes full-time and part-time Council staff, and temporary employees, contractors and consultants while engaged by Council. |
| Councillor | An elected member of the Greater Shepparton City Council. |
| Executive Leadership Team | The team of executives (Directors) of Council, including the Chief Executive Officer (CEO). |
| Grant | A grant is a sum of money provided to an organisation / group for a specified purpose directed at achieving goals and objectives as applied for via submission and is in line and consistent with the specific policy and guidelines. |
| In-kind | Support given to an organisation / group for a specific purpose directed at achieving goals and objectives as applied for via submission and is in line with the relevant guidelines. An in-kind contribution does not include a cash contribution. |
| Local Government Area | Indicates reference to Greater Shepparton as geographical area |
| Local Community | People who work, live, study and play in Greater Shepparton. |
| Partnership | A partnership is defined as a mutually beneficial arrangement between two or more parties which: <ul style="list-style-type: none"> • creates value for all parties • involves work / commitment by both / all parties • shares risk / rewards across all parties (if deemed acceptable this does not have to be equal across all parties) • achieves positive outcomes for all parties. |

| | |
|----------------------------------|---|
| | <p>Partnerships must be monitored by an agreement between all parties involved.</p> <p>Partnership agreements may also be implemented when an event, project or activity does not fit within the parameters of the regular Council Grant program or a multiyear agreement is put into place for the benefit of Council and the event, project or activity.</p> |
| Professional Indemnity Insurance | <p>Professional indemnity insurance provides cover for legal costs as well as any damages or cost which may be rewarded, if an organisation is alleged to have provided inadequate advice, services or designs which cause your client to lose money.</p> <p>Professional indemnity coverage is generally applicable to professional services firms who provide advice (i.e. accountants, lawyers, financial advisors).</p> |
| Public liability insurance | <p>Public liability insurance will protect an organisation against its legal liability to pay:</p> <ul style="list-style-type: none"> • compensation to third parties (e.g., members of the public) for bodily injury. • property damage that may occur as a result of the community organisations' activities. • the legal costs which an organisation may have if it needs to defend bodily injury and property damage claims made against it. |
| Risk Assessment | <p>The process of identifying, assessing, evaluating and mitigating risks.</p> |
| Sponsorship | <p>Council defines sponsorship as a commercial arrangement in which Council provides a financial and/or in-kind contribution to support events, projects or activities in return for identified benefits to Council and community. The activity must align with the objectives of the current Council Plan and relevant Council Strategies and/or Action Plans that support the request for funding.</p> <p>Sponsorships must be monitored by an agreement between all parties involved.</p> <p>Sponsorship agreements may also be implemented when an event, project or activity does not fit within the parameters of the regular Council Grant program or a multiyear agreement is put into place for the benefit of Council and the event, project or activity.</p> |

5. POLICY

5.1 Policy Principles

Council apply the following overarching fundamental principles to the assessment of sponsorship and/or partnership proposals. How does the proposal;

- adhere to, reflect and promote objectives identified in the current Council Plan, and other Council Strategies and Action Plans
- have clear alignment to the eligibility and assessment criteria for all sponsorship applications
- have clear overarching policy and guidelines designed to suite individual departments to be assessed against
- provide value for money and a positive return on investment
- enhance the social, cultural, economic and environmental wellbeing and growth of the community
- be properly recorded by Council
- be properly resourced by Council

5.2 Application Process and Evaluation

Each application received will be directed to the relevant department for review and administration. Consideration will be given to the following, but not limited to:

The Partnership and Sponsorship Distribution Operational Guidelines relevant to each Council directorate / department. A sponsorship / partnership application process must be completed which may include, but not limited to, assessing the following information:

- An overview of the event / project / activity (including dates, times, locations / project details)
- An outline of the opportunities for community participation or engagement
- Objectives and outcomes of the event / project / activity
- How the event / project / activity is relevant to the Greater Shepparton municipality
- An outline of the benefits to the region (economic, social, community)
- Identification of all existing funding sources that have been secured
- Outlines how Council's sponsorship will support the event or activity
- Any costs incurred by participants or spectators
- How the event / project aligns with environmental sustainability
- How the event / project meets gender equity
- Uniqueness of the event / project
- Benefits and recognition Council will obtain as a result of providing sponsorship

