



WAVERLEY  
COUNCIL

# Sponsorship Policy

Policy owner	Executive Manager Engaging Waverley
Approved by	Operations and Community Services Committee
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Relevant legislation/codes	The NSW Local Government Act (1993) The Australian National Audit Office Management of Corporate Sponsorship 1997; Sponsorship in the Public Sector – Independent Commission Against Corruption 2006
Related policies/procedures/guidelines	<a href="#">Waverley Community Strategic Plan 2018-2029</a>
Related forms	

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## 1. Background

Waverley Council delivers a range of activities, programs and events that contribute to the vibrant cultural life of the Waverley community. Through inbound financial and in-kind sponsorship, Council can enhance these activities, programs and events to provide a greater benefit to the community.

Waverley Council also provides outbound sponsorship to community organisations, groups and individuals for the benefit of the community.

## 2. Purpose

The purpose of this policy is to outline the principles of sponsorship for Waverley Council and aims to establish a coordinated and transparent approach to the way in which Council seeks, secures, provides and manages all sponsorship.

The policy:

- Outlines a framework and general principles for managing Waverley Council's inbound and outbound sponsorships, both monetary and non-monetary in nature;
- Outlines considerations in identifying, pursuing, securing, approving, receiving, distributing and managing inbound sponsorship;
- Outlines considerations in identifying, assessing, approving and managing outbound sponsorship;
- Ensures that all sponsorship is dealt with in a fair, transparent and equitable manner;
- Outlines responsibilities of all parties involved in a sponsorship arrangement;
- Specifies criteria that guide what sponsorship opportunities could be sought or supported including considerations for ensuring probity, policy conformity, and avoiding conflicts of interest.

## 3. Scope

This Policy applies to all inbound and outbound sponsorship arrangements entered into by Waverley Council. It does not apply to grants or donations. The Policy supersedes the Sponsorship related sections of the Grants, Donations and Sponsorship Policy (2013).

This Policy applies to all Waverley Council elected representatives and employees, including permanent, temporary and casual staff, contractors and consultants engaged by Waverley Council.

## 4. Policy Content

### 4.1 Sponsorship Principles

Any sponsorship arrangement that is offered or sought by Waverley Council must:

- Benefit Council, the residents, businesses and/or visitors of the area;
- Help deliver and align with Council's Community Strategic Plan and other Council Plans and Policies;

- Not create a conflict of interest;
- Pass a suitability assessment;
- Pass a Risk and Probity assessment;
- Not interfere with Council's ability to exercise its obligations under the Local Government Act 1993 or any other relevant legislation that Council relies on to perform its duties and deliver services.

## **4.2 Suitable Items for Sponsorship**

Sponsorship may be inbound (received by Council), or outbound (offered by Council) and can be funded and/or in-kind.

### **4.2.1 Suitable Activities for Inbound Sponsorship**

The types of events/activities that Council may consider suitable for inbound sponsorship generally include:

Temporary or recurring activities or events such as:

- Public and ticketed events, festivals and event programs;
- Cultural activities and programs of a limited time period or ongoing e.g. Exhibitions, cultural programs;
- Public conferences, seminars and workshops e.g. business forums;
- Training and education or opportunities for scholarships;
- Community or industry awards;
- Environmental projects;
- Community awareness and education campaigns;
- Or any other deemed appropriate.

Council assets including but not limited to:

- Buildings, facilities, parks, sporting facilities, bus shelters, fleet or other infrastructure;

Waverley Council considers prospective sponsorship to be a mechanism with which to value-add to existing activities, projects or programs, or to introduce new projects.

Council will continue to provide its services and commitments to the community regardless of the level of sponsorship support received or provided.

### **4.2.2 Suitable Activities for Outbound Sponsorship**

The types of events/activities that Council may consider suitable for outbound sponsorship generally include:

- Cultural or community events
- Community education programs
- Community projects
- Sporting projects and programs
- Conferences
- Scholarships
- Awards

- Research and publications
- Or any other deemed appropriate.

