

CONTRIBUTION TO PUBLIC BANDS AND CHOIRS BY WOLLONGONG CITY COUNCIL

MANAGEMENT POLICY

BACKGROUND

Wollongong City Council has a number of programs that provide financial assistance to individuals or organisations that contribute to the community's sense of belonging and cultural life.

This policy outlines the arrangement for Council to provide financial or in-kind support to a local community band or choir in return for specified community benefits.

OBJECTIVE

This policy formalises Council's support for the public performance of community bands and choirs in the city.

POLICY STATEMENT

This policy outlines procedures for Council providing sponsorship to community bands and choirs, and guidelines for advertising, eligibility, conflict of interest, assessment criteria and approval processes.

Applicants should be not-for-profit community bands or choirs in the City of Wollongong, that have membership that is open to the community, and are able to perform at outdoor venues without amplification of sound.

For the purpose of this policy, a community band is defined as "a community-based group of experienced musicians playing together, with a conductor, and performing different parts as a group." It will typically hold regular rehearsals and be available to perform in the community.

For the purpose of this policy, a choir is defined as "an organised group of singers who perform together, and typically whose numbers are large enough to incorporate smaller groups to sing different parts at different pitches".

School bands and choirs are not considered eligible under this sponsorship program.

The policy provides a guide for staff to use when assessing applications.

STATEMENT OF PROCEDURES

Definition

This sponsorship program represents an annual arrangement for Council to provide financial or in-kind support to local community bands and choirs in return for specified community benefits.

Council will allocate two levels of sponsorship for community bands, and one level of sponsorship for choirs as indicated in "5 - Support Levels" of this document.

Council will advertise the sponsorship annually to ensure all potential applicants have equal opportunity to lodge a sponsorship application form with Council.

A Sponsorship Allocation Committee, comprising Wollongong City Council's General Manager, Public Relations Manager and Corporate Relations Officer, will evaluate sponsorship requests against established criteria and determine those bands and choirs that will receive Council sponsorship.

Successful applicants will be advised by Council in July each year.

Criteria

1 Application for Sponsorship of a Community Band or Choir

- Applications for sponsorship by Council of not-for-profit community bands and choirs will be invited each year.
- Council will advertise this invitation on its website www.wollongong.nsw.gov.au and through its weekly paid advertisement in local media. In addition, a media release will be forwarded to local media to promote this opportunity.
- Applications may be considered for support of multiple bands at two different levels– ie Primary (or Senior) Band and Secondary (or Junior) Band if this is considered appropriate.
- Applications may be considered for support of choirs at one level only.
- Any application received which requires consideration outside the parameters of this program will be submitted to Council for determination.
- Should there be sufficient funds remaining from the initial sponsorship allocation, a second round of applications will be invited in the mid financial year period.

2 Eligibility for Sponsorship

- Applications must be lodged on the appropriate Sponsorship Application Form.
- Applicants must lodge a copy of their Constitution, Articles of Association or similar type document (if applicable), with their application form.
- Applicants must be not-for-profit bands or choirs that are located and operate within the City of Wollongong Local Government Area (LGA), and that are seeking sponsorship to participate in community and city activities.
- Applicants must be able to demonstrate:
 - they are able to perform in outdoor public places without amplification.
 - their band or choir is open to the community for eligible membership and has active membership equal to that required for appropriate community performances.
 - the proposed use of any sponsorship funds and costs involved. This includes insurance, rehearsal space costing, transport costs, instrument maintenance, etc.

To be eligible for sponsorship under this program, successful applicants must sign and comply with a Sponsorship Agreement, which includes the requirement for:

- Applicants to co-operate with Council in the preparation of a performance schedule for the period of sponsorship.
- Each sponsored band or choir to perform in an outdoor public place within the sponsorship period as follows :

Primary (or Senior) Band

At least four performances, including:

- Two locations to be determined/negotiated by Council, eg city-wide or community festivals, civic functions or other locations/events.
- Two locations within the City of Wollongong Local Government area to be determined by the band and approved by Council.

Secondary (or Junior) Band

At least two performances, including:

- One location to be determined/negotiated by Council.
- One location within the City of Wollongong Local Government area to be determined by the band and approved by Council.

