

Philanthropic Partnership and Sponsorship Policy

Date first adopted:	19 March 2024
Dates amended:	n/a
Next review date:	March 2027
Position title of responsible business unit Manager:	Director Customer and Community Experience
Approved by:	Council

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1. TITLE

Philanthropic Partnership and Sponsorship Policy

2. INTRODUCTION

Glen Eira City Council strives to encourage and support activities, services, and events that enhance and make a positive contribution to the Glen Eira community. Council aims to work in partnership with individuals and organisations that wish to support and contribute to the achievement of the *Glen Eira Council Plan 2021—2025* and the *Glen Eira 2040 Community Vision*.

Glen Eira City Council's Philanthropic Partnership and Sponsorship Policy has been developed to provide a framework to guide Council in assessing and establishing partnership and sponsorship agreements with individuals and organisations that support the achievement of Council and community goals.

The *Philanthropic Partnership and Sponsorship Policy* replaces and supersedes the previous *Philanthropic Partnerships Policy*.

3. OBJECTIVES

The objectives of this policy are to:

- provide guidance for evaluating sponsorship and philanthropic partnership proposals;
- provide a consistent and transparent process in co-ordinating and maximising partnership and sponsorship opportunities;
- raise awareness and enhance the capacity of Council to deliver events, programs and activities;
- allow Council to investigate opportunities for philanthropy, including through third parties such as charitable trusts and community-based capital programs;
- facilitate the sharing of responsibilities, resources, benefits and risks to benefit the community;
- ensure that sponsorship and partnership add value to the community and align with Council's strategic objectives; and
- enable sponsorship of special projects including infrastructure and capital works.

4. DEFINITIONS

Term	Definition
Agreement	A written agreement between Council and the sponsor/partner, outlining the responsibilities, rights and obligations of parties
Donation	Includes financial donations, extended, ongoing or period funding
Fundraising	The seeking of financial support for a Council event, program, activity or project, as specified by Council
Grant	A grant is a sum of money given to organisations or individuals for a specified purpose directed at achieving goals and objectives consistent with specific policy.
In-kind sponsorship	Support given by external parties that does not involve a direct cash contribution, but the provision of goods and/or services
Philanthropic Partnership	A relationship between Council and a partner intended to achieve a philanthropic purpose of benefit to the local community, the details of which will be set out in a Philanthropic Partnership Agreement.

Sponsorship	The provision of support for a Council program, event or activity. Sponsorships can be in the form of cash contributions, in-kind support or a combination of both, to benefit the local community and to promote good corporate citizenship and/or grass-roots connections with the local community.
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5. SCOPE

This policy applies to:

- financial and in-kind donations from organisations or individuals;
- financial and in-kind sponsorship of events, programs or activities run by Council;
- Philanthropic Partnership agreements which enhance Councils ability to deliver one-off projects
- Agreements with third parties including charitable trusts and community-based capital programs;
- fundraising opportunities which align with Council objectives for project delivery. This includes projects such as 'buy a brick/paver' campaigns, feature walls, name plaques or honour walls.

This policy does not apply to:

- Victorian or Australian Government funding and grant programs or contributions to Council, including election funding;
- delivery of grants and funding through the *Glen Eira Community Grants Program*;
- donations made under Council's *Naming Rights Policy*. Visit *Naming Rights Policy*; and
- gifts, favours and hospitality provided or received by Council officers.

All matters under this policy are determined by Council in its absolute discretion.

6. POLICY

6.1 Considerations

In considering proposals for Philanthropic Partnership and Sponsorship Agreements, Council will consider:

- the social, environmental, cultural and economic value of the proposal;
- the potential effects on existing partnerships and sponsorships;
- consideration of any prior partnership agreements with the partner/donor;
- ensuring the initiative supports Council goals, particularly ensuring it promotes gender equity and community safety;
- whether the sponsorship will enhance public perception and reputation of the municipality;
- any aspects that negatively affect Council and/or our ability to manage risks;
- prioritising local businesses;
- any actual or potential conflict(s) of interest; and
- if the partner/donor is not included in clause 7.2 (Exclusions) of this policy.

The criteria and guidelines as defined in this policy are for guidance only. Council reserves the right to review this policy and treat each application on a case-by-case basis.

Receipt of philanthropic partnership or sponsorship by Council does not involve endorsement of the partner or sponsor or the sponsor's products or services, although Council may acknowledge the sponsor in its discretion.

6.2 Exclusions

Council will not accept donations from or enter into Philanthropic Partnership or Sponsorship Agreements with any partner/sponsor who Council deems may conflict with Council's responsibilities to the local community, conflict with our goals or whose reputation or image could prove detrimental to our public image.

This includes, but is not limited to, partners/donors involved in the production of tobacco and associated products, alcohol, gambling, armaments, fossil fuels, pornography, child labour, practices or products which cause unacceptable damage to the natural environment.

Council will also not enter into Agreements with individuals or groups who do not share our objectives on promoting a diverse, tolerant and inclusive community, organisations or individuals currently involved in a tendering or procurement process with the Council or anyone who is currently involved in an approval process or dispute-resolution process with Council.

6.3 Assessment and decision making

- A Philanthropic Partnership or Sponsorship process may be initiated if:
 - Council proactively calls for expression of interest; or
 - We receive a request in writing from the community.
- An application by a potential partner or sponsor will be assessed in a fair and equitable process.
- Councillors, employees and representatives of Council must not receive personal benefit from any Philanthropic Partnership or Sponsorship.
- All conflicts of interest must be declared, consistent with *Local Government Act 2020* requirements and Council's Codes of Conduct and Policies.
- All decision-making must be consistent and transparent.
- Proposals will be subject to the criteria set out in section 6.1.
- The scope and responsibilities will be outlined in a contract between the parties.
- Donations up to the value of \$50,000 (cash or in kind) may be negotiated directly by Council officers with the approval of the CEO or his/her delegate. The elected Council is responsible for the consideration of all philanthropic partnership and sponsorship applications and the final decision for all donations above \$50,000.
- All accepted philanthropic donations and the conditions of the Partnership Agreement will be published on Council's website within 30 days of execution of the written agreement.

6.4 Risk assessment

- All philanthropic partnership and sponsorship applications will be assessed for potential risks including, but not limited to, the financial, social, safety, environmental and reputational risks.

6.5 Termination

Council may, in its sole discretion, terminate a Philanthropic Partnership or Sponsorship with a third party, including any related Agreement, if:

- the third party is in breach of this Policy or its Agreement with Council;

- the Philanthropic Partnership or Sponsorship conflicts with any other policy or obligation of Council; or
- continuing the Philanthropic Partnership or Sponsorship would be inconsistent with Council's responsibilities to its community or detrimental to Council's reputation.

7. CHARTER OF HUMAN RIGHTS AND RESPONSIBILITIES

This Policy has been assessed as being compatible with the *Charter of Human Rights and Responsibilities Act 2006 (Vic)*.

8. ASSOCIATED INTERNAL DOCUMENTS

- *Community Grants – Policy*
- *Community Safety Plan 2022-2025*
- *Councillor Gift – Policy*
- *Gifts, Favours and Hospitality – Policy*
- *Glen Eira 2040 Community Vision*
- *Glen Eira Council Plan 2021-2025*
- *Media – Policy*
- *Naming Rights – Policy*
- *Procurement – Policy*
- *Risk Management – Framework and Policy*
- *Staff Code of Conduct*

9 EXTERNAL REFERENCES / RESOURCES

- *Victorian Government Sponsorship Policy* (4 March 2019)
- *Local Government Act 2020*