



**LIVERPOOL CITY COUNCIL CORPORATE
SPONSORSHIP (OUTGOING) POLICY**

Adopted: May 2017

TRIM 078043.2017

LIVERPOOL CITY COUNCIL CORPORATE SPONSORSHIP (OUTGOING) POLICY

1 LEGISLATIVE REQUIREMENTS

Local Government Act 1993 section 356

2 PURPOSE/OBJECTIVES

- 2.1 Corporate sponsorships are financial contributions to organisations, groups or individuals for programs that can build or enhance the reputation and brand of Liverpool City Council in accordance with Council's Community Strategic Plan.
- 2.2 This policy aims to establish a single, coordinated and transparent approach to the way Council allocates corporate sponsorship to organisations and groups.
- 2.3 This policy does not cover grants or donations. Refer to Council's Grants and Donations Policy for information on those programs.

3 DEFINITIONS

Community benefit: The benefit to the community as a result of Council's corporate sponsorship support.

Corporate Sponsorship: A contribution made by Council to an organisation, group, or individual for a specific community purpose in return for tangible benefits to Council, the community or the Liverpool Local Government Area (LGA).

Council: Liverpool City Council

4 POLICY STATEMENT

- 4.1 Council may provide financial contributions of up to \$10,000 through its Corporate Sponsorship Program to organisations, groups, or individuals for programs that can build or enhance Council's reputation. These include but are not limited to providing appropriate branding benefits and opportunities for Council, and/or providing cross-promotional opportunities for Council's services or facilities
- 4.2 Applications to Council for sponsorship must address at least one of the following Corporate Sponsorship Program priorities:
 - 4.2.1 Economic benefit:
 - a) Delivers significant economic benefit to the Liverpool LGA
 - b) Delivers benefit to tourism, hospitality and retail sectors through the attendance of regional, national, or international delegates at events
 - c) Provides a platform for research, trade, and/or investment opportunities
 - d) Attracts national or international attention to Liverpool as a place to reside, visit, work and/or invest
 - e) Creates employment opportunities within the Liverpool LGA
 - 4.2.2 Community, cultural, and social benefit:
 - a) Provides an innovative opportunity to meet community needs and promote Liverpool's cultural diversity and celebrate our City's uniqueness
 - b) Enhances Liverpool's profile and reputation as an outward looking, creative and connected city
 - c) Creates opportunities for education and information exchange between Council, the community and the sector
 - d) To support the organisation and activation of a charity event with the Liverpool LGA. Sponsorship funds are not eligible to be used for direct fundraising, including but not limited to the purchase of tickets or tables at a fundraising event

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- e) Attracts a major program to Liverpool that has South West-Sydney region, state or national significance
- 4.2.3 Environmental benefit:
- a) Enhances Liverpool's reputation as a sustainable city through leadership in waste and environment management

5 EXPECTED PROGRAM OUTCOMES

- 5.1 Sponsorship from this program can contribute to one or more of the following outcomes:
- a) Provide an opportunity for measurable economic, social, environmental and/or cultural benefits to Council and the Liverpool LGA
 - b) Provide opportunities for the community to participate and contribute in activities/events in the Liverpool LGA
 - c) Create a valuable strategic alliance for Council
 - d) Provide extensive coverage and promotional/publicity opportunities across a range of media outlets
 - e) Promote Council's reputation as a great place to live, visit, work, and invest

6 PROGRAM TIMEFRAME

- 6.1 Council will accept applications throughout the financial year as promoted on Council's website.
- 6.2 Applicants are required to submit their application at least three months prior to the event taking place.
- 6.3 Activities should take place within 12 months of successful sponsorship funding being received.

