

ADOPTED BY COUNCIL: 24 JUNE 2024

### PURPOSE

Wollongong City Council offers a range of events, programs and services which contribute to the community's sense of belonging and cultural life. Many of these events offer exposure to a broad cross section of the community for potential sponsors. Through external sponsorship, Council can obtain increased resources or funding to enhance or offset the cost of producing and promoting events, programs and services.

The purpose of this policy is to provide a guide for Council staff seeking to obtain sponsorship to support Council events, programs and services.

### POLICY INTENT

The main objectives of this policy are to –

- Provide a clear definition of Sponsorship of Council Activities from external sources
- List the methods Council will use to seek sponsorship from external sources
- Set out the principles for assessment of sponsorship applications
- Set out the assessment criteria against which applications will be assessed
- List the types of acknowledgements which may be available to sponsors.

### WOLLONGONG 2032 OBJECTIVES

This report contributes to the delivery of Our Wollongong 2032 Goal 4 We are a connected and engaged community. It specifically delivers on core business activities as detailed in the Engagement, Communications and Events CSP Strategy and DP Services.

### PRINCIPLES

The following principles have been adapted from ICAC's Sponsorship in the Public Sector (May 2006) and are to be used by Council in assessing sponsorship for its events, programs or services

- 1 Sponsorship agreements will not impose or imply conditions that influence or affect Council's ability to carry out its functions fully and impartially.
- 2 There should be no conflict between the objectives and/or mission of Council and those of the sponsor.
- 3 Council will not seek or accept sponsorship from an organisation or individual which is tendering for Council business or may have a current Development Application before Council or be the subject of any court or other formal regulatory investigation. The sponsorship agreement will provide Council the opportunity to terminate or suspend the agreement.
- 4 Council will not provide written testimonials or statements testifying to an individual or company's character, qualifications, products or services as a result of a sponsorship arrangement.
- 5 Council will, where reasonable or appropriate, evaluate products offered as part of a sponsorship agreement to ensure they are fit for purpose before accepting them.
- 6 No employee of Council shall receive a personal benefit from a sponsorship.

- 7 In order to maintain equity and transparency Council will publicly advertise opportunities to sponsor Council events, programs and services. Post public advertisement Council may also make targeted approaches to individuals and organisations that meet the specific criteria in this Policy and Procedure.
- 8 Sponsorship proposals shall be assessed against predetermined criteria which are included in the Sponsorship of Council Activities Management Policy.
- 9 All sponsorship arrangements will be in the form of a written agreement.
- 10 All sponsorship agreements will be approved by the General Manager unless delegated and will be listed in Council's Annual Report

## ATTRACTING SPONSORS

Council will promote the opportunity to sponsor events and activities through a range of channels, such as Council's digital channels. Council may also directly approach organisations and invite them to consider becoming a sponsor and/or to use an external agent to seek and secure sponsorship.

### Brokerage

For high profile events, programs or services Council may opt to use a sponsorship broker or agent. Any commission arrangements must be agreed in advance between Wollongong City Council and the broker.

## SPONSORSHIP ASSESSMENT CRITERIA

Criteria against which potential sponsors and sponsorship agreements will be judged include:

- The objectives and products of potential sponsors are not in, or will not be perceived to be in, conflict with the values and objectives of Wollongong City Council.
- Council will not accept sponsorship from entities that are involved in the manufacture, or wholesaling of alcohol and tobacco related products or addictive drugs, armaments, pornography or sexual services, have been found guilty of illegal, corrupt or improper conduct, or are political in nature (eg political parties).
- Potential sponsors will be credible organisations or individuals with an established track record of corporate responsibility and sustainability.
- Goods or services offered must be 'fit for purpose', relevant to the community's needs and add value to the proposed activity, as determined by Council, acting reasonably.
- Potential sponsors will not be subject to regulation or inspection by Council during the lifetime of the agreement.
- The agreement must not impede Wollongong City Council's compliance with legislative obligations.
- The agreement must benefit the City, its residents, workers and visitors.
- The agreement will not create any real, or perceived conflict of interest.
- The agreement will not provide personal benefit to any employees of Wollongong City Council.

The assessment criteria will be made publicly available to potential sponsors and the general community.

## ACKNOWLEDGEMENT OF SPONSORS

Acknowledgement of sponsors will vary depending on the level of sponsorship. Some of the benefits available may include:

- Naming rights to the event/service or activity.
- Appropriate signage at the sponsored activity or service.
- Acknowledgement in media releases written and distributed by Wollongong City Council.
- Invitations to selected Council functions.

- Acknowledgement on Council's website, online calendar or social media channels.
- Acknowledgement in Council's newsletters.
- Acknowledgement in publicity for the activity or service Event suppliers may be acknowledged as sponsors in publicity in return for discounted agreements as negotiated.
- Council will not explicitly endorse either the sponsor or the sponsor's products.

## **PUBLIC REGISTER**

All sponsorship agreements must be listed in a publicly accessible register. Sponsorships will also be noted in Council's Annual Report.

## **LEGISLATIVE REQUIREMENTS**

This policy takes into consideration the Independent Commission Against Corruption (ICAC) Sponsorship in the Public Sector (May 2006) and Wollongong City Council's Code of Conduct 2022

## **REVIEW**

This Policy will be reviewed every three years from the date of each adoption of the policy, or more frequently as required.

## **REPORTING**

Sponsorships must be listed in the Annual Report.

## **ROLES AND RESPONSIBILITIES**

Events and Visual Strategy Manager – Policy owner

Individual areas are responsible for seeking and managing sponsorships relating to their area as required in the Sponsorship of Council Activities Policy and Management Policy.

## **RELATED STRATEGIES, POLICIES AND PROCEDURES**

Sponsorship of Council Activities from External Sources Management Policy

Council's Codes of Conduct

## **DEFINITIONS**

Sponsorship is defined by ICAC as:

- A commercial arrangement in which a sponsor provides a contribution in money or in-kind to support an activity in return for certain specified benefits.

Sponsorship can be provided:

- By the corporate sector or private individuals, in support of a public sector activity; or
- By the public sector in support of related and worthwhile private or public sector activities.

Sponsorship does not include:

- The selling of advertising space
- Joint ventures
- Consultancies
- Grants (in regard to received sponsorship)
- Unconditional gifts, donations, bequests or endowments.

Sponsorship is not philanthropic. A sponsor expects to receive a reciprocal benefit.

Sponsorship can be provided as cash or 'in-kind' where the sponsor provides a product or service. The value of sponsorship arrangements can vary from a few hundred dollars to tens of thousands of dollars.

APPROVAL AND REVIEW	
Responsible Division	Community Culture and Engagement
Date adopted by Council	24 June 2024
Date/s of previous adoptions	14 March 2016
Date of next review	24 June 2027