Choir

At least two performances at civic functions and events determined/negotiated by Council.

- Acknowledgement of Council (including logo) equivalent to other similar sponsors and/or as stated within Council's Sponsorship Agreement at all performances.
- Approval of all necessary application/certificates and supporting documents by Council or other statutory body for each proposed performance, and compliance with all conditions of such approvals.
- Council to have the opportunity to display Council-supplied banners at each performance/event;
- Submission of a report on sponsorship activities to Council at the end of each year of sponsorship. This report must be completed before any future sponsorship applications will be considered.
- Council's application form will seek information from the applicant on the nature and extent of any in-kind sponsorship-sought. In-kind sponsorship will be considered as financial assistance and will be given a dollar costing at the normal Council rate for such activities/services, and assessed on the criteria outlined in this policy.
- All sponsorships will be considered on a one-off basis and no guarantee is made for ongoing sponsorship unless Council determines that multi-year funding is appropriate.

Council will evaluate each application in relation to the above eligibility criteria.

3 Conflict of Interest

- Applicants must identify and declare any actual, potential or perceived conflict of interest in accordance with Council's Code of Conduct and Conflict of Interest Policy. These are available on Council's website.
- Any actual, potential or perceived conflict of interest posed by the potential sponsorship of a band or choir will be identified as part of the assessment process.
- Council will not grant sponsorship to organisations/bands/choirs whose objectives and/or missions are in actual conflict with Council's policies.
- No employee of Council may seek or receive a personal benefit or be perceived to receive a personal benefit as a result of sponsorship allocation from Council.

4 Assessment Criteria

Eligible applicants will be prioritised according to the following assessment criteria:

- Availability for performances at city-wide events as determined by Council.
- Availability for performances at community-based events as determined by Council.
- Availability for performances at civic or other events as determined by Council.
- The financial capacity and responsibility of the applicant.
- Appropriateness of the band/choir within the community.
- The aims and objectives of the applicant/organisation must not conflict with the ideals of the "Charter of the People of Wollongong".

Sponsorship proposals which would be considered ineligible for Council sponsorship include those which:

- May be assessed as having actual, potential or perceived conflict of interest between Council and the applicant, or another sponsoring individual or organisation.
- May result in inappropriate associations that, for a variety of reasons, have the potential to become controversial, reflect negatively on Council, or would not impact positively on the Wollongong community.
- May be assessed as a risk management cost to Council.

The Committee will evaluate each eligible application in relation to the above assessment criteria.

5 Event Support Levels (per annum)

- Community bands/choirs may be considered for multi-year agreements over a period of up to four years at Council's discretion. The purpose of this arrangement is to assist new band and choir opportunities, with a view to encouraging self sufficiency for such groups.
- There is no guarantee of future sponsorship by Council beyond the agreed period.
- Sponsorship funding for performances within the City of Wollongong LGA will be provided within the following parameters:

Primary (or Senior) Band	funding to a maximum of \$2,000
Secondary (or Junior) Band	funding to a maximum of \$1,000
Choirs	funding to a maximum of \$500

6 Approval Process

The Sponsorship Allocation Committee process will be as follows:

- Applications received by the closing date will be acknowledged by Council and assessed for eligibility.
- The Sponsorship Allocation Committee will meet following the advertised closing date to consider eligible applications received and determine successful applicants for financial assistance.
- Applications will be prioritised in accordance with the assessment criteria.
- The Committee will recommend applications considered suitable for funding, with the General Manager having final approval.
- Successful applicants will be advised of Council's sponsorship, including conditions of sponsorship and the Sponsorship Agreement.
- Successful applicants with funding level approved will be submitted to Council for information following determination by the Sponsorship Allocation Committee.

Unsuccessful applicants will be advised of the decision and provided with information as to the reason for this determination.

SUMMARY SHEET

RESPONSIBLE DIVISION	Organisational Strategy and Improvement
DATE ADOPTED ON BEHALF OF COUNCIL	Executive Management Committee – 1 February 2012
DATE OF PREVIOUS ADOPTION(S)	Executive Management Committee – 6 April 2009
DATE FOR REVIEW	29 February 2015
PREPARED BY	Public Relations Manager
AUTHORISED BY	Manager Organisational Strategy and Improvement