7 PROGRAM ELIGIBILITY AND CONDITIONS

- 7.1 To be eligible applicants:
- a) May be either a not-for-profit or for-profit organisation
 - b) Must be a registered business or incorporated association, and hold a current ABN
 - c) Must apply for corporate sponsorship towards an event or activity in the Liverpool LGA that attracts a significantly high level of attendance from the community and provides direct benefits for Liverpool based organisations and/ or Liverpool residents
 - d) Must have public liability insurance of at least \$10 million and maintain this during the agreed funding period
 - e) Must ensure that attendance and participation is free where corporate sponsorship is sought for a community event
 - f) Must be registered with the Australian Charities and Not-for-profits Commission if an application is for a local charity event
- 7.2 Funding will not be provided to:
- a) Projects or programs that duplicate existing Council services or programs
 - b) Projects or programs that directly contravene existing Council policy
 - c) Projects that do not address the identified directions of the Liverpool LGA as set out in Council's Community Strategic Plan or do not address or comply with clause 4.2
 - d) Government departments, political parties, groups or projects that are overtly political in nature

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- e) Charities for general donations including the purchase of tickets or fundraising tables at an event
- f) Cover general operational expenditure (e.g. administration, insurance), shortfalls in funding by government departments or completed/retrospective projects
- g) Projects that will rely on recurrent funding from Council
- h) More than one event within the Liverpool area in a two month period that celebrates or marks a specific occasion or activity
- i) Organisations whose activities are not aligned with the City's ethical framework (see 7.3)
- j) Previous recipients who have not fulfilled the conditions of a particular sponsorship
- k) Organisations that are not registered in Australia
- l) Activities or events that do not benefit the Liverpool LGA or its residents
- m) Projects where funding sought is retrospective in nature
- n) Underwrite events, programs or projects

7.3 Ethics Framework

Council will not support any applications that:

- a) Pollute land, air or water
- b) Destroy or waste non-recurring resources
- c) Promotes or encourages violence or hatred
- d) Market or promote products/services in a misleading or deceitful manner
- e) Produce, promote or distribute products/services likely to be harmful to the community
- f) Acquire land or commodities primarily for the purpose of speculative gain
- g) Create, encourage or perpetuate militarism or engage in the manufacture of armaments
- h) Entice people into financial over-commitment
- i) Exploit people through the payment of below award wages or poor working conditions
- j) Discriminate by way of race, religion, or gender
- k) Contribute to the inhibition of human rights generally

8 CONFLICTS OF INTEREST

Members of Council staff, and Councillors assessing and determining applications for sponsorship should identify and manage any potential conflicts of interest in accordance with Council's Code of Conduct and Ethical Governance: Conflicts of Interest Policy. In particular, members of Council staff and Councillors need to ensure that any affiliation between them and the applicant is appropriately managed when assessing and determining applications for sponsorship.

9 CORPORATE SPONSORSHIP MANAGEMENT PROCESS

9.1 Applications

9.1.1 All applicants must register to use Council's online grants management system, SmartyGrants, before submitting an application. All applications must be submitted online using the approved application form within the required timeframe. Incomplete applications, or applications submitted outside of this system will not be accepted.

9.1.2 Applications for events must show evidence that they have prior approval from Council's Events team prior to any sponsorship application being made. The events team can be contacted via 1300 362 170 or by emailing events@liverpool.nsw.gov.au.

9.2 Assessment and recommendations

9.2.1 All corporate sponsorship applications received by Council are assessed by an assessment panel consisting of Council staff members.

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9.2.2 Applications recommended for sponsorship will be submitted to Council for endorsement in accordance with section 356 of the *Local Government Act* 1993.

9.2.3 Unsuccessful applicants are encouraged to seek feedback from Council staff on their application. The Corporate Sponsorship Program is highly competitive and Council will only support applications that will provide significant tangible benefits to Council and the community in accordance with this policy.

9.3 Approval

9.3.1 Only Council has authority to approve Corporate Sponsorship requests. No organisation or individual is to seek approval for corporate sponsorship funding prior to a Council resolution unless Council has resolved for the respective application to be placed in a standing sponsorship list.

