

Grants, Sponsorships and Donations Programs



Council Policy Number	176
Date adopted	23 June 2020
Scheduled for review	June 2023

1. Preamble

Grants, Sponsorships and Donations Programs are established from funds which may be set aside in the Budget each financial year.

2. Purpose

This Policy provides a framework for Campaspe Shire Council ('Council') to allocate its funds in an effective and equitable manner for the benefit of community organisations, groups and individuals.

3. Scope

- a. Grants and Donation are available to individuals, organisations or groups that provide services, programs and facilities for the benefit of the local community.
- b. Sponsorships are available to community groups, businesses or organisations that provide services, programs and facilities for the benefit of the local community
- c. This Policy applies to all Grants, Sponsorships and Donations offered by the Council and for which an application is required.

4. Definitions

- a. Grants are one-off financial allocations made to encourage the development of services, programs and/or facilities that meet demonstrated community needs and/or personal achievements, and which otherwise might not be developed or recognised.
- b. Sponsorship provides financial support to community organisations, businesses and groups that are planning to stage events and/or activities for the benefit of the local community.
- c. The Donation Program aims to provide financial assistance to community organisations and groups that provide services to people in immediate need.

5. Policy Statement

- a. Funds will be administered in a transparent and equitable manner and they will be promoted across the municipality in a way that will allow maximum opportunity for organisations and individuals to apply.
- b. Funds will be administered using the eligibility criteria and conditions in the Guidelines as approved by Council from time to time.
- c. It is the expressed intention of Council that funds be distributed equitably amongst eligible applicants so that no one deserving applicant is disadvantaged through the lack of available funds.
- d. All grants, sponsorships and donations are approved on a discretionary basis.
- e. Council funds are not be used by recipients to make subsequent grants, sponsorships or donations to other individuals or organisations, without the prior approval of Council.

6. Categories of Community Grants, Sponsorships and Donations

a. Community Grants – annual and responsive

Council provides through its Community Grants Program, the opportunity for community groups and organisations to contribute to improving the well-being of the citizens of the municipality.

Includes grants for Environment Programs to support initiatives that address conservation, biodiversity, recycling, waste and pollution reduction.

Responsive grants provide a limited opportunity to apply for funds after the annual grants process has been completed, provided that the applicant can demonstrate the idea/event/opportunity/need was not known prior to (or during) the time that the annual grants program was open.

b. Junior Individual Development Grants

Through its Junior Individual Development Grants Program, Council aims to encourage and support young people aged 18 years and under in their personal development and growth.

Funds are available to assist local young people who have been chosen to represent their institution, club or organisation (at State or National level) in a variety of areas including sport and recreation, culture, the arts, science and technology.

Funds are available for only one State event (per person per financial year) and only one National event (per person per financial year).

Funding is limited to the equivalent of 3 applications per event per year, should more than 3 be received then the value of three grants will be divided equally amongst the applicants.

c. Donations

Assistance may be available (depending on funds) if there is an urgent requirement or an emergency situation for which the organisation has no immediate specific budget provision and it is not eligible (under the relevant funding guidelines) for Council's Community Grants Program.

d. Sponsorships – community and not for profit

Assistance, which may comprise in kind support, a cash contribution, or a combination of both, may be made available to community organisations and groups in order to stage events and activities for the benefit of the local community.

The Council expects defined and measurable outcomes to be obtained in exchange for such sponsorship.

The provision of in kind support involves a direct cost for the community and Council, either by the provision of additional support/service over that usually available to the community, or an opportunity cost – i.e. the diversion of support/resources away from normal business towards the sponsorship.

Sponsorship funds are not to be passed on to third parties as payments, fees, gifts, or prizes etc.

e. Sponsorships – business and commercial

There are two categories of assistance, depending on the status of the applicant:

- i. Local The applicant/entity are ratepayers of the municipality.
May be eligible for cash and/or *in kind* support.
- ii. External The applicant/entity are not ratepayers of the municipality.
May be eligible for *in kind* support only.

NB Events/Activities that charge the public an admission fee will not be considered for a cash contribution as part of Council's Sponsorship.

The provision of in kind support involves a direct cost for the community and Council, either by the provision of additional support/service over that usually available to the community, or an opportunity cost - the diversion of support/resources away from normal business towards the sponsorship.

Therefore, the value of Council's sponsorship can readily be ascribed a Total Cash Equivalent ('TCE') for the purposes of the sponsorship. Council requires that the TCE be recognised when organisers determine Council's Sponsor Status.

Council expects formal Sponsor Status and associated recognition (e.g. media/publicity/passes) in exchange for sponsorship.

Sponsorship funds are not to be passed on to third parties as payments, fees, gifts, or prizes etc.

7. Applications and Assessment

- a. Applications should be completed and submitted in accordance with the prescribed grants, sponsorship or donation guidelines.
- b. Applications should meet the timelines as determined by Council from time to time and set out in the relevant guidelines.
- c. Applications will be assessed against the eligibility criteria outlined in the relevant guidelines.
- d. All applications will be subjected to an initial Acceptance Check for compliance (as above) before being considered further.
- e. Applicants will be advised if their application cannot be accepted and why. Provided the application is subsequently amended as required and resubmitted in time, it will be reassessed. Applicants are wholly responsible in this regard.
- f. All applications will be assessed by staff (individuals or groups), appointed by the Chief Executive Officer for each specific program.
- g. Applications that meet the relevant criteria under:
 - i. Responsive Grants
 - ii. Junior Individual Grants
 - iii. Donations

may be awarded by the Chief Executive Officer and reported to a subsequent Council meeting.

