Community Funding, Sponsorship and Donation Policy

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Legislation:	*Local Government Act 1999*
Related Documents:	Strategic Community Plan Code of Conduct for Council Members Code of Conduct for Council Employees Code of Conduct for Volunteers Caretaker Policy Community Facility Lease and License Policy Fraud, Corruption, Misconduct & Maladministration Prevention Policy & Reporting Small Memorials in Parks Policy Fees and Charges Register

CITY OF PROSPECT

1. Purpose:

1.1 The Community Funding, Sponsorship and Donation Policy represents a commitment by Council to the development of effective working partnerships with individuals, community groups and the corporate sector.

1.2 The Policy provides a clear governance position for Council to distribute a small proportion of its rates revenue back to its community in the form of community funding through grant programs, awards, subsidies, sponsorships and donations.

2. Scope:

2.1 The Community Funding, Sponsorship and Donation Policy details how Council allocates funding to individuals and community organisations and collaborates with the corporate sector to support and benefit the City of Prospect community.

2.2 This Policy provides:

2.2.1 information on how funding options are governed by the Policy;

2.2.2 information on how funding should benefit the community;

2.2.3 how funding, sponsorship and donations are defined; and

2.2.4 desired outcomes

2.3 This Policy does not cover:

2.3.1 subsidies for community facility hire fees covered by the Fees and Charges Register; or

2.3.2 other City of Prospect financial assistance programs such as rate rebates, lease and licenses, subsidised rental, or in-kind support.

3. Definitions:

Council	The City of Prospect
Sponsorship	Is a commercial arrangement in which a sponsor provides a contribution in money or in-kind support to an activity in return for certain specified benefits.
Donation	Assumes a philanthropic motivation

4. Policy:

4.1 Legislative Requirements and Corporate Policy Context

4.1.1 Pursuant to Section 6 of the Local Government Act, 1999 ("The Act"), The Principal role of a Council includes encouraging and developing initiative within its community for improving the quality of life of the community.

4.1.2 Section 7 of The Act notes that the Functions of a Council includes providing services and facilities that benefit its area, its ratepayers and residents, and visitors to its area (including health, welfare or community services or

facilities, and cultural or recreational services) as well as establishing or supporting organisations or programs that benefit people in its area or local government generally.

4.1.3 This Policy is intended to complement and be implemented in conjunction with other Council policies, including those listed in the "Related Policies and Procedures" section of this document.

4.2 Policy Objectives

4.2.1 This policy will provide a framework for a strategic approach to funding, sponsorship and donation allocation and management in accordance with the objectives of Council's Strategic Community Plan.

4.2.2 To facilitate and support community and cultural connectivity through a small proportion of rates revenue, which is distributed back to its community via grant programs, awards, subsides, sponsorship and donations.

4.2.3 Demonstrate Council's commitment to supporting local initiatives, which provide opportunities for community capacity building, and access and participate in a wide range of recreation, cultural, community and environmental activities and projects.

4.2.4 To provide Council with a guide to financially support and partner with the community and corporate sector. Following principles of good governance, open and transparent decision making, accessibility and an equitable framework for assessing requests for financial assistance.

4.2.5 This policy outlines Councils commitment to implementing a fair distribution of support across the City, supporting individuals, community groups, organisations and events.

4.3 Community Funding

4.3.1 City of Prospect funding programs assist and encourage community participation to achieve Council's strategic objectives. Funding programs provide a merit based financial assistance for individuals, community groups and organisations in line with the respective program guidelines.

4.3.2 Community funding options may be undertaken in the form of grant programs, individual grants, awards, scholarships, in-kind, sponsorship and donations.

4.3.3 The intention of community funding is to help contribute toward delivery of the priorities identified in the Strategic Community Plan.

4.3.4 Guidelines will be established for each community funding program to assist individuals, groups and organisations in applying for grants. These will consist of eligibility and assessment criteria, objectives, priorities and acquittal obligations.

4.4 Sponsorship

4.4.1 There are two components to sponsorship in this policy. These are:

4.4.1.1 Council providing sponsorship to a community event, organisation or individual, either through the provision of financial or in-kind support or both; and

4.4.1.2 Council receiving financial and/or in-kind support from a commercial or external organisation, in exchange for public recognition or association, to provide a facility or activity for the community.

4.4.1.3 When considering whether to accept a sponsorship, Council should consider the best interests of the public, public accountability, public perceptions and the potential risks as well as the potential benefits.

4.4.1.4 Council providing sponsorship for external parties:

4.4.1.4.1 Council may wish to undertake sponsorship or financial support of an event or activity that is organised or managed by an external organisation.

4.4.1.4.2 Council may undertake a sponsorship of such an event if it has an expectation that it will receive agreed benefits including, but not limited to:

a) Appropriate branding and profile raising opportunities;

b) Ability to leverage support through community attendance or staging of display/complementary event where appropriate.

c) Ability to reach traditional and non-traditional audiences; and

d) Is seen to be supporting a worthwhile cause or activity within the community.

4.4.1.4.3 Benefits to Council for providing sponsorship include opportunities to promote Council's key messages, programs and activities, build relationships with stakeholders and benefit the community in accordance with Council's strategic plan.

4.4.1.5 Council accepting sponsorship from external parties:

4.4.1.5.1 City of Prospect may consider opportunities to provide increased community value and / or offsetting costs through strategic sponsorship from a third party.

4.4.1.5.2 Any income or contra services obtained from sponsorship would go towards delivering or improving the services provided by City of Prospect, or reducing the costs associated with that particular program or service.

4.4.1.5.3 Council will not enter into any new sponsorship arrangements with any business or individual that is currently tendering for work with City of Prospect.