### **4.3 Benefits to Sponsors (Inbound Sponsorships)**

For inbound sponsorships, Waverley Council can provide a suitable target audience or the opportunity to meet goals associated with social responsibility.

The specific benefits of an inbound sponsorship arrangement to the sponsor are determined in collaboration and agreement with Waverley Council and may be restricted by legislation and public policy. Benefits must be agreed upon in advance and included in the sponsorship agreement. The extent of benefits will depend on the level and nature of the sponsorship and may include but is not limited to:

- (a) Ability to use Council's branding, content and imagery in connection with the sponsored activity and the ability to develop co-branded material;
- (b) Branding exposure on print materials and collateral, media, social and direct marketing, and Council's public wifi platform;
- (c) Exposure at events through signage and integration into events programs where feasible and appropriate, acknowledgement by the emcee or speakers;
- (d) Opportunity to speak publicly at the sponsored event or activity;
- (e) In-kind event coordination support and event advisory/logistics support;
- (f) Event hospitality including invitation to events, invitation to VIP functions, temporary car parking space for the event and preferential seating;
- (g) Naming rights or category sponsorship for major events;
- (h) Award or trophy in the sponsor's name and publicly presented;
- (i) Designated spaces whether internal or external on a case by case basis;
- (j) Display of goods and other material merchandising of goods at selected points of sale
- (k) Sponsors name, logo or other relevant design displayed on Council assets eg, Garbage trucks or other fleet vehicles, or on a plaque or name plate in connection with the asset;
- (l) Council waiving fees or agreeing to meet costs associated with services it would otherwise charge for, as listed in the advertised Fees and Charges e.g. installation of street banners.

### **4.4 Benefits to Council (Outbound Sponsorships)**

Specific benefits to Waverley Council for outbound sponsorships will be determined as part of the development of the sponsorship agreement. The extent of benefits will depend on the level and nature of the sponsorship and may include but is not limited to:

- (a) provides alternate avenues for Council to provide social and cultural benefit to, and meet the needs of, the Waverley Community.
- (b) provides positive media, promotion and publicity opportunities across a range of media platforms.
- (c) provides a mechanism to return economic benefit to the Waverley local government area by the leveraging of proportionally lower contributions
- (d) provides the opportunity for Council to have visible and meaningful participation in events and activities that enhance the image and reputation of the local government area
- (e) creates and/or maintains valuable strategic alliances for Council

#### 4.5 Sponsorships not permitted under this Policy

Sponsorships will not be offered or sought that:

- (a) Have the potential for an adverse impact on Waverley Council's reputation and brand;
- (b) Impede or potentially impede Council's ability to carry out its functions fully and impartially;
- (c) Restrict access to Waverley Council's events, services or assets;
- (d) Are not consistent with the objectives outlined in Waverley Council's Community Strategic Plan, or other plans, strategies and policies of Council including Plans of Management;
- (e) give rise to a conflict of interest;
- (f) Pose a conflict between the objectives and values of Council and those of the other party.

Waverley Council will not consider entering into sponsorship arrangements with other parties that Council deems:

- (a) Such arrangement could compromise, or be seen to compromise, Council's ability to exercise its regulatory and planning functions. Further, other parties must have a clear understanding that any arrangements have no bearing on Council's capability to exercise such functions;
- (b) Have not fulfilled the requirements of a previous sponsorship arrangement;
- (c) To be of a political nature (e.g. political parties);
- (d) Are connected with adult services or adult content production or distribution;
- (e) Promote or are associated with the sale of tobacco;
- (f) Promote or are associated with gambling products or services;
- (g) Promote or are associated with weapons manufacture and sale;
- (h) Discriminate by way of race, religion, gender, sexual orientation including in employment, marketing or advertising practices.

#### 4.6 Conflict of Interest

Every sponsorship arrangement proposal will be assessed as to whether it gives rise to or may give rise to a conflict of interest (either real or perceived). Council has the discretion to refuse or terminate such arrangement in any case where, during the life of the sponsorship agreement, the other party (including related parties, parent companies and subsidiaries):

- Has a current development application or planning matter before Council, or Council is aware of a possible future application and planning matter;
- Is or is likely to be subject to regulation or inspection where Council may impose conditions;
- May limit Council's ability to carry out its functions fully and impartially or may be perceived to do so;
- Or for any other reason.