Officers involved in sponsorship / partnership management or decision making must maintain high levels of integrity in all official dealings including:

- disclosure and resolution of conflicts of interest
- refusal of gifts, invitations to event and functions or other favours

- receiving approaches from organisations that might be interpreted as attempts to obtain influence or advantage
- maintenance of confidentiality in respect to commercial-in-confidence, intellectual property issues, matters under negotiation and any other confidential information
- maintenance of high standards of accountability

Each application will be assessed by relevant Council officers under authorised delegation.

Councillors are to be excluded from assessing and / or making recommendations on any sponsorship / partnership applications. Officers under delegated authority will manage the administration of the sponsorship / partnership agreements ensuring acquittals are submitted and appropriately completed. All acquittals are to be evaluated in reference to the sponsorship / partnership agreement ensuring all commitments have been met and the outcomes determined to ensure a positive outcome for both Council and the partner. Future sponsorship / partnership opportunities will only progress if it is determined to be of benefit to Council and the community.

5.3 Sponsorships and Partnerships not permitted and other limitations

Council is committed to enhancing the health and wellbeing of the community along with growing the regions local economy. Council will not enter into any sponsorship or partnership arrangement with any external party who are seen to be in potential conflict with Councils' responsibilities to the community, or whose reputation or image could prove detrimental to the public image of Council. This includes but is not limited to businesses which:

- operate in the tobacco, gambling and/or sex industries
- produce or sell products that portray negative images or descriptions related to race, gender, sexual preference, religious belief, marital status or disability
- are publicly known to have significant past partnerships with the types of organisations and circumstances listed above
- where the sponsorship or partnership arrangements are likely to unduly restrict Council access to other sponsorships, partnerships, projects or commercial opportunities
- with registered political parties
- with an organisation or business who has an owner/s and/or director/s currently running for election, or currently elected, at any level of government
- where the organisation or business does not have an appropriate legal structure and current public liability and professional indemnity coverage (where applicable) and an Australian Business Number (ABN)
- advocacy groups seeking to promote and/or lobby regarding laws, policies, practices or decisions of government which are not aligned with Council's strategies, policies and practices
- for a period longer than five years. After five years the sponsorship opportunity will be re-opened for submissions, or strategically reviewed (*Existing sponsors with 5 years or more commitment at the time this policy is adopted may be exempt from this clause due to their long-standing arrangements).

- with organisations engaged in activities that are not aligned with the Greater Shepparton City Council's Community Plans, Council values, policies, strategies and other guiding Council documents
- Where an applicant is involved in any current planning, regulatory or legal matter involving Council, or if it is reasonably known that such matters are likely to arise in the foreseeable future
- Where the organisation is currently, or likely to be, involved in an active tendering or procurement process with Council

On the completion of all sponsorship / partnership agreements, an evaluation will be undertaken via a submitted acquittal completed by the partner to an agreeable standard. All future funding and partnership opportunities will be limited if the sponsorship / partnership acquittal is not satisfactorily completed or the event / project was not delivered as per the terms and conditions of the agreement.

5.4 Advertising and Promotion of the Sponsorship / Partnership Policy

The Sponsorship / Partnership Policy will be promoted on Council's website along with relevant media platforms as appropriate.

6. RELATED POLICIES

- Grant Distribution Policy

7. RELATED LEGISLATION

- NIL

8. REVIEW

This policy will be reviewed two years after initial endorsement and then every four years ongoing by the Economic Development Department, in consultation with the relevant departments who undertake sponsorship / partnership agreements.

DOCUMENT REVISIONS

| Version # | Date Adopted | Date Effective |
|------------------|---------------------|-----------------------|
| 1 | 28 May 2024 | 28 May 2024 |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |