



WARRNAMBOOL
CITY COUNCIL

Sponsorship Policy

APPROVAL DATE: March 2012

REVIEW DATE: March 2015

DOCUMENT CONTROL

Document Title:	<i>Sponsorship Policy</i>
Policy Type:	<i>Council</i>
Responsible Branch:	<i>Community Development</i>
Responsible Officer:	<i>Director, Community Development</i>
Document Status:	<i>Approved</i>
Approved By:	<i>Council</i>
Adopted Date:	<i>March 2012</i>
Review Date:	<i>March 2015</i>

TABLE OF CONTENTS

1. INTRODUCTION 4

 1.1 Purpose and Scope 4

 1.2 Definitions 4

2. REFERENCES 4

 2.1 Council Policies, Procedures & Guidelines 4

 2.2 External References 4

3. POLICY 5

 3.1 Policy Statements 5

 3.2 Policy Guidelines 5

 3.2.1 Exclusions 5

 3.2.2 Restrictions 6

 3.2.3 Naming Rights 6

 3.2.4 Exclusive Supply Arrangements 6

4. GOVERNANCE 6

 4.1 Owner 6

 4.2 Review 6

 4.3 Charter of Human Rights Compliance 6

1. INTRODUCTION

1.1 Purpose and Scope

The purpose of this Policy is for Warrnambool City Council (The Council) to provide the community and Council staff with an understanding of its objectives and approach to the use of sponsorship in the business of Council.

1.2 Definitions

Sponsorship	<p>Sponsorship is a reciprocal commercial relationship between two parties (organisations and/or individuals) which has been entered into for the mutual benefit of both parties. Sponsorships can be in the form of cash contributions, in-kind support or a combination of both. The benefits to sponsors can include building brand and/or product recognition and awareness, good corporate citizenship and/or making grass-roots connections with the local community. Council can receive or provide sponsorship.</p> <p>Sponsorship does not include:</p> <ul style="list-style-type: none">• Applications for grants or funding through government or philanthropic trusts• The sale of advertising space• Joint ventures
-------------	---

2. REFERENCES

2.1 Council Policies, Procedures & Guidelines

- Sponsorship Operational Policy
- Councillor Code of Conduct
- Gift and Benefits Policy
- Information Privacy Policy
- Procurement Policy
- Risk Management Register and Plan
- Staff Code of Conduct
- Tendering Policy

2.2 External References

- *Sponsorship in the Public Sector: A guide to developing policies and procedures for both receiving and granting sponsorship.* Independent Commission Against Corruption (May 2006).
- *Code of conduct for Victorian public sector employees.* Public Sector Standards Commissioner, State Government of Victoria: State Services Authority 2007.

3. POLICY

Council has opportunities to enhance its image and build the profile of the City in a cost effective manner through sponsorship arrangements.

Its principal aims in seeking sponsorship are to:

- Increase access and involvement in the sponsored service, program or facility
- Establish strategic partnerships with other organisations
- Inject resources, whether cash or in-kind contributions, into Council services, programs and facilities.

Sponsorship arrangements will only be considered when there is alignment with objectives outlined in the Council Plan and benefits to the City are demonstrable.

3.1 Policy Statements

Warrnambool City Council 'The Council' supports the use of appropriate sponsorship to maximise financial and in-kind support to identified activities and events. All sponsorship arrangements will be undertaken in a professional and co-ordinated manner, and in accordance with relevant Council policies.

The Council will not allow a sponsor to determine the content or interpretation of any program or service.

Acceptance of a Sponsorship Agreement does not mean that The Council endorses the product or services of the sponsor. This philosophy must be clearly stated in all sponsorship agreements.

3.2 Policy Guidelines

3.2.1 Exclusions

Council will only enter into a sponsorship arrangement with a business or an individual whose reputation and image is consistent with the values, objectives and policies of Council. Exclusions include:

Tobacco industry

Gaming / Gambling Providers - Acceptance of sponsorship from organisations dealing with gaming or gambling will be at the discretion of the Chief Executive Officer.

Alcohol – Acceptance of sponsorship from organisations dealing with alcoholic beverages will be at the discretion of the Chief Executive Officer. Direct sponsorship by alcohol brands/companies will not be considered.

3.2.2 Restrictions

Council will not accept sponsorship exceeding \$500 from any individual, organisation or commercial enterprise which has a matter pending decision by Council without prior consultation with Director City Growth and/or Director Corporate Strategies.

Sponsorship arrangement with entities that Council may have to inspect or regulate in order to ensure adequate propriety will be at the discretion of the Chief Executive Officer.

Council will not enter into a sponsorship arrangement with any person or entity currently under investigation or which has been found guilty of any criminal or improper conduct by a court or any other legal authority.

3.2.3 Naming Rights

Approval to seek a naming rights sponsorship of any event, program or initiative must be approved by the responsible Director. Any sponsorship agreement including naming rights for any event, program or initiative must be approved by the responsible Director.

Approval to seek naming rights sponsorship for any Council owned and/or managed buildings or facilities must be approved by Council.

3.2.4 Exclusive Supply Arrangements

Sponsorships may include brand exclusivity, purchase agreements or product supply rights where the agreement is consistent with the Council's Procurement Policy or adversely affect the operation of another Council service.

3.2.5 Sponsorship Management

Procurement and management of sponsorships will be in line with appropriate WCC policies.

4. GOVERNANCE

4.1 Owner

The Director, Community Development is responsible for monitoring the currency and viability of this policy and updating it when required.

4.2 Review

The Director, Community Development will review the policy for any necessary amendments no later than three years after its formulation or after the last review.

4.3 Charter of Human Rights Compliance

It is considered that this policy does not impact negatively on any rights identified in the Charter of Human Rights Act (2007).