In addition, there should be no suggestion, either explicitly or implicitly, that any individual, organisation or company will be given any favourable or special treatment as a result of providing sponsorship support to Council.

No elected representative, employee or agent of Waverley Council is to receive, or solicit, a personal benefit from a sponsorship agreement with Council. This would constitute a breach of Council's Code of Conduct.

Prospective sponsors will be required to sign a Conflict of Interest Declaration as part of the acceptance and approval process.

#### **4.7 Partner Organisations and Third-Party Sponsorship**

From time to time, Waverley Council may partner with an organisation in order to deliver a program or event. Conditions associated with the Partnership arrangement will be outlined in an agreement.

Partners seeking sponsorship to events and programs run in conjunction with Council should adhere to the criteria outlined in this Policy for assessing the suitability of potential sponsorships. Council must be notified of potential sponsorship arrangements by partner organisations and retains the right to reject potential sponsorship arrangements that it deems to be inappropriate, or to impose conditions of the sponsorship offering and arrangement.

#### **4.8 Retainment of discretion to reject sponsorship**

When determining and evaluating a sponsorship proposal, Waverley Council retains the discretion not to accept a sponsorship proposal. Council will assess proposals according to the criteria it has created and published.

#### **4.9 Attracting Sponsors**

Sponsorship opportunities are potentially sought through different approaches. Waverley Council may offer or seek sponsorship opportunities through:

- (a) Expressions of Interest  
Expressions of Interest will typically be invited through advertisement to ensure the business community and other relevant government and non-government organisations have the opportunity to participate in relevant sponsorship opportunities.
- (b) Pitching a sponsorship  
Council may identify potential sponsor/s for a specific sponsorship opportunity and may initiate direct contact with the potential sponsor/s where there is a strategic alignment between the prospective sponsor/s and the activity or project for which sponsorship is being sought.
- (c) Unsolicited proposals  
Unsolicited proposals for sponsorship should only be accepted where a significant strategic alignment exists between the sponsor and the target sponsorship offering. In these situations the reasons for accepting the offer and not conducting an open market process must be clearly documented. A register of accepted unsolicited proposals will be made available on Council's website.
- (d) A combination of the above.

#### **4.10 Assessing a Sponsorship Arrangement Proposal**

Sponsorship arrangement proposals must be assessed against the below criteria:



- The arrangement and other party is compatible with Council's vision, values, strategic objectives, policies, and image, and applicable legislation;
- The other party is not excluded on the basis of criteria outlined in 4.5 of this Policy;
- Agreement with the other party on the sponsorship benefits being offered or received;
- The other party must not be involved in a dispute with Council or it is assessed that there may be a reasonable risk of dispute with Council;
- The sponsorship arrangement is not considered to be a conflict of interest;
- The sponsorship agreement must not impose or imply conditions that could limit, or appear to limit, Council to carry out its functions fully, impartially and ethically;
- The sponsorship arrangement is anticipated to deliver positive reputational benefits to Council;
- Council must be satisfied that the other party has the capacity and intent to fulfil its obligations;
- The sponsorship arrangement must benefit both parties;
- The sponsorship arrangement and agreement must adhere to Council's sponsorship policy;
- The assessment of inbound sponsorship must consider the impact and potential reach of the sponsorship, community benefit, and cost of serving the sponsorship against the benefits and potential for long-term partnerships;
- Submissions for outbound sponsorship will be assessed against criteria including any past or present business conducted within Council and the other parties' statement of principal activities (as well as parent or subsidiary company information). Consideration must also be given to budget available to undertake the sponsorship, the resources required to service the agreement and an assessment of these against the benefits provided to Council and the community;
- The value of Inbound sponsorship must be sufficiently greater than the cost to Council in time and resources of obtaining the sponsorship.

