

Strategic policy

Sponsorship (Governance Framework)

Corporate Plan reference:	Our Resilient Economy Our resilient, high-value economy of choice drives business performance, investment and enduring employment. <ul style="list-style-type: none"> - A natural, major and regional event destination - Investment and growth in high-value industries, innovation and entrepreneurship. Our Strong Community Our communities are connected and thriving places where people are included, treated with respect and opportunities are available for all. <ul style="list-style-type: none"> - Creative and innovative approaches to building a strong community.
Endorsed by Council on:	15 September 2016 (OM 16/169)
Manager responsible for policy:	Head of Economic Development, Economic & Community Development
Supporting Documentation	Organisational Guideline – Sponsorship received by Council (Incoming) Organisational Guideline- Sponsorship provided by Council (Outgoing) Sunshine Coast Major Events Strategy 2018-2027

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Deleted: A prosperous, high-value economy of choice for business, investment and employment ¶

Deleted: A regional hub for innovation, entrepreneurship and creativity

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Deleted: In all our communities, people are included, treated with respect and opportunities are available to all¶

Deleted: A shared future that embraces culture, heritage, diversity

Policy statement

Council may enter into sponsorship arrangements which provide specified or demonstrated benefits to the community and align with Council's aspirations, legislative requirements, priorities, strategic direction, and vision. Council may provide sponsorship in accordance with annual budget allocations and may consider receiving sponsorship which develops, supplements or offsets the cost of activities, events, infrastructure, programs, and services.

The purpose of this policy is to:

- provide a framework for determining when Sunshine Coast Council (Council) will enter into sponsorship arrangements
- ensure risks are managed and Council's reputation is upheld in the development, assessment, management, evaluation and reporting on sponsorship arrangements
- align sponsorship arrangements with Council's Corporate Plan and
- support strong financial management.

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This policy and its associated guidelines should be applied when making decisions about sponsorship arrangements to ensure a transparent, accessible and consistent process across Council.

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Sponsorship is the right to associate the sponsor's name, products or services with the sponsored organisation's service, product or activity, in return for negotiated and specific benefits such as cash or in kind support or promotional opportunities. It involves a negotiated exchange and results in tangible, material and mutual compensation for the principal parties to the arrangement. Sponsorship can take the form of cash and/or in-kind support.

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Sponsorship is an effective communication tool available to demonstrate a positive association, showcase new policies and connect with specific audiences. Where government is considering providing funding towards an initiative, consideration must be given to whether government can regain benefits for its investment. If a benefit can be derived from the sponsorship investment, it should be considered a sponsorship. (Queensland Government Sponsorship Framework 2022).

Deleted: Sponsorship is a commercial business arrangement involving the purchase (in cash and/or in kind) of the right to associate the sponsor's name, products and/or services with the sponsored organisation's activities (negotiated benefit) for an agreed period. It is a mutually beneficial contract with the desired outcome of positive tangible returns to all parties

Sunshine Coast Council is responsible for delivering a wide and varied range of activities, events, infrastructure, programs, and services for members of communities within the Sunshine Coast region. Council also supports major and community events for the benefit of its local communities. To deliver its planned outcomes and services more efficiently and effectively, Council may enter into business arrangements – including sponsorship – to optimise commercial benefits for the region. Sponsorship may be utilised by Council to enable the development, extension or cost-minimisation of planned outcomes and services.

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Policy scope

This policy applies to all sponsorship arrangements entered into by Council, cash and/or in-kind, and includes both sponsorship provided (outgoing) by Council and sponsorship received (incoming) by Council. This policy does not apply to advertising, community grants, donations, joint ventures, or legal partnerships.

Principles

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Key principles

The following five key principles are to be applied when determining sponsorship arrangements in accordance with this policy.

1. Community benefit

All sponsorship activities must provide a specified cultural, economic, environmental, financial or social benefit to the community. Prior to entering into sponsorship arrangements, an analysis of community benefit should be undertaken.

