



Council Policy Manual

CP 18.13 Sponsorship and Grants

POLICY OBJECTIVE

The City of Perth recognises and respects the vital contribution of the community in developing and delivering projects that contribute to a vibrant and sustainable city. The City of Perth is committed to empowering the community to encourage, develop and deliver a wide range of projects and initiatives that build social, cultural, civic, environmental and economic life to deliver the goals of the Strategic Community Plan within the City of Perth local government area (LGA).

This Policy sets out the high level criteria and process for the City's sponsorship and grants programs and is designed to provide the framework for the development and management of the various guideline documents that have additional, specific criteria for each approved funding program.

The objectives of the policy are:

- a) Provision of a consistent, equitable, transparent and efficient framework for administration of all sponsorship and grant programs;
- b) To support a range of projects and initiatives that meet the diverse needs of the City of Perth community;
- c) To clearly identify the eligibility and accountability requirements of organisations that applies for and receives funding.

City of Perth Parking Commercial Partnerships are not considered sponsorships and are not considered within this Policy.

POLICY STATEMENT

1. DEFINITION

1.1 Sponsorship

Sponsorship is a commercial, negotiated arrangement in which the City provides cash and/or in kind contributions to an entity in return for commercial leverage, promotion, activation or exposure to achieve defined outcomes from the City's Strategic Community Plan. Sponsorship is not philanthropic in nature and the Council expects to receive a reciprocal benefit beyond a modest acknowledgement. The sponsorship will provide tangible and mutual compensation for all parties in the arrangement.



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1.2 Grants

Grants mean cash and/or in-kind contributions provided to a recipient for a specific, eligible purpose. This is as part of an approved grant program which ties into the City's Community Strategic Plan, with the understanding that there will be a defined outcome that directly or indirectly benefits the public, but with no expectation of a commercial return to the City. Grants are subject to conditions including reporting, accountability and a requirement for the funds to be expended for the direct purpose for which they were granted.

2. PROGRAMS

The sponsorship and grants portfolios will consist of a number of programs as determined from time to time by Council and subject to regular review and budgetary considerations.

Each program has its own guideline document that specifies application time frames, funding limits, categories, eligibility and assessment criteria. Applicants will be required to address the criteria within the relevant guideline.

These guideline documents will be made publicly available via the City of Perth website and available in alternative formats on request.

3. LINK TO STRATEGIC COMMUNITY PLAN

All funding programs must link to the objectives of the City of Perth's Strategic Community Plan and the Corporate Business Plan. The number and type of outcomes that must be met will be detailed in the relevant guideline document for the program.

4. ELIGIBILITY

To be eligible to receive sponsorship or grants funding from the City, the applicant must:

- 4.1 be a legally constituted entity;
- 4.2 be an individual with an Australian Business Number (ABN) (with the exception of an applicant for Heritage Grants); or
- 4.3 an applicant that is under the auspice of an Australian legal entity;
- 4.4 have submitted the application not less than four weeks from the project commencement date;
- 4.5 submit an application through the City's approved online management portal;
- 4.6 have all appropriate insurances and licenses;
- 4.7 offer a project or initiative within the City of Perth local government area; or



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- 4.8** if not within the City of Perth local government area, the project or initiative demonstrates a direct impact on the City of Perth meeting its goals under the Strategic Community Plan;

The City will not consider applications from:

- 4.9** the Commonwealth, State or any Government Agency;
- 4.10** an employee of the City of Perth;
- 4.11** an individual without an Australian Business Number (except for an applicant for a Heritage Grant);
- 4.12** an applicant that has outstanding debts to the City of Perth;
- 4.13** an applicant that has failed to provide satisfactory acquittal reporting for any previous City of Perth funding;
- 4.14** an applicant that has already received City of Perth funding (including in-kind) for the same project within the same financial year; and
- 4.15** an applicant that has already applied for City of Perth funding (including in-kind) for the same project within the same financial year and been refused.

5. FUNDING LIMITS

Maximum and minimum funding limits for each program are to be listed within the relevant guideline document.

6. INELIGIBLE ITEMS

The provision of funding may be predicated on that funding being expended for specific items that assist the City to meet its defined objectives. Items that are not eligible for funding must be listed within the guideline document for the program.

7. APPLICATION

Requests for sponsorship or grants funding must be submitted on an approved application form within the City's online management portal.

8. ASSESSMENT

All applications will be assessed against the following criteria as a minimum:

- 8.1** the extent to which the proposal contributes towards the achievement of the Strategic Community Plan and the Corporate Business Plan;
- 8.2** the extent to which the project plan and budget is realistic and provides value for money;



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- 8.3** a demonstrated capacity of the applicant to undertake all aspects of the project; and
- 8.4** anticipated community benefit.

Additional assessment criteria may apply and will be detailed within the guideline document for the program.

Individual applications for funding of less than \$15,000 will be assessed by a minimum of two persons.

Individual applications for funding in excess of \$15,000 or applications as part of a Round will be assessed by a minimum three person assessment panel.

9. AGREEMENTS

All successful applicants will be required to enter into a written funding agreement with the City which includes terms and conditions pertaining to the approved funding.

Where a Council approved funding recipient is unable to implement a project in accordance with the approved funding agreement, the City will consider and determine approval or refusal of a variation to the project or project timeline only where the variation is reasonably appropriate as determined by the City and does not change the approved project outcome.

10. ACQUITTAL OF FUNDING

All sponsorships and grants must be acquitted within four months of the completion of the project or prior to subsequent application of further funding, whichever comes first. The City will provide a pro-forma acquittal document within the online management portal that can be used.

11. MAXIMUM FUNDING CONTRIBUTION

The maximum contribution of cash or in-kind provided by the City of Perth will not exceed

- 11.1** 50% of the total project budget for sponsorships;
- 11.2** 100% of the total project budget for grants.

Lower maximums may be prescribed within the guideline document for each program.



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12. DURATION OF AGREEMENTS

Sponsorship and grants agreements will be subject to the following maximum durations:

12.1 Maximum: Three (3) years

Maximum and minimum agreement lengths for each program will be identified in the relevant guideline documents.

13. IN-KIND

In-kind is defined as: Products or services that are provided in lieu of cash. This may be in exchange for sponsorship rights. This is also known as ‘contra’.

The availability of in-kind will be specified within the guideline document for each program.

14. DISABILITY ACCESS AND INCLUSION

The City of Perth is committed to providing equitable and dignified access in relation to buildings, services and facilities for people with disabilities. The City of Perth Disability Access and Inclusion Plan (DAIP) complies with legislative requirements. It is mandatory for all sponsored projects to comply with access and inclusion requirements in accordance with the City’s DAIP plan which available on the City of Perth website.

Document Control Box							
Document Responsibilities:							
Custodian:	Manager Business Support & Sponsorship			Custodian Unit:	Business Support & Sponsorship		
Decision Maker:	Council						
Compliance Requirements:							
Legislation:							
Industry:							
Organisational:							
Document Management:							
Risk Rating:	Medium	Review Frequency:	Two years	Next Due:	2019	TRIM Ref:	75522/04
Version #	Decision Reference:	Synopsis:					
1.	OCM 13/12/16 (489/16)	Previously Policy 18.8 – Provision of Sponsorship and Donations					
2.	OCM 19/12/17 (Item 13.10)	Review and consolidation of previous policy 18.15 (18.15 revoked at meeting)					