



## Service 6: Sponsorship and Funding Partnerships

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### 1. Purpose

The purpose of the Policy is to provide good governance for sponsorship and funding partnerships between the City of Kalamunda (the City) and other parties.

### 2. Planning

Priority 4: Kalamunda Leads

Objective 4.1 - To provide leadership through transparent governance.

*Strategy 4.1.1* - Provide good governance.

*Strategy 4.1.2* - Build an effective and efficient service-based organisation.

Priority 4: Kalamunda Leads

Objective 4.2 - To proactively engage and partner for the benefit of the community.

*Strategy 4.2.2* - Increase advocacy activities and develop partnerships to support growth and reputation.

### 3. Policy Statement

Sponsorship is the contribution of financial or “in kind” support that the City receives or provides. The purpose of sponsorship is to deliver community infrastructure, a service or program, event or activity that may contribute to the economic, social, sporting, environmental or cultural development of the City. Sponsorships and funding partnerships are undertaken or entered, to help achieve business or community objectives.

Council acknowledges that sponsorship can provide significant benefits to the City and the Community.

### 4. Detail

4.1 Through receiving or providing sponsorship, the City aims to:

- (a) Support internal service team projects and external bodies or organisations operating within the City of Kalamunda;
- (b) Deliver and enrich an extensive range of quality cultural, social, economic, environmental and sporting initiatives outlined in the annual corporate plan ensure mutually beneficial, reciprocal business benefits, providing return on investments for sponsors and the City of Kalamunda.



#### 4.2 Sponsorship must not:

- (a) compromise the City's values, public image, ability to fulfil its functions or influence decisions or actions of the City;
- (b) be injurious or prejudicial to the character, values or interests of the City;
- (c) conflict with the City's strategic aspirations and policies; or
- (d) allow ownership and control of the sponsored asset(s) to be removed from the City;
- (e) provide personal benefit to:
  - (i) City employees or Council Members; or
  - (ii) the employees or directors of the organisation or body providing sponsorship.

#### Eligibility and ethics

#### 4.3 The City will not consider funding to or from:

- (a) a political party;
- (b) an organisation that (in the City's assessment) supports, promotes or facilitates violence, intolerance, discrimination or the inhibition of human rights;
- (c) an organisation that (in the City's opinion) produces, promotes or sells products/services likely to be harmful to the community;
- (d) an employee or Council Member of the City, or their immediate family, however this does not include an application from an organisation that an employee, Council Member or their immediate family member may be part of;
- (e) an organisation that has outstanding debts to the City;
- (f) an organisation who is in legal conflict with the City;
- (g) an organisation that conducts, or has conducted, themselves in a way that the City considers to be injurious or prejudicial to the character, values or interests of the City.

#### 4.4 Integrity of the sponsorship process must be maintained by all parties who must not lobby, seek to influence or canvass the decision-making process of Council Members their families or employees, in relation to their expression of interest. Any organisation who does will have their expression of interest rejected.



## 5. Promotion of Sponsorship Opportunities

- 5.1 Opportunities to provide or receive sponsorship and or funding (and their associated assessment criteria) will be made available via the below methods:
- (a) advertising the opportunity publicly via all available communication mediums.
  - (b) by calling for expressions of interest or by letter of invitation to submit sponsorship proposals to prospective sponsors.
- 5.2 Sponsorship can arise in different ways:
- (a) organisations responding to a sponsorship opportunity with an expression of interest, resulting in competitive evaluation against the assessment criteria; or
  - (b) unsolicited offers from organisations where the City receives a request to sponsor assets despite not advertising the opportunity.

### Assessment

- 5.3 All opportunities to provide and or receive sponsorship (unsolicited or otherwise) will be evaluated in accordance with the Policy and associated procedure.

### Decisions on sponsorship and funding

- 5.4 The CEO will decide whether to provide or receive sponsorship.
- 5.5 For all outgoing sponsorship and funding over one-thousand dollars (\$1000) will be the decision of the council.
- 5.6 The decision of the CEO and Council is final and not subject to any further appeal within the City.
- 5.7 The City retains the discretion not to provide or accept sponsorship funding/ opportunity from any entity in line with this Policy and procedure.

