

TITLE:	Donations, Scholarships and Sponsorship Policy		
DIVISION:			
ADOPTED BY:	Barkly Regional Council		
DATE OF ADOPTION:	28 February 2019	DATE OF REVIEW:	February 2022
MOTION NUMBER:	OC 93/19		
POLICY NUMBER:	CP33		
AUTHORISED:	Barkly Regional Council		

THIS POLICY APPLIES TO:

All employees of the Barkly Regional Council and Elected Members

PREAMBLE

The aim of all policy is for Councillors to provide strategic input into the effective operational framework of the organisation under S.11 of the Local Government Act

DEFINITIONS

Term	Definition
Donation	Where Council provides financial or in-kind support to a community organisation carrying out a project, activity, or purchase of material goods. Acquittal of funds is not required. Council is recognised for its contribution.
Sponsorship	Where Council provides financial or in-kind support to a community activity or event, and where Council is widely identified as a sponsor of the event as per details in the Agreed Conditions of Funding. Acquittal of funds is not required.
Scholarship	Where Council provides financial support for education or an educational activity.

SUMMARY

This Policy sets out the principles and procedures for donations, sponsorship or scholarship of a program, service, event or project and procedures for the Council activities. The policy does not apply to government grants or government sponsored activities or the Council's own *Community Grants Program*.

OBJECTIVES

This Policy aims to provide clear definitions, guidelines and procedures for donations, sponsorships and scholarships, to ensure an accessible, open and transparent process in assessing proposals for the Council.

BACKGROUND

Barkly Regional Council may enter into donations, sponsorship or scholarship arrangements with organisations or individuals to support new or existing programs, services, facilities or events which contribute to the quality of life for the community and may accept external sponsorship for the Council's own programs.

In addition to these, the Council has a *Community Grants Program* aimed at assisting community organisations with the development of activities and services to benefit a broad cross-section of the community. *Community Grants are not covered by this Policy.*

POLICY STATEMENT

Council will only make donations and provide sponsorship to community events and projects if they meet the following eligibility criteria:

1. the applicant must be a non-profit or unfunded organisation or group;
2. the applicant must show community support for the proposal;
3. the applicant must show how the funds will be used in the council region;
4. the proposal must promote the contribution of the council;
5. the proposal must directly benefit the community within the council region; and
6. the proposal must be able to help the organisation or group to generate additional funds.

Individual applications for scholarships must satisfy the following criteria:

1. Applicant must be a resident of Barkly region;
2. Applicant must be an Australian Citizen or holder of an Australian Permanent Resident Visa;
3. Applicant must be undertaking study or be enrolled in an accredited tertiary educational institution or training provider delivering qualifications adhering to the Australian Quality Training Framework;
4. Applicant must be enrolled full time or part time for the duration of the Scholarship;
5. If successful, a Scholarship Agreement will be developed with each applicant and include scholarship value, scholarship duration, ongoing eligibility and other obligations and conditions; and
6. A scholarship may be terminated if the recipient ceases to meet the eligibility criteria, withdraws from his/her course or if the recipient breaches any conditions of the Scholarship Agreement.

Donations, Sponsorship or Scholarship arrangements will only be considered when there is alignment with objectives outlined in the Regional Plan and benefits to the Council/community are demonstrable.

Key criteria:

Requests for Donations, Sponsorship or Scholarship can be made at any time and must be directed in writing to the Chief Executive Officer.

Applicants should provide programming or activities that directly benefit the Barkly Region.

Council may enter into Donations, Sponsorship or Scholarship arrangements to provide support to outside organisations.

The public image, products and services of the organisation submitting proposal must be consistent with the goals and values of the Council. Organisations involved in politics or where there is potential for conflict with Council's policies and responsibilities to the community, will not be eligible for Donations or Sponsorship.

All proposals should be able to demonstrate a valid contribution to outcomes for the Barkly Regional Council's community.