2. Alignment

All sponsorship arrangements must align with Council's aspirations, legislative requirements, priorities, strategic direction, and vision as documented in Council's Corporate Plan, and be consistent with Council's policies including the *Code of Conduct for Councillors* and the *Employee Code of Conduct*.

3. Risk management

Potential risks to Council will be assessed prior to entering into sponsorship arrangements in accordance with Council's *Risk Management Policy*. Some examples of the inherent risks in providing or receiving sponsorship commonly include the following:

- Conflicts of interest (actual or potential)

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- Potential loss of an event to another region if sponsorship is not provided, which may impact negatively on the Sunshine Coast's profile and cause a potential loss of economic benefit to the region
- Council's reputation, credibility and integrity may be damaged in any way
- potential sponsorship recipient's vision, mission and/or values conflict with Council's vision, priorities and/or aspirations
- proposed sponsorship arrangements impose or imply conditions which limit Council's ability to fully and impartially carry out its functions, including those which breach local laws, policies or bind Council activities
- proposed sponsorship arrangements are perceived to endorse the sponsor or their products and/or services, or other businesses with which the sponsorship recipient is associated
- personal direct or indirect benefits may be received by Councillors, Council officers and volunteers as a result of the sponsorship arrangement and

4. *Open, accountable decision-making and financial management*

Sponsorship will be sought and provided using transparent processes. All sponsorship arrangements will be subject to Council's financial policies and guidelines. Accordingly, all sponsorship activities will be reported in Council's Annual Report.

In the negotiation of sponsorship arrangements, the commercial value of the arrangement, including all cash and in-kind contributions, must be clearly identified and acknowledged.

5. *Entrepreneurship and revenue raising*

Sponsorship activities that present additional revenue raising opportunities for Council will be considered.

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Direct or indirect personal benefits received by Councillors or Council officers ¶
Perceptions of being influenced by the sponsor/sponsorship recipient ¶
Perceptions of endorsing the sponsor/sponsorship recipient's products/services. ¶

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Sponsorship arrangements with a value under \$2,000 may be agreed to by an exchange of letters; arrangements of \$2,000 and over must be made by formal agreement. ¶
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Suitable sponsors/sponsorship recipients

Council will only enter into sponsorship arrangements with proposed sponsors or sponsorship recipients if the objectives, activities and/or products of the sponsors or sponsorship recipients are compatible with Council's legislative responsibilities, mission, policies, values, and vision. Council will not seek or accept sponsorship that Council considers is unethical, unlawful, improper, or inappropriate.

Types of sponsorship

The initiatives that Council may consider for sponsorship arrangements include the following:

- Major events
- Community/cultural events and programs
- Trade shows
- Industry events, awards and conferences
- Business events, awards and conferences
- Initiatives from other levels of government.

Resources

Resources available for sponsorship and activities in which it is intended to seek sponsorship will be planned in accordance with Council's corporate planning, annual budget and operational planning processes.

Roles and responsibilities

Refer to the **Organisational Guideline – Sponsorship received by Council (Incoming) and the Organisational Guideline - Sponsorship provided by Council (Outgoing).**

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Measurement of success

The success measures for this policy will be:

- an increase in engagement and outputs with peak industry bodies in the promotion of the region's success in implementing the *Regional Economic Development Strategy 2013-2033*
- an increase in the efficiency and effectiveness in delivering Council's major and regional events sponsorship commitments [in line with the Sunshine Coast Major Events Strategy 2018-2027](#)
- an increase in the efficiency and effectiveness of managing incoming sponsorship arrangements for Council's community programs and events and major venues and
- engagement and satisfaction in the delivery of the policy as measured by key stakeholders including governments, industry and community leaders.

Definitions

For the purpose of this policy, the following definitions apply.

Advertising

The communication of Council outputs and services to the public by using a medium commonly used for promoting ideas, goods or services and for which a fee is paid.