### Sponsorship Agreements

- 5.8 For any sponsorship funding provided or received one-thousand dollars (\$1000), a Sponsorship agreement must be entered into and agreed by all parties.
- 5.9 The agreement must at a minimum:



- (a) set out the terms and conditions of the sponsorship, as set out in this Policy and associated procedure.
- (b) Allow the City to terminate the arrangement if:
  - (i) the sponsor does not comply with the sponsorship agreement; or
  - (ii) the sponsor takes an action, whether related to the project or not, that brings the City or its reputation into disrepute;
  - (iii) the sponsorship asset changes or is not endorsed by Council.

### Reporting

- 5.10 All sponsorship and funding partnerships shall be reported on in the annual report and all records inclusive of expressions of interest, assessment and decision documents, and sponsorship agreements maintained in the City's record management system.
- 5.11 In the administration, of receiving or providing sponsorship, funding or in-kind support, any real, potential or perceived conflicts of interest are to be managed in keeping with the *Local Government Act 1995*, its regulations, the codes of conduct and existing City processes. To achieve this employees, and Council Members with any involvement in incoming sponsorship shall declare:
  - (a) any financial, indirect financial or proximity interests that they have with any expressions of interest; and
  - (b) any impartiality interests they have with any expressions of interest.

## 6. Community Consultation

Other Local Government Authority policies were reviewed as part of this policy revision.

## 7. Governance

- 7.1 The Policy will be administered by the City with a register of all agreements entered into under this Policy.
- 7.2 Each funding or sponsorship partnership entered into will be accompanied by a Sponsorship Agreement that will outline each parties' obligations and commitments.

## 8. Measures of Success

- 8.1 The success of this policy shall be monitored through:



- (a) The number of sponsorship and in-kind partnerships made through this policy per financial year.
- (b) The total value of in-kind and cash sponsorship received by the City and allocated to external organisations each year.
- (c) Growth in the number of Sponsorship partners year-on-year
- (d) Relevant officer's completion of a Social Value Assessment as part of the approvals process and attach for CEO as part of their sign-off of recommendation.

## 9. Definitions

**'Assessment criteria'** means the criteria in which expressions of interest to sponsor assets are assessed against as set out in the procedure.

**'Council'** means the City of Kalamunda Council.

**'Expression of interest'** means any verbal or written expression to pursue sponsorship of an asset.

**'Immediate family'** means a person's:

- a. spouse or de-facto partner;
- b. parents, grandparents, siblings or children; or
- c. spouse or de-facto partner's parents, grandparents, siblings or children.

**'In-kind support'** means where the City receives or provides a contribution of goods and/or services other than money. In-kind support will be attributed a monetary value and considered within the totality of funds provided to/from the City by the eligible party.

**'Personal benefit'** means any gift or benefit for the purposes of the Local Government Act 1995 or applicable code of conduct.

**'Policy'** means this Policy

**'Sponsorship'** means a commercial arrangement in which a sponsor provides or receives a cash and/or in-kind contribution to support a sponsorship asset in return for certain specified benefits.

**'Partnership'** means a commercial relationship in which a sponsor provides a cash and/or in-kind contribution to support a sponsorship asset in return for certain specified benefits.

**'Sponsorship asset'** includes the following:



- a. events;
- b. City-managed facilities and equipment;
- c. theatre performances;
- d. awards;
- e. activations;
- f. initiatives;
- g. projects;
- h. services;
- i. an occasion of a kind prescribed for the purposes of this definition.

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| Status                      |   |                  |               |
| Related Local Law           |   |                  |               |
| Related Council Policies    |   |                  |               |
| Relevant Delegation         |   |                  |               |
| Related Internal Procedures |   |                  |               |
| Related Budget Schedule     |   |                  |               |
| Legislation                 | <i>Local Government Act 1995</i><br><i>Local Government (Administration) Regulations 1996</i> |                  |               |
| Notes and Conditions        |   |                  |               |
| Authority                   |   |                  |               |
| Adopted                     |   | Next Review Date | November 2025 |