9.3.2 Council's current standing sponsorship resolutions are:

Sponsorship Activity	Amount	Council Resolution
ANZAC Day Commemorative Service	\$5,500	27/02/2012
Police Officer of the Year	\$1,000	27/06/2011

9.3.3 Approval of corporate sponsorship does not imply that Council has given any other consent. Applicants should note that aspects of many festivals and events require approvals and consents from Council, NSW Police and other NSW Government agencies. For guidelines on applying to host an event in Liverpool, please visit www.liverpool.nsw.gov.au/whats-on/events/event-organisers-information-kit-guidelines

9.4 Sponsorship agreements

All successful applicants are required to enter into a funding agreement before funds are released. The agreement needs to be finalised before the project can commence. Terms and conditions of the agreement must be clearly and transparently documented.

9.5 Reporting

All corporate sponsorship recipients are required to report on and acquit their project as detailed in their funding agreement. Reports are to be submitted using Council's online grants management system. Reports provide feedback on the success of the project in terms of the agreed outputs and outcomes, relevant data and any lessons learnt.

For charity events, Council will require proof of funds raised and provided to each charitable recipient to ensure consistency with the application and funding agreement.

9.6 Evaluation and review

9.6.1 This policy will be reviewed every two years. It will be evaluated to assess:

- a) Its effectiveness in enhancing Council's reputation and brand;
- b) The benefits to Council are commensurate with the level of sponsorship provided;
- c) Its eligibility and assessment criteria are consistent with Council's identified priorities and strategic directions;
- d) The manner in which Council manages its sponsorship arrangements are professional and the process for providing sponsorships is transparent and accountable; and

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- e) Conflicts of interest are identified and agreements terminated should a conflict of interest arise during the term of the agreement that cannot be resolved.

10 ASSESSMENT CRITERIA

The provision of corporate sponsorship is at the sole discretion of Council. Meeting Council's eligibility criteria does not guarantee corporate sponsorship, given that Council will need to prioritise sponsorship within its available budget. The following criteria will be used when considering sponsorship applications:

Demonstrated significant benefits to Council and the community
Range of media and publicity opportunities for Council including opportunity for exclusive naming rights
Uniqueness to the Liverpool area (i.e. City marketing benefits)
Event will be held in Liverpool LGA and/or provides benefits to the Liverpool community
Expected number of attendees at event
Intention to attract a large cross-section of the community (i.e. not just one particular community group)
Use of local resources (e.g. local businesses providing services, local venues)
Proportion of sponsorship sought relative to the event or program's budget
Opportunity for strategic partnership / alliance for Council

AUTHORISED BY

Council Resolution

EFFECTIVE FROM

31 May 2017

DEPARTMENT

Community Development and Planning

REVIEW DATE

Two years after the adoption of this policy

Version	Amended by	Changes made	Date	TRIM Number
1	Council	Not applicable	26 August 2002	117339.2007
2	Council	Complete review	28 August 2013	156923.2013
3	Council	Complete review	14 March 2016	094654.2015-005
4	Council	Complete review	31 May 2017	078043.2017

THIS POLICY WAS DEVELOPED AFTER CONSULTATION WITH

Corporate Services (Governance, Legal, and Procurement)

Economic Development

Community and Culture (Events)

REFERENCES

Auditor General NSW: Performance Audit on Grants Administration in NSW

Australian Institute of Grants Management: Grant making Manifesto (2011)

Liverpool City Council: Council's Community Strategic Plan

Liverpool City Council: Code of Conduct Procedures

Liverpool City Council: Social Justice Policy

Liverpool City Council: Ethical Governance, Conflicts of Interest Policy

Liverpool City Council: Grants and Donations Policy

NSW Premier and Cabinet: Good Practice Guide to Grants Administration (2006)

NSW Family and Community Services: Community Builders Program Guideline (2012)