Donation

Voluntary contribution without expectation of return.

Grant

Funds provided to a recipient through a formal program for a specified purpose, directed at achieving goals and objectives consistent with Council policy, where the recipient is selected on merit against a set of criteria. Grants are provided without expectation of commercial return. See also Council's *Community Grants Strategic Policy*.

Joint venture

Contractual business undertaking between two or more parties to engage in a specific project, normally for a short and specified term. The joint venture objectives may be to share strengths, minimise risks, and increase competitive advantages in the marketplace.

Legal partnership

Where ownership of an asset or initiative and the associated risks are shared between partners to the arrangement throughout the asset or initiative's life-cycle.

Negotiated commercial

Benefits include the sponsor's right to be publicly recognised or have their name, product/s or service/s associated with the sponsorship recipient's activity, event, individual, infrastructure, program, or service. Specific benefits may include and not be limited to:

- branding exposure (signage, promotional material, advertising, etc)
- a site/stall to promote or sell sponsor goods/services
- PA announcements
- acknowledgment in speeches and media materials
- invitation to participate in opening ceremony and
- inclusion of sponsor information in information packs.

Sponsor

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An individual or organisation that, for a specified term, provides a contribution in cash and/or in kind ('contra') with the intention of receiving negotiated commercial benefits.

Sponsorship

A contractual business arrangement under which a sponsor, for a specified term, provides a contribution in cash and/or in kind in return for specified negotiated commercial benefits. Benefits may include the right to public recognition or association with an activity, event, infrastructure, individual, program, and service.

Sponsorship is different from grants funding, in which money or goods are provided to recipients through a formally recognised program for a specified purpose, with no expectation of commercial return. Further, sponsorship does not include a guarantee against loss and is also distinguished from other arrangements such as donations, joint ventures, legal partnerships, paid advertising, and the supply of goods and services.

Sponsorship recipient

An individual or organisation that, for a specified term, receives a contribution in cash and/or in kind in return for providing negotiated commercial benefits to a sponsor. See also definition of "sponsor".

Policy commitment

Council employees and Councillors covered in the scope of this policy consistently demonstrate and uphold the intent, objectives and principles of this policy. Nothing in this policy requires or authorises an employee of Council or Councillor to act in any way that is contrary to law. Any instances of non-compliance will be managed in accordance with any relevant codes of conduct, policies and legislation dealing with conduct and/or disciplinary action.

Related policies and legislation

[Queensland Government Sponsorship Framework \(2022\)](#)

[Crime and Corruption Commission Queensland - Sponsorship management](#)

Local Government Act 2009

Public Sector Ethics Act 1994

[Sunshine Coast Council Corporate Plan 2023-2027](#)

[Sunshine Coast Council](#) Councillor Code of Conduct (Strategic Policy)

[Sunshine Coast Council](#) Employee Code of Conduct

[Sunshine Coast Council](#) Community Grants (Strategic Policy)

[Sunshine Coast Major Events Strategy 2018-2027](#)

[Sponsorship Provided by Council \(Incoming\) Organisational Guideline](#)

[Sponsorship Received by Council \(Outgoing\) Organisational Guideline](#)

[Sunshine Coast Council Risk Management Organisation Policy](#)

[Sunshine Coast Council Risk Management Guideline](#)

[Trade Practices Act 1974](#)

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Version control:

Version	Reason/ Trigger	Change (Y/N)	Endorsed/Reviewed by	Date
1.0	Updated	Y	Manager, Customer Relations	11/10/2013
1.1	Updated	Y	Manager Economic Development	17/08/2016
1.2	Approved	Y	Director Economic Development and Major Projects	24/08/2016 EDDIE D2016/899532

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2.0	Endorsed		Council	15/09/2016 OM16/169
2.1	Updated – non-material changes resulting from organisation realignment	Y	Group Executive Economic and Community Development	27/02/2018
3.0	Updated	Y	Group Executive Economic and Community Development	03/03/2023

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