

CABONNE SPONSORSHIP POLICY

STRATEGIC POLICY

Responsible Department: Office of the General Manager

Responsible Section: Community & Economy

Responsible Officer: Department Leader - Community & Economy

Objective

The Sponsorship Policy (Policy) provides a framework for the management of Cabonne Council's Sponsorship Program in a manner that is in accordance with section 356 and section 377 of the *Local Government Act 1993* (NSW).

The purpose of this policy is to:

- Provide a framework under which Council may enter into a sponsorship agreement;
- Ensure that any agreements are assessed and managed through a sponsorship approval, reporting and acquittal process;
- Ensure the level of commitment aligns with annual Budget allocations
- Aligns with and supports the aims of the Cabonne Community Strategic Plan (CSP), Delivery Program, Operational Plan, and Long-Term Financial Plan.

The Policy is to be read in conjunction with the supporting Guidelines. This policy and associated Guidelines determine the types of organisations, industries, community groups and individuals that Cabonne Council (Council) considers appropriate to partner with, through the Sponsorship Program.

This Policy and associated Guidelines ensure that decision-making regarding the provisions of Sponsorship Program comply with relevant legislation and enable an equitable, open, and transparent process.

Introduction

The policy applies to all applications made under Council's Sponsorship Programs and applies to all aspects of the Programs including application, decision making, agreement and acquittal.

The Policy applies to eligible organisations and individuals seeking sponsorship from Council in alignment with the strategic objectives stated in the CSP.

This Policy does not apply to:

- Community Assistance Program;
- Donations provided by Cabonne Council;
- Mayoral Fund;

- Village Enhancement Fund; or
- Other internal funding options.

Policy

Council may enter into sponsorship agreements which deliver identified and measurable benefits to the Cabonne community and economy and aligns with the following principles.

- **Alignment with the CSP** – This Policy and associated Guidelines supports the aims and delivery of the CSP.
- **Alignment with Cabonne Council’s Integrated Planning and Reporting Framework** - including the Long-Term Financial Plan, Annual Budget, Delivery Program and Operational Plan.
- **Compatibility and alignment with Cabonne Councils objectives, values, and vision** – *“The Cabonne Local Government Area is thriving, caring and vibrant. Our Cabonne community recognise and acknowledge our rich culture, heritage, and history. We strive to protect and value our environment, and the rural aspect of the region. We recognise that we need to ensure all members of our community have access to the services and support required to be successful. Despite being made up of a number of towns, villages, and localities, we recognise that we need to work together to achieve great things for our wider Cabonne community. Where one community succeeds – we all succeed. We are Cabonne.”*
- **Accountability and transparency** - This Policy provides a robust governance framework for the transparent and merit-based provision of support with clearly define roles and responsibilities for both Cabonne Council and Sponsorship recipients.
- **Inclusiveness** - Cabonne Council invites and values applications from organisations representing people of diverse abilities, genders, ethnicity, cultures, and ages.
- **Collaboration** – Council values the relationships Sponsorship recipients develop with Council, other Sponsorship recipients and the community. Collaboration enhances positive community outcomes through the delivery of initiatives funded by Council.

Eligibility for sponsorship

Please note that there is no guarantee of funding even if all eligibility criteria are met. Council may accept Sponsorship applications from the following entities:

- Company Limited by Guarantee;
- Cooperative;
- Incorporated Association;
- Not-for-profit organisation;
- Partnership;
- Social Enterprise;
- Proprietary Limited Company; and
- Individuals.

Applicants seeking Sponsorship must comply with the Eligibility Criteria listed below in addition to the program specific criteria as detailed in the Sponsorship Program Guidelines:

- Must demonstrate that the event/activity will directly benefit the Cabonne Community/residents and businesses.
- Applications must be received on or before the advertised due date and completed with the required level of detail and supporting documentation as specified in the Guidelines.
- The event/activity must begin after the Sponsorship commencement date. Support for retrospective funding will not be considered.
- The event/activity must be consistent with Council's CSP and Integrated Planning and Reporting documents.

Events/activities that are ineligible for Sponsorship:

- Events/activities held outside the Cabonne LGA and cannot demonstrate that they deliver economic, social, and cultural benefit to the Cabonne Local Government Area;
- Religious ceremonies and/or activities in which the promotion of a single faith is the main purpose.
- General fundraising appeals and charitable donations, including support for individual representative sporting endeavours.
- Ongoing operational costs, including rent or lease costs, general administrative costs or staffing or salary costs.
- Other Government agencies.
- Are considered to be a conflict of interest.
- Could present a hazard to the community or environment.
- Are proposed by a political organisation or are to be organised for political purposes.
- Events/activities that vilify or discriminate a person or persons in respect of race, religion or sexual orientation or use live animals as part of a performance.
- Has not previously correctly acquitted previously funding to the satisfaction of Council.
- Have not previously complied with Development Consent, permits or other conditions of Council or failed to apply for the required Development Consent or permits of Council.
- Multi-year sponsorship applications will not considered under this policy.
- The event conflicts with or accepts sponsorship from organisations that do not align to Council's vision, mission, or values.

