

# Community Funding, Sponsorship and Donation Policy

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Policy Name:	Community Funding, Sponsorship and Donation Policy
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Responsible Officer:	General Manager Urban and Community
Relevant Legislation:	Local Government Act 1999
Related Policies and Procedures:	<p>Be the Future of Burnside, Our Strategic Community Plan 2016-2026</p> <p>Code of Conduct for Council Members</p> <p>Code of Conduct for Council Employees</p> <p>Code of Conduct for Volunteers</p> <p>Connected Communities Strategy 2017-2021</p> <p>Elected Members Policy</p> <p>Fees and Charges (Non Rates) – Waivers, Discounts and Subsidies Policy</p> <p>Community Access, Inclusion and Participation Policy</p> <p>Hire of Community Open Space and Facilities Policy</p> <p>Entertainment and Hospitality Policy</p> <p>Fraud and Corruption Prevention Policy</p> <p>Naming of Public Places Policy</p>
Note:	<p>Policy previously called:</p> <p>Community Grants Policy 18 January 2011, C8075; 28 August 2012, C8842; 14 May 2013, C9159; 9 July 2013, C9274 8 April 2014, C9659</p> <p>Community Grants Program Policy 14 July 2015, C10259</p> <p>Community Funding Policy 9 May 2017, C11184</p> <p>Sponsorship and Donations Policy July 2015, C10283</p>

## 1. Introduction

- 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, ensuring that the City of Burnside has a resilient, happy, healthy and connected community.
- 1.2 Council distributes 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.
- 1.3 The Community Funding, Sponsorship and Donation Policy outlines how Council provides funding to individuals and community organisations and works with the corporate sector to support and benefit the City of Burnside community.
- 1.4 This Policy provides:
  - 1.4.1 information on how funding options are governed by the Policy;
  - 1.4.2 information on how funding should benefit the community;
  - 1.4.3 how funding, sponsorship and donations are defined; and
  - 1.4.4 desired outcomes;
- 1.5 This Policy does not cover:
  - 1.5.1 subsidies for community facility hire fees covered by the Fees and Charges (Non-Rates) – Waivers, Discounts and Subsidies Policy; or
  - 1.5.2 other City of Burnside financial assistance programs such as rate rebates, lease and licences, subsidised rental, or in-kind support.

## 2. Strategic Plan Desired Outcomes

- 2.1 A vibrant and diverse community that has a strong sense of belonging and wellbeing.
- 2.2 A community that can access a range of formal and informal education, information, public health and other services and opportunities to enhance their lives.

## 3. Our Approach

- 3.1 Share and celebrate cultural and social diversity through local events, programs and projects.
- 3.2 Encourage residents to participate in artistic, creative and lifelong pursuits.
- 3.3 Provide opportunities for people to connect and interact locally.
- 3.4 Facilitate and advocate for the provision of education, health and other support services and resources to residents, particularly those most in need.
- 3.5 Deliver and support integrated community services and programs to create opportunities for all ages to participate in community life.

## 4. Legislative Requirements and Corporate Policy Context

- 4.1 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.
- 4.2 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 or facilities) as well as establishing or supporting organisations or programs that benefit people in its area or local government generally.

- 4.3 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.

## 5. Interpretation

- 5.1 For the purpose of this Policy:

5.1.1 "Council" means the City of Burnside.

5.1.2 A '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.

5.1.3 A 'Donation' assumes a philanthropic motivation.

## 6. Policy Objectives

- 6.1 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 Plan.
- 6.2 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, subsidies, sponsorship and donations.
- 6.3 Council is committed to supporting local initiatives, which provide opportunities for the community access and participate in a wide range of recreation, cultural, community and environmental activities and projects.
- 6.4 The fundamental aim of the policy is to provide Council with a guide to financially supporting and partnering 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.
- 6.5 This policy outlines Council's commitment to implementing a fair distribution of support across the City, supporting individuals, community groups, organisations and events to create a healthy, happy and connected community.

## 7. Community Funding

- 7.1 The City of Burnside funding programs assist and encourage active participation and community capacity building to support local requirements. Funding programs provide a merit based financial assistance for individuals, community groups and organisations in line with the respective program guidelines.
- 7.2 Community funding options may be undertaken in the form of grant programs, individual grants, awards, scholarships, sponsorship and donations.
- 7.3 The intention of community funding is to help contribute toward delivery of the priorities identified in the Connected Communities Strategy, namely:
- 7.3.1 place-making and development of enduring relationships;
  - 7.3.2 community conversations to inform future needs and wants;
  - 7.3.3 increasing opportunities for community and cultural participation;
  - 7.3.4 creation and activation of community spaces; and

- 7.3.5 provision of both active and passive recreational opportunities.