All other applications will be presented to Council together with recommendations from the Administration about approvals/refusals; amounts; conditions; and, with respect to Sponsorships; the value of the ascribed TCE, how it was determined and expectations in return for that sponsorship if approved by Council.

8. Unexpended Funds

Any unspent part of the grant/sponsorship must be returned to the Council by the end of the financial year in which it was given.

Exclusions

Nil

Human Rights

This policy has considered and complies with the Human Rights and Responsibilities contained in the Victorian Charter of *Human Rights and Responsibilities Act 2006*.

Related Legislation

Nil

Related Policies, Procedures and Strategies

Nil

Attachments

1. Table of 'in kind' supports

Review Period

Three years

Responsible officer

Chief Executive Officer

Administrative Updates

It is recognised that, from time to time, circumstances may change leading to the need for minor administrative changes to this document. Where an update does not materially alter the policy, such a change may be made administratively. Examples include a change to the name of a Council department, a change to the name of a Federal or State Government department, and a minor update to legislation which does not have a material impact. However, any change or update which materially alters this document must be by resolution of Council.

Approval History

Adopted 23 June 2020
Revised 19 February 2021

Minute Book Reference No 2215 (Item 9.4)
Administrative update to apply consistent references to Campaspe Shire Council ('Council')

Chief Executive Officer: 

Date: 24/2/2021

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Attachment 1: Table of 'in kind' supports*In Kind supports – that represent a cost to Council (additional or opportunity)*

Council Support	Description
Additional cleaning of toilets	<ul style="list-style-type: none"> ▪ Before, during or after an event.
Building	<ul style="list-style-type: none"> ▪ Non-for-profit events that require POPE's often request the fee to be waived. Free event- cost is \$340 Pay for Entry- \$750
Campaspe Banners	<ul style="list-style-type: none"> ▪ Provides Council banners for those events that have received Council funding through Community Grants.
Communications	<ul style="list-style-type: none"> ▪ Minimal impact as the events manage their own promotion and communication. ▪ Council's support would include one or two social media posts and upload of event notices to campaspe@vic.gov.au
Echuca CBD Flag Poles	<ul style="list-style-type: none"> ▪ Installation and removal of event flags in the lead up to various events.
Environmental Health	<ul style="list-style-type: none"> ▪ Under legislation Council's obligations are to inspect (for a fee) all fixed premises that are registered with Campaspe and any mobile food vans that are registered with Campaspe. ▪ Council does not have any legal obligation to inspect events outside of this scope, including temporary food stalls and vendors from other councils. ▪ Depending on a risk assessment for the event, inspections may be required.
Event Support	<p>Assisting events with a variety of tasks such as (but not limited to):</p> <ul style="list-style-type: none"> ▪ working through the event application process, ▪ assistance with Risk Assessments (if required), ▪ conduit between event organisers and other Council officers, ▪ management of event listings on Australian Tourism Data Warehouse ('ATDW') for significant events, ▪ provide industry updates, ▪ manage MOU's between Council and significant events, ▪ assist events with funding bids/opportunities, ▪ coordinate and compile event evaluation for specific events; survey via Survey Monkey, two staff x four hours at the event, and the collation of the post event report. ▪ provision of temporary bike stands, ▪ information sessions to ensure event organisers are kept abreast with requirements, ▪ assist with marketing and event growth ideas,

Council Support	Description
	<ul style="list-style-type: none"> ▪ linking event organisers with local businesses to maximise economic benefit etc. ▪ event attraction
Hire of Temporary Toilets	<ul style="list-style-type: none"> ▪ Only provided to assist with civic amenities and has been at the request of Victoria Police. ▪ E.g. Southern 80 and Echuca Moama Winter Blues. (After the 2020 Southern 80 debrief these facilities are no longer required)
Local Laws	<ul style="list-style-type: none"> ▪ Locals Laws send out any final approvals/conditions to the event organiser. ▪ Address issues such as buskers, signage etc.
Pedestrian Barriers and Event Banners	<ul style="list-style-type: none"> ▪ Installation and removal of pedestrian barriers (as part of TMP) ▪ Installation and removal of 'Proudly Supported by the Campaspe Shire Council' event banners, increasing the brand awareness of Council's support.
Parks and Gardens	<ul style="list-style-type: none"> ▪ Preparation/repair of reserves ▪ Tree pruning ▪ Dust suppression
Planning	<ul style="list-style-type: none"> ▪ Planning may need to meet with an event regarding Planning Permits or Zoning if required.
Risk Management	<ul style="list-style-type: none"> ▪ Provides advice to event organisers (on request) about Insurance or Risk Assessments.
Traffic Management	<ul style="list-style-type: none"> ▪ Creation or update of Traffic Management Plan ('TMP') as needed, ▪ Engagement of traffic management company to implement the TMP. (This is done in accordance with Policy 36. To receive this assistance events must be non-for-profit, and officers work with the event to ensure that the TM is for safety only; e.g. Campaspe does not provide assistance to the Triathlon given that the TM is part of the event ▪ Parks and Gardens can be engaged to implement components of TMP. (the putting out of basic signs)
Waste Management	<ul style="list-style-type: none"> ▪ To be eligible for waste assistance, the event must demonstrate a commitment to recycling as a One Star Waste Wise Event, be a non for profit organisation, and the event must be held on Council owned and managed land.