

# DRAFT Policy

## Community Sponsorship

Version 1.1

Adopted by Council at its meeting on XX/XX/XXX

Minute No: XXX

Division: Community and Natural Resources  
Section: Community and Cultural Services  
File Reference: Council Policies/Protocols/Procedures  
Historical Reference: Community Sponsorship Policy, Version 1.0.

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# Community Sponsorship

## Policy Objective

To establish Tweed Shire Council's position in relation to the provision of financial assistance by way of a sponsorship agreement to local community groups and organisations that deliver enhancements to the identity and character, environment, health, well-being and connectedness of Tweed Shire residents. The sponsorship agreement acknowledges the contribution Council makes to local community groups and organisations that contribute to the fabric of community life in the Tweed Shire and respond to local needs and issues.

## Definitions

**Financial Assistance:** is a payment made to a group or organisation towards a project, initiative or service where a reciprocal benefit is not received by Council.

**Resource support:** goods and/or services loaned or provided by Council, without costs, to the project organiser.

**Not For Profit:** is a non-government group or organisation that is not operating for the profit or gain of its individual members, whether these gains would be direct or indirect.

**Sponsorship:** funding agreements that provide cash or Council resource support to a project meeting specific criteria.

## Policy Background

Council provides a range of support and resources to a number of community organisations that deliver a variety of community projects, initiatives and services to residents of the Tweed Shire.

## Policy Exemptions

This version of the policy does not override or supersede other policies or funding agreements being both financial and resource support currently provided by Council. *(These other funding outlets and agreements will be considered in future funding / sponsorship reviews).* Existing programs that are currently exempt from this policy are:

- Events Sponsorship
- Request for Resource Support (formerly In-Kind Assistance)
- Donations and Subsidies (Rates and Charges)
- Natural Resources Management - Biodiversity, River Health, Native Animal Welfare Groups
- Financial Assistance to Licensed Not for Profit Native Animal Welfare Groups

- Local Heritage Assistance Fund and Programs
- General in-kind support to community groups (as reported in quarterly budget and Annual Report by Finance)
- Annual support through Council's General Fund Budget to a range of Community and Emergency Service organisations
- Sports field assets grants
- Facility Hire and Use

## Policy

The Community Sponsorship Policy continues to offer assistance to local community organisations ensuring priority is given to the objectives identified by the community through the development of the Community Strategic Plan (2017-2027).

The most relevant goal within the Community Strategic Plan 2017-2027, in relation to the Community Sponsorship Policy is:

**“People, places and moving around: *Who we are and how we live*”**

### 3.1 People

#### Goal

Provide social, cultural and economic opportunities enabling healthy, safer and more inclusive communities”

The Guiding Principles of the Community Sponsorship Policy are:

- Transparency
- Access & Equity
- Fairness
- Capacity to deliver
- Partnerships and Collaboration
- Integrity
- Accountability

## **Funding Guidelines**

1. Projects, initiatives and services will not be funded retrospectively.
2. Only one application per community group or organisation will be considered per financial year.
3. A group or organisation shall not be eligible for any more than two donation grants in any consecutive three year period.

4. Projects must be completed within 12 months of funding.
5. Council will advertise yearly on Council's website and through social media, detailing available funds and inviting applications for Community Sponsorship.

### **Eligibility Criteria**

1. Projects, initiatives or services must be delivered to residents in the Tweed Shire Council Local Government Area.
2. Applicants must be not for profit meaning they are a non-government, not for profit, community based group or organisation that is not operating for the profit or gain of its individual members whether these gains would be direct or indirect.
3. No financial assistance will be given to privately owned businesses/companies.
4. No further financial assistance will be given to projects, services or initiatives that are already receiving Council funding or resources, which is additional to the terms of the Policy.
5. No financial assistance will be given to Government Departments or agencies or for support of Government or Council owned facilities/fixed assets.
6. No financial assistance will be given to reimburse groups or organisations for Council fees and charges.
7. No financial assistance will be given to competitive sporting activities or clubs.
8. Council will not support/fund applications that are specifically fundraising for donations and charities.
9. The funds are not to be used for a social activity for members of the organisation exclusively.
10. For applications which include a public/community celebration component, evidence of adequate public liability insurance and/or other relevant insurance cover must be provided.
11. Applicants must have formally and fully acquitted any previous grants provided by Tweed Shire Council.
12. Applicants must submit applications on the official application form, and no late applications will be accepted.

### **Selection Criteria**

1. Meets eligibility criteria.

2. Demonstrates how the project, initiative or service will achieve an outcome linked to the Tweed Shire Council Community Strategic Plan 2017-2027.

Details of the Community Strategic Plan can be found online – [www.tweed.nsw.gov.au](http://www.tweed.nsw.gov.au)

3. Addresses a community need and describes how the community will benefit from the project, initiative or service.
4. Applicants not located in the Tweed Shire must demonstrate how they will deliver projects, initiatives or services that benefit the residents of the Tweed Shire.
5. Demonstrated capacity for the applicant to professionally manage the implementation of the project including completion by the proposed date.
6. Applications that demonstrate a collaborative and sustainable approach including the contribution of in-kind support and other resources by the applicant and other stakeholders will be given priority consideration. This may include letters of support from partners, key stakeholders, etc.

### **Assessment Process**

1. Applications will be assessed by relevant Council Officers and must meet all eligibility criteria to be considered by Council.
2. Eligible applications will be assessed against selection criteria and presented to Councillors at a Councillor Workshop for discussion and consideration.
3. The results of the Councillor Workshop will be documented in a report to the next Council meeting for adoption of the recommended applications.
4. Full or partial or no funding for the applications may be recommended by Council and all applicants will be advised of the outcome of their application following the Council decision.

### **Compliance**

#### **Acknowledgement of Council**

Successful applications must acknowledge the contribution to the project by Council in all printed, written and promotional items including media releases and social media. Council will provide all successful applicants with the appropriate Council logo and guidelines for the correct use of the logo as required.

#### **Accountability**

All successful applicants must sign a Community Sponsorship agreement with Council and at the end of the project must complete the official Acquittal and Project Finalisation Report Form.

## **Variations**

Any variations to the project as detailed in the Community Sponsorship agreement must be made via formal written request to Council for its consideration.

## **Related Legislation**

*Local Government Act 1993 s 356.* This section of the Act details Council's capacity to provide financial assistance to others.

## **Council Reference Documents**

Community Strategic Plan 2017-2027  
Community Sponsorship Policy

## **Forms**

Community Sponsorship Application Form  
Community Sponsorship Acquittal and Project Finalisation Report Form

## **Review Period**

This Policy will be reviewed within 12 months of the election of each new Council or earlier in the event of any legislative or circumstantial changes.

## **Useful Links**

[Tweed Shire Council website](#)  
[Tweed Shire Council Community Strategic Plan](#)

Version Control:

<b>Version History</b>		
<b>Version #</b>	<b>Summary of changes made</b>	<b>Date changes made</b>
1.0	Formation of Draft Policy.	January 2016
1.0	Adoption of Policy following public exhibition period. Replaces Donations (Financial Assistance) Policy Version 1.2.	17 March 2016
1.1	First review of Community Sponsorship Policy.	20 July 2017