## 8. Sponsorship

- 8.1 There are two components to sponsorship in this policy. These are:
- 8.1.1 Council providing sponsorship to a community event, organisation or individual, either through the provision of financial or in-kind support or both; and
  - 8.1.2 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.
  - 8.1.3 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.
  - 8.1.4 Council providing sponsorship to external parties:
    - 8.1.4.1 Council may wish to undertake sponsorship of an event or activity that is organised or managed by an external organisation.
    - 8.1.4.2 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:
      - 8.1.4.3 Appropriate branding and profile raising opportunities;
      - 8.1.4.4 Ability to leverage support through community attendance or staging of display/complementary event where appropriate.
      - 8.1.4.5 Ability to reach traditional and non-traditional audiences; and
      - 8.1.4.6 Is seen to be supporting a worthwhile cause or activity within the community.
    - 8.1.4.7 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.
  - 8.1.5 Council accepting sponsorship from external parties:
    - 8.1.5.1 The City of Burnside may consider opportunities to provide increased community value and / or offsetting costs through strategic sponsorship from a third party.
    - 8.1.5.2 Any income or contra services obtained from sponsorship would go towards delivering or improving the services provided by the City of Burnside, or reducing the costs associated with that particular program or service.
    - 8.1.5.3 Council will not enter into any new sponsorship arrangements with any business or individual that is currently tendering for work with the City of Burnside.
    - 8.1.5.4 In a situation where a current supplier of goods or services seeks to undertake some kind of sponsorship, Council's Group Manager, Finance and Governance, Procurement Officers or similar roles will not be involved in the negotiations and current or future sponsorship will not be considered as part of any tender criteria.

8.1.5.5 Sponsorship would be approved via the City of Burnside's Financial Delegation authority.

## 9. Donations

- 9.1 A donation is a gift for charity, humanitarian aid, or to benefit a cause or organisation. An acceptable donation is one that Council deems to represent an appropriate sum of money or in-kind items/goods/services for a project or activity that falls within the normal scope of Council services.
- 9.2 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.
- 9.3 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.
- 9.4 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 or within two years of notification.
- 9.5 Examples of acceptable Donation to Council may include, but not be limited to:
- 9.5.1 Financial donation/bequeaths, including offers of donation of, or towards, public facilities on public land or the purchase of land.
  - 9.5.2 Public facilities including buildings (kiosks, lights, shelters, sheds etc) and structures (benches, playground equipment, barbeques, walkways etc).
  - 9.5.3 Library books which meet accepted public library standards for content and condition.
  - 9.5.4 Documents, photographs, memorabilia, artefacts, diaries and records of historical and/or cultural significance.
  - 9.5.5 Artworks created by local artists for display in public places or which record events or local cultural/historical significance.
- 9.6 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.
- 9.7 Examples of acceptable donation from Council may include, but not be limited to:
- 9.7.1 Registered community or charitable organisations seeking ad hoc or crisis funding.
  - 9.7.2 Events that display a strong and relevant benefit to the local community.

## 10. Restrictions and considerations:

- 10.1 Council must not endorse any commercial products or services associated with the sponsor, recipient or any third party;
- 10.2 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;
- 10.3 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 related matters;

- 10.4 funds raised through sponsorship of specific expenditure items should be used for that purpose and not be redirected into general revenue;
- 10.5 the cost of managing and evaluating smaller sponsorship should not outweigh the dollar value of the sponsorship;
- 10.6 the sponsorship must not conflict or be seen to conflict with the objectives, policies and planning controls of the Council; and
- 10.7 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.

## **11. Funding Agreements**

- 11.1 Successful applicants will be required to execute a City of Burnside funding and or sponsorship agreement that is appropriate and matches the level of funding provided.
- 11.2 Agreements will detail conditions of funding or sponsorship including:
  - 11.2.1 the programs/activities that the applicant has agreed to provide;
  - 11.2.2 the extent of recognition to Council and related requirements;
  - 11.2.3 the monitoring and reporting requirements;
  - 11.2.4 the grant or sponsorship amount and payment schedule;
  - 11.2.5 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
  - 11.2.6 any other requirements under the 'Community Funding, Sponsorship and Donation' Guidelines.
  - 11.2.7 Sponsorship and Donation approval will follow the financial delegation authority matrix.

## **12. Managing Performance and Risk**

- 12.1 Council is committed to risk management and performance issues for community funding, sponsorship and donation purposes.
- 12.2 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.
- 12.3 Council may take corrective action if the funded organisation is failing to achieve the requirements outlined in funding agreements.
- 12.4 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:
  - 12.4.1 Public attendance
  - 12.4.2 Media coverage
  - 12.4.3 Public feedback
  - 12.4.4 Sponsor benefits
- 12.5 A register of sponsorships will be maintained and all major sponsorships will be reported in Council's Annual Report.

### **13. Review and Authority**

- 13.1 This Policy will be reviewed every three to four years in line with Council's Policies and Protocols Framework.

### **14. Availability**

- 14.1 The Policy is available to be downloaded, free of charge, from Council's website <http://www.burnside.sa.gov.au>
- 14.2 The Policy will be available for inspection without charge at the Civic Centre during ordinary business hours and a copy may be purchased at a fee as set annually by Council.

City of Burnside Civic Centre; 401 Greenhill Road, Tusmore SA 5065

Telephone; 8366 4200; Email; [burnside@burnside.sa.gov.au](mailto:burnside@burnside.sa.gov.au)

Office hours: Monday to Friday, 8.30am to 5.00pm (except public holidays)

### **15. Further Information**

- 15.1 For further information about this policy please contact:

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