4.4.1.5.4 Sponsorship would be approved via City of Prospect's Financial Delegation authority.

4.4.1.5.5 Sponsorship levels and requirements are outlined in the related Sponsorship Guidelines.

4.5 Donations

4.5.1 A donation is a gift for charity, humanitarian aid, or to benefit a cause or organisation in the form of philanthropic motivation or from a bequest.

4.5.2 An acceptable donation is one that Council deems to represent an appropriate sum of money or in-kind items/goods/services, or land/buildings for a project or activity that falls within the normal scope of Council services.

4.5.3 It is important that Council consider the reasons for the donation and assess this accordingly. It is equally important that Council investigates the entity that is making the donation.

4.5.4 When considering whether to accept a donation, Council should consider the best interests of the public, public accountability, public perceptions and the potential risks as well as the potential benefits.

4.5.5 Where Council accepts a donation, Council will respect the wishes of the donor as far as possible. Should it not be possible to fulfill the wishes of the donor, this will be disclosed as soon as it becomes or apparent, or at the earliest possible time.

4.5.6 Examples of acceptable Donation to Council may include, but not be limited to:

4.5.6.1 Financial donation/bequeaths, including offers of donation of, or towards, public facilities on public land or the purchase of land.

4.5.6.2 Public facilities including buildings (kiosks, lights, shelters, sheds etc) and structures (benches, playground equipment, barbeques, walkways etc).

4.5.6.3 Donations of land and large infrastructure will be a consideration for Council.

4.5.7 Where appropriate, Council will give consideration to formally acknowledging the donation either by a plaque (subject to Small Memorials in Parks Policy), thank you letter, and the donators aspirations.

4.5.8 This Policy does not cover the donation of library books, historical artifacts (documents, photographs, memorabilia, records of historical or cultural significance) or artwork. These subjects have specific donation criteria and are covered by subject specific best practice principles.

4.5.9 There are some situations where it is appropriate for Council to make a donation. These might include charity, community organisations, events or extraordinary crisis support. The donation may be used for general purposes or allocated to a specific event.

4.5.10 Examples of acceptable donation from Council may include, but not be limited to:

4.5.10.1 Registered community or charitable organisations seeking ad hoc or crisis funding.

4.5.10.2 Events that display a strong and relevant benefit to the local community.

4.6 Restrictions and Considerations

4.6.1 Council must not endorse any commercial products or services associated with the sponsor, recipient or any third party;

4.6.2 where sponsorship involves a sponsor supplying a product, that product should still be evaluated for its fitness for purpose against objective criteria that are relevant to Council's needs;

4.6.3 an employee of the Council, or Elected Members must not receive, or be perceived to receive, any personal benefits from sponsorship and must adhere to Council's policies on this related matter;

4.6.4 funds raised through sponsorship of specific expenditure items should be used for that purpose and not be redirected into general revenue;

4.6.5 the cost of managing and evaluating smaller sponsorship should not outweigh the dollar value of the sponsorship;

4.6.6 the sponsorship must not conflict or be seen to conflict with the objectives, policies and planning controls of the Council or its Strategic Community Plan; and

4.6.7 a sponsorship agreement should not impose or imply conditions that would limit, or appear to limit, Council's ability to carry out its functions fully and impartially. Activities where sponsor involvement could compromise or be seen to compromise Council's ability to exercise its role impartially on behalf of the community or could diminish the public's confidence are not suitable for sponsorship.

4.7 Funding Agreements

4.7.1 Successful grant or sponsorship applicants will be required to execute a City of Prospect funding agreement that is appropriate and matches the level of funding provided.

4.7.2 Agreements will detail conditions of funding or sponsorship including:

4.7.2.1 the programs/activities that the applicant has agreed to provide;

4.7.2.2 the extent of recognition to Council and related requirements;

4.7.2.3 the monitoring, acquittal and reporting requirements;

4.7.2.4 the grant or sponsorship amount and payment schedule;

4.7.2.5 the Council will not provide successful applicants with funds until they have complied or agreed with all requirements, terms and conditions outlined in their funding agreements; and

4.7.2.6 any other requirements under the related Community Funding, Grant, Sponsorship, or Donations Guidelines.

4.7.2.7 Sponsorship and Donation approval will follow the financial delegation authority matrix.

4.8 Managing Performance and Risk

4.8.1 Council is committed to risk management and performance issues for community funding, sponsorship and donation purposes.

4.8.2 Council will use monitoring and reporting arrangements to track the performance of its agreements and organisations. Prevention and early intervention will be emphasised by building practical relationships to provide support in the development of the skills and capacity to deliver programs and agreements. This approach aims to prevent performance challenges that could otherwise arise.

4.8.3 Council may take corrective action if the funded organisation is failing to achieve the requirements outlined in funding agreements.

4.8.4 Council may also undertake monitoring procedures to determine the outcome of sponsorship from both the sponsor's and the recipient's point of view and will be documented in agreements, such as:

4.8.4.1 Public attendance

4.8.4.2 Media coverage

4.8.4.3 Public feedback

4.8.4.4 Sponsor benefits

4.8.5 A register of sponsorships will be maintained, and all major sponsorships will be reported in Council's Annual Report.

5. Review

The Policy will be reviewed **once** per Council term or as required by legislation.

6. Further Information

6.1 Availability

6.1.1 The Policy is available to be downloaded, free of charge, from Council's website https://www.prospect.sa.gov.au/

6.1.2 The Policy will be available for inspection without charge at Payinthi during ordinary business hours and a copy may be purchased at a fee as set annually by Council.

6.2 For further information about this policy please contact:

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Appendix