

BACKGROUND

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.

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* (February 2013).

OBJECTIVE

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; and
- List the types of acknowledgement which may be available to sponsors.

POLICY STATEMENT

This policy aims to provide a clear understanding of Council's policy to potential sponsors seeking to contribute to Council's events, programs and services.

This policy does not relate to requests by external individuals or groups for Council to receive grants or sponsorship from Wollongong City Council. This Policy is supported by a Management Policy and staff procedure.

REVIEW SCHEDULE

This policy should be reviewed every Council term, or more frequently as required.

STATEMENT OF PROCEDURES

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.

Testimonial as used in this Policy is defined as being a written statement testifying to an individual or company's character or qualifications.

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 Sponsorship agreements will not provide a written testimonial (does not include use of logo) of the sponsor or the sponsor's products.
- 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. 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 from External Sources Council Policy; are available on Council's website; and made publicly available to potential sponsors.
- 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 in the following ways:

1 Public advertisement

Council will advertise opportunities to become a sponsor through local media and Council's website.

2 Targeted approach

Council may directly approach organisations and invite them to consider becoming a sponsor and/or to use an external agent to seek and secure sponsorship.

3 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; are political in nature e.g. political parties;
- Potential sponsors will be credible organisations or individuals with an established track record of corporate responsibility;
- As stated in Principle 5 of the ICAC Guidelines, goods or services offered are '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; and
- 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;
- Static display in the foyer of Council's Administration Building or Libraries;
- 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; and
- 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.

RELATED DOCUMENTS

Sponsorship of Council Activities from External Sources Management Policy

Council's Codes of Conduct

SUMMARY SHEET	
Responsible Division	Community Cultural and Economic Development
Date adopted by Council	14 March 2016
Date of previous adoptions	Nil
Date of next review	March 2020
Prepared by	Engagement Co Ordinator
Authorised by	Manager Community Cultural and Economic Development