

Purpose

The purpose of this policy is to outline the council's position in considering requests for sponsorship from individuals, community groups, businesses and organisations.

The council acknowledges that it is accountable to the community for the responsible and prudent management and disbursement of its funds and that this must to be undertaken in a fair, transparent and equitable, manner that maximises community benefit.

The policy assists the council to achieve consistency of council processes and procedures when assessing and approving donations and sponsorships. Additionally, the recipients of council's funds have a responsibility to expend those funds for the purposes for which they were given to meet reporting obligations.

Scope

This applies to all requests from individuals, community groups, businesses organizations and individuals that apply for and received donations and sponsorship assistance, including in kind assistance, from Wodonga Council.

Definitions

The policy provides direction for two specific streams of community assistance:

Donations and sponsorship is any financial or in kind assistance that is provided by the council to any individual, group or organisation to support a service, program, initiative or cause that will benefit the community.

- Donation is a voluntary gift given to a non-related charitable, public purpose or not for profit organisation without any material benefit or advantage being received by the council in return and provided without any conditions or contractual obligations.
- Sponsorship is the right to associate the council's name, brand, products or services in return for a negotiated benefit.

Policy Statement

The council may offer sponsorship for a specific initiative, project, event or communication.

Applications seeking sponsorship / donations can be made at any time during the year and must be made in writing to the Chief Executive Officer (CEO). The CEO has delegated authority to approve requests of up to \$1,000. All other requests, require a report to be prepared for the Council to approve the recommendation for sponsorship/donation.

The following sponsorship guidelines outline the guiding principles that must be adhered to all times when considering new or renewing sponsorship opportunities.

The council commits to the following policy principles

The overarching principles of sponsorship / donations at the Wodonga Council are:

- Contribution to the achievement of the Council Plan or adopted strategic plans;
- Ability to provide meaningful benefit to the community;
- Ensuring probity;
- Achieving efficiency and effectiveness;
- Maintaining accountability; and
- Implementing effective risk management.

There must be no real or perceived:

- Conflict of interest;
- Implication of favoured treatment; and
- Overt endorsement of products or services.

Outcomes

Wodonga Council will only pursue sponsorship opportunities that clearly delivers the following outcomes:

- Deliver strong engagement opportunities, enabling the Council to connect with its community in a meaningful and relevant way that would not be possible without the sponsorship/donation;
- Provide a net benefit to the community with no detriment to the public interest;
- Positively enhance the Council's brand and reputation by demonstrating core council values; and
- Provide opportunities to drive social, environmental, cultural and business outcomes.

What is not eligible?

Organisations/activities that will not be considered for sponsorship or donations by Wodonga Council include that:

- May be construed as offensive or discriminatory;
- Could be detrimental to public health, safety or the environment;
- Promote or encourage smoking, alcohol, gambling or any substance abuse;
- Organisations linked to contentious issues and may present a reputation risk;
- Religious groups unless they are affiliated with an organisation which benefits the community as a whole;
- Have an alignment with a political group, event or campaign;
- Duplicates existing sponsorships;
- Have not honoured previous agreements;
- Schools, government bodies or departments;
- An individual or group seeking support for personal interests or pursuits;
- Does not supply relevant information on how the sponsorship funds are to be spent;
- For operational costs;
- Where sponsorship would otherwise be inappropriate or contrary to law;
- Where a project/event relies on ongoing funding from the council; and
- Where the activity/event/initiative is not being delivered within the Wodonga municipality directly supporting the local community. However, some cross border initiatives may be considered.

Attachments

Nil.

Related policies

- Social Inclusion Policy
- Human Rights Policy
- Wodonga Council Staff Code of Conduct

Related legislation

- Section 195A of the *Local Government Act 1989*.
- Section 3C (1), 3C (2) (b), 3D (2) c, of the *Local Government Act 1989*.
- *Charter of Human Rights and Responsibilities Act 2006*
- *Victorian Public Health and Wellbeing Act 2008*
- *Victorian Disability Act 2006*
- *Disability Discrimination Act 1992*
- *Racial and Religious Tolerance Act 2001*
- *Family Violence Prevention Act 2008*

References

Local Government Act 1989

Review

Council may review this policy at any time but unless otherwise requested at least every four years from date of adoption. Minor amendments to the policy may be authorised by the CEO at any time where such changes do not alter the substance of the policy eg: typographical errors, a change to the name of a related policy, or a change to the name of legislation.

Title:	Sponsorship and Donations Policy
Business Unit:	Community Planning and Well Being
Category:	Policy
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Approved By:	Council at its meeting of November 20, 2017
Next Review:	November 2021