#### 4.11 Approval of Sponsorship

Approval for sponsorship arrangements is as follows:

##### **Inbound**

\$20,000 and below – approval by the General Manager in consultation with the Executive Leadership Team.

Above \$20,000 – approval by Council.

Sponsorship proposals from property developers (as defined by the Electoral Funding Act 2018 Section 53) - approved by Council.

In urgent circumstances (where a proposed Inbound sponsorship above \$20,000 needs to be determined before the next available Council or Committee meeting) – Mayor and General Manager; noting that Councillors are to be emailed details of the proposed sponsorship prior to any decision taken by the Mayor and General Manager, and sponsorship details are to be reported to the next available Council or Committee meeting after the decision.

##### **Outbound**

\$10,000 and below – approval by the General Manager in consultation with the Executive Leadership Team.

Above \$10,000 – approval by Council.

Assessments of sponsorship proposals will be undertaken against the criteria for appropriateness outlined in this policy and will assess and take account of any risk and probity considerations including potential conflict of interest situations.

Any sponsorship arrangement entered into must be formalised with a written agreement. This agreement should be the entire arrangement between the parties, and no privileges for either party shall exist outside the agreement, unless approved by both parties.

#### **4.12 Managing the Sponsorship**

A sponsorship agreement must be entered into for each sponsorship arrangement. The sponsorship agreement must not impose or imply conditions that would limit, or appear to limit, Council's ability to carry out its functions fully and impartially.

The agreement will set out:

- The nature of benefits, including economic and in-kind benefits, available to Council and the other party;
- The form or forms of sponsorship acknowledgement which will be available;
- The term of the sponsorship and any conditions regarding renewal;
- Financial accountability requirements;
- Provision for termination or suspension of the agreement.

#### **4.13 Reporting Requirements**

All sponsorship arrangements are to be documented through a sponsorship proposal, sponsorship agreement and reported to the community via Council's Annual Report for the respective financial year. A register of sponsorship will be made available on Council's website.

All sponsorships are to be assessed against key performance indicators (KPIs). KPIs will be developed for each sponsorship and included in the sponsorship agreement.

## **5. Review of Policy**

This policy will be reviewed every three years or as required in the event of legislative changes or requirements. The policy may also be changed as a result of other amendments. Any amendments to a community facing policy must be by way of a Council resolution, and any amendments to an organisational facing policy must be approved by the General Manager.

Council staff and members of the public may provide feedback about this document by emailing [info@waverley.nsw.gov.au](mailto:info@waverley.nsw.gov.au)

## 6. Definitions

<b>Term</b>	<b>Definition</b>
<b>Community Benefit</b>	The return or benefit to the community that flows from Council's sponsorship programs.
<b>Conflict of Interest</b>	A conflict of interest can arise if it is likely that a private interest could conflict, or be seen to conflict, with carrying out a person's public or professional duties.
<b>Council</b>	Council refers to Waverley Council
<b>Donation</b>	A donation (including an unconditional gift, bequest or endowment) is a provision of cash or other items of value with no return benefits expected. The person or organisation providing these may request a modest acknowledgement or that the provision be used for a particular purpose. These are not sponsorships or grants. Council, an individual or an organisation may make a donation, except that only an individual can make a bequest.
<b>Grant</b>	A grant is cash or value-in-kind support provided to applicants for a specified project or purpose with terms and conditions defined, but not commensurate with a direct reciprocal benefit received by Council. Grants made by Council are expected to achieve community benefit.
<b>Inbound Sponsorship</b>	A financial or in-kind contribution to Council made from an individual, organisation or business.
<b>LGA</b>	Refers to the Waverley Council local government area
<b>Outbound Sponsorship</b>	A financial or in-kind contribution from Council made to an individual, organisation or business.
<b>Property Developer</b>	As defined by the Electoral Funding Act 2018 Section 53
<b>Sponsorship</b>	A sponsorship is a commercial arrangement in which a sponsor provides a financial or in kind contribution to support an activity in return for certain specified benefits. Sponsorship can be provided to or received from the corporate sector, private sector, private individuals as well as community groups and not for profit organisations.