Donations, Sponsorship or Scholarship of organisations or individuals may be:

- On an on-going basis (subject to annual review)
- As seeding over a defined period of time
- A 'one-off'

This form of support is different to that provided for under the Council's Community Grants Program.

Any Donations, Sponsorship or Scholarship proposal should address the following:

- A statement of the objectives and detailed description of the activity
- Capacity to deliver long term benefits to the community
- Demonstrated ability to achieve timeframes and budgets outlined in the proposal
- The organisation's capacity for administering the project or activity
- The activity's viability in terms of support from any other relevant organisations
- How Council's support will be acknowledged and publicised
- The names of other sponsors, proposed or confirmed, to be involved with the event or activity

The Council does not generally sponsor conferences, seminars, functions, record attempts or fundraisers unless they are directly related to the corporate objectives or local government. Individuals can be considered for scholarships.

The Council has an expectation that it will receive a return on its participation through demonstrated benefits including but not limited to:

- Appropriate branding and profile raising opportunities
- Ability to leverage Donations, Sponsorship or Scholarship through media or advertising
- Ability to leverage support through attendance or staging of display or complementary event where appropriate

Conditions

Recipients of Council Donations, Sponsorship or Scholarship will be required to:

- Enter into a written agreement clearly identifying the commitment made by both parties;
- Submit a tax invoice to Council
- Submit a completed project report and a financial acquittal within three months of the project's completion.

Donations, Sponsorship or Scholarship funding must only be used for the purpose stated in the agreement.

DONATIONS OR SPONSORSHIP FOR A COUNCIL ACTIVITY

The Council may accept Donations or Sponsorship for a Council program activity or event where this is considered appropriate.

- Sponsorship agreements must be in writing and specify the obligations and responsibilities of the parties.
- The Council will recognise sponsors in a number of ways. The extent of such recognition will be specified in the sponsorship agreement.
- Sponsorship agreements must not compromise the integrity or expected service delivery levels of the Council activity;
- The Council will not allow a sponsor to determine the content of any program or activity;
- If equipment is donated, the costs associated with maintenance, running and insurance must form part of the sponsorship arrangement;
- Any donations of equipment, materials and labour will be treated in accordance with Council's asset management policies.

It is important that any donations or sponsorship arrangement involving Council activities should:

- Be unambiguous and clearly understood by all parties
- Avoid any real or perceived conflict of interest
- Avoid real or implied preferential endorsement of a commercial product
- Provide suitable acknowledgment of the sponsor
- Ensure there is no conflict of interest arising as a result of the sponsorship
- Ensure that individual employees are not permitted to receive any substantial benefit from association with sponsors
- Not be used to provide routine Council services

Forms of recognition may include, but not be limited to:

Appropriate signage, media releases, inclusion of sponsor's name and logo in Council publications and advertisements, merchandising of goods at selected points of sale, display in the foyer of Council facilities for an activity of the sponsor when not required for the Council's own use.

Risk Assessment

Where a report is prepared for Council consideration a risk assessment must be included.

This should include:

- An analysis of each component of an offered sponsorship showing the relevance of the offering and perceived benefit to the Council
- Detail of the any expected degree of endorsement of the sponsor or sponsor's products
- Potential conflicts of interest
- The ability of the Council to provide adequate resources and facilities to meet the terms of the proposed agreement

Use of Council Logo

Permission to use the Council logo and relevant artwork is to be obtained from Council's Communications Officer. The Council logo will be used in association with any displays/promotions associated with the sponsorship.

LEGISLATION, TERMINOLOGY AND REFERENCES

Part 2.3 of the Local Government Act establishes the role, functions and objectives of Councils and provides the basis for Barkly Regional Council's active role in community, cultural and social development.

RELATED POLICIES

Gifts and Benefits Policy

Asset Management Policy

IMPLEMENTATION AND DELEGATION

The Chief Executive Officer will be responsible for implementation of the Policy.

EVALUATION AND REVIEW

This Policy is to be reviewed every four (4) years, and may be reviewed at other times at the discretion of Chief Executive Officer.