Assessment of Sponsorship applications

Events/activities that satisfy the Eligibility Criteria set out above, and the associated Sponsorship Guidelines, will be evaluated against the Assessment Criteria which is published by Council in the Guidelines each year. The assessment criteria will include considerations of:

- Alignment with the CSP.
- Capacity and experience of the applicant to complete the event/activity.
- Comprehensive and thought through application with realistic budgeting and thorough risks assessment.

Council's Community and Economy Department assess the applications and provide a written recommendations to Council's Culture and Economy Committee for consideration and endorsement to the Council meetings. All applications must be considered by the Council and carried.

Public Information

Council will provide up to date copies of the sponsorship guidelines and application details via Council's website. Each event/activity will be published via the Council's website.

Information relating to use of Council logos, and media/social media in relation to sponsorship activities should adhere with Council's Media and Social Media Protocols Policy and Use of Council Logo Policy

Sponsorship Agreement

All successful applicants will be required to enter into a Sponsorship Agreement before funds are released and the event/activity commences. The Sponsorship Agreement will include:

- All terms related to the Sponsorship Agreement and the provision of the funds;
- All terms related to the payment schedule;
- All terms related to the event/activity and financial acquittal.

Acknowledgement of Council's Sponsorship

Sponsorship recipients must:

- Prominently feature recognition of Cabonne Shire Council's support in all materials, publications and programs related to the sponsorship;
- Include Council's logos and other acknowledgement as required in all advertising and promotional material, media releases and in other promotional contexts;
- Prominently display Council's promotional banners, signs and material at events or associated functions;
- Provide opportunities for Council to undertake on-site promotions during events or activities; and
- Provide opportunities for the Mayor, Councillors or Council staff to participate in promotional activities for the event and any formal presentations, ceremonies or media briefings.

Responsibilities

General Manager: responsible for the overall control and implementation of the policy.

Deputy General Managers: responsible for the control of the Policy and Procedures within their area of responsibility.

Department Leaders: responsible for the control of the Policy and Procedures within their area of responsibility.

Sponsorship Recipients: required to comply with this Policy and the relevant Guidelines, as well as any conditions of the Sponsorship Agreement.

Definitions

Acquittal: a report submitted as per a Funding Agreement at the conclusion of a event/activity detailing how the recipient administered the Sponsorship funds and met the outcomes as outlined in the Funding Agreement.

Event/activity: a one-off or time-limited get together that is planned for a specific purpose. Contains specific goals and conditions, defined responsibilities, a budget, planning, information about the involved parties and specific dates and time.

Assessment Criteria: means the method used to evaluate an application

Community Strategic Plan (CSP): is the highest level of strategic planning undertaken by Council. It identifies the main priorities and aspirations of the community and provides a clear set of strategic directions to achieve the community's vision.

Company: is defined by the Corporations Act 2001 (Cth) and registered with the Australian Securities and Investment Commission (ASIC). Companies must be registered in Australia to be eligible to apply.

Company Limited by Guarantee: is a company with liability limited to the guarantees of its members. This is a common structure used by the not-for-profit sector.

Cooperative: is an organisation owned, controlled by, and used for the purpose of benefitting its members. A non-distributing cooperative is one that uses surplus funds to support its activities and cannot distribute to members (not-for-profit). A distributing cooperative may distribute any surplus funds to its members.

Council: means the elected Council.

Grant: is the financial support provided to applicants for an Activity. A Grant seeks a nominal return on investment from the benefits provided the community. Benefits may include improvement in the quality of life for the community from Activities meeting identified needs.

Guidelines: means the specific CGPs conditions and Criteria for each separate Grant to be read in conjunction with this Policy.

Incorporated Association: is an association that has been incorporated in accordance with the requirements of the Associations Incorporation Act 2009.

Indigenous Corporation: is established under the Corporations (Aboriginal and Torres Strait Islander) Act 2006.

Not-for-Profit Organisation: is an organisation that does not directly operate for the profit or gain of a owner(s), member(s), or shareholder(s), either directly or indirectly. The organisation must be registered with the Australian Securities & Investment Commission (ASIC) or The Australian Charities and Not for Profit Commission (ACNC).

Payment Schedule: is the agreed timing of payments from CN to recipients.

Proprietary Limited Company: (abbreviated as 'Pty Ltd') is a business structure with at least one shareholder and no more than 50 non-employee shareholders, with shareholder liability limited to the value of shares.

Registered Charity: registered with the Australian Charities and Not-for-profits Commission

Sponsorships: are commercial agreements in exchange for a benefit(s). Sponsorship is not philanthropic with the sponsor expecting a benefit (return on investment) as agreed in a sponsorship agreement.

Sponsorship Agreement: is the agreement entered into between CN and a successful applicant for an Activity. It will articulate any financial support provided by CN for the Activity. A Sponsorship Agreement will detail Acquittal responsibilities and any specific conditions.

Value-in-kind: refers to goods or services provided by supporters of a project that has a real value for the project and/or supporter and/or community.

References

Cabonne Council Sponsorship Guidelines – located on council's Electronic Record Management System

Cabonne Council Code of Conduct Policy – located on council's website

Media and Social Media Protocols Policy – located on council's website

Cabonne Council Use of Council Logo Policy – located on council's website

History

Minute No.	Summary of Changes	New Version Date
20/04/13	Policy endorsed by council for public exhibition	28/04/2020
20/06/16	Policy adopted by council	23/06/2020
22/10/11	Readopted as per s165(4)	27 October 2022