



Outgoing Sponsorship Guidelines

Updated: June 2024

Objectives of the outgoing sponsorship program

The main purpose of the Outgoing Sponsorship Program is to provide a formal mechanism for Council to support new and long-standing initiatives and proven events and programs beyond those that the community are applying for through Council's annual Grants program.

The main objectives of the program are to:

- a) Support the Community Strategic Plan and Delivery Program.
- b) Assist in building a diverse and economically strong community.
- c) Support a more connected and more prosperous community.
- d) Reduce isolation and improve physical and mental health.
- e) Support cultural and artistic initiatives and organisations that have proven programs and demonstrated history that enable Woollahra to thrive.
- f) Support long-standing initiatives that collectively harness the social capital of Woollahra.

Definitions

Sponsorship	<p>Sponsorship is a commercial and formalised arrangement in which a sponsor provides a contribution in money or in-kind to support an activity in return for certain specified benefits.</p> <p>Sponsorship can be provided:</p> <ul style="list-style-type: none">• By the corporate sector or private individuals, in support of a Council activity, service, resource, asset or event.• By Council in support of related and worthwhile private or public sector activities. <p>Sponsorship does not include:</p> <ul style="list-style-type: none">• the selling of advertising space• joint ventures• consultancies• grants (in regard to received sponsorship)• unconditional gifts, donations, bequests or endowments. <p>Sponsorship is not philanthropic. A sponsor expects to receive a reciprocal benefit beyond a modest acknowledgement.</p> <p>Source: <i>Sponsorship in the Public Sector – ICAC Publication</i></p>
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Acceptable activities for outgoing sponsorship

- Programs that celebrate local culture and the visual and performing arts
- Programs and initiatives that help stimulate our local economy
- Cultural and/or community festivals and events
- Competitions
- Educational programs
- Awards
- Research and publications
- Support to long standing initiatives that have enabled the growth of social capital and delivered community building outcomes.

1. Criteria for Woollahra Council Sponsorship:

Any sponsorship arrangement that is offered by Woollahra Council must:

- Benefit the broader community within the Woollahra Local Government Area and align with Council's Mission, Vision and Values.
- Align with Woollahra Council's Community Strategic Plan, Delivery Program and Operational Plan, strategies and policies.
- Not restrict Woollahra Council's ability to carry out any of its regulatory or other functions.
- Align with Woollahra Municipal Council's adopted Code of Conduct.
- Represent an appropriate sum of money or in-kind items/goods/services for a project or activity that enables Council to exercise its functions.
- Be for a maximum period of 12 months in line with Council's application process.
- Welcome community involvement and promote inclusivity.
- Adhere to Council's environmental and sustainability principles

2. Outgoing Sponsorships will not be provided in the following circumstances:

- Where there is a conflict with Council's core business or limits the independence and role of Council;
- To an organisation or individual who has not honoured previous grants, donation and/or sponsorship agreements and acquittal requirements;
- To an organisation or individual involved in the business of tobacco, alcohol, gambling and/or pornography or sex industry;
- To an organisation who has an existing Development Application, rezoning application/planning proposal and/or has commenced discussions with Council for an impending Development Application rezoning application/planning proposal to be lodged in the coming 12 month period from the date of the sponsorship offer;
- To political parties or organisations/individuals with an identifiable political purpose/agenda (e.g. trade unions, political candidates).

3. Exclusions

Sponsorship funding should be used for the purposes which it was intended and does not cover the:

- Purchase, sale or supply of liquor
- Donations to charities
- Staff salaries
- Capital investment
- Rental payments
- Other operational costs or overheads, or
- Retrospective funding
- Individuals and private endeavours (for example: an individual artist seeking funding for their personal creative project or an athlete pursuing their sporting goals).
- Projects, activities or events that do not meet the program assessment guidelines
- Organisations raising funds on behalf of others.
- Recurring functions of a primarily social nature organised by not-for-profit groups.

Application Process

Outgoing Sponsorship Program funding will be available through an annual funding round for up to maximum amount of \$20,000.

Outgoing sponsorship by Council may be provided in kind through fee relief, contribution in kind such as marketing and promotional support or as a financial contribution as part of the application process.

Criteria for outgoing sponsorship will be established annually and aligned with the objectives of the sponsorship program and will be approved through a Council resolution. This criteria will be published annually, through an EOI process. Council may also select to undertake a direct EOI process, or assess an application that is submitted outside of the call of interest period.

1. Future outgoing sponsorship Priorities

Priorities for outgoing sponsorship are contained in the guidelines published annually.

2. Review and evaluation

The effectiveness of outgoing sponsorship, including guidelines and criteria, will be reviewed annually within the first year of application to monitor effectiveness and every two years after that.

3. Assessment of outgoing sponsorship applications

Assessment of applications will be by a selection committee comprised of relevant

Council staff. Each application will be assessed against how well the proposed project meets the selection criteria, as well as the merit of the application in relation to other applications, and its eligibility for funding from other sources.

Meeting all requirements does not give any guarantee of the outcome of any application including in direct approaches.

To ensure appropriate probity in respect to sponsorship approvals, applicants are not to lobby Councillors or Council staff in respect to their applications.

Following assessment against the selection criteria and determination of merit, a report will be presented to Council showcasing the applications and proposing a list of successful applicants for Council approval.

4. Probity safeguards

An applicant applying for sponsorship must operate within the Woollahra Council Local Government Area (LGA) or be able to demonstrate that the project will benefit residents of the Woollahra LGA.

The applicant must:

- Have appropriate insurance and workplace health and safety policies in accordance with the sponsorship agreement.
- Be financially viable and is able to meet safety and risk management requirements
- Use funds for the purpose for which the sponsorship was awarded, unless written permission for variation has been obtained from Council prior to the activities being undertaken.
- Obtain all appropriate permits, approvals, and insurance relating to funded activities
- Be aware of commitments under Council's Child Safe Policy and demonstrate capacity to implement as appropriate.
- Acknowledge the assistance of Woollahra Council in all promotions for sponsored activities. The Council logo must appear on all promotional material, for example, advertising, flyers, and event programs. Note: artwork featuring the Council logo must be approved by Council's Communications and Engagement team.
- Invite Councillors or their representatives to any events or functions celebrating the launch or implementation of the sponsorship outcomes.

5. Reporting requirements

Successful applicants will be required to:

Enter into a sponsorship agreement with Council detailing benefits in return for the sponsorship investment. This agreement should outline benefits to your organisation by having Council as a sponsor and how Council will benefit and be acknowledged.

Acknowledgements could take the form of marketing, branding, signage, speaking opportunities for the Mayor or representative, and on site presence at the event, eg, information/display stand or engagement opportunity for Council staff.

At the completion of the delivery of the program or event recipient of the sponsorship will be required to provide an accountability report outlining how the goals of the sponsorship

agreement was met and financial accountability for the sponsorship contributions including receipts for expenditure of Council provided funds.

6. Future sponsorship from Council will be based on:

- Evaluation of previous years' program effectiveness (if relevant).
- The applicant has provided an accountability report demonstrating how funding was used in accordance with sponsorship agreement.
- Whether or not the project still meets Council's objectives and sponsorship priorities.

Should an application be received for a program or event which the applicant have received previous grant funding, the post grant funding acquittal report will form part of the assessment criteria.