

Item 7.

Post Exhibition - Grants and Sponsorship Policy and Guidelines

File No: S117676

Summary

This report seeks Council adoption of the draft grants and sponsorship policy and guidelines.

The City of Sydney's grants and sponsorship program (the Program) supports initiatives and projects that build the social, cultural, environmental and economic life of the city.

The Program is one of many ways in which the City of Sydney partners with the community and business to further the actions, strategic directions and vision of Sustainable Sydney 2030-2050 Continuing the Vision and key pillar strategies through cash and value in-kind (VIK) support.

The grants and sponsorship policy (the Policy) provides the governance framework for how the Program is managed, and how decisions about funding are made. The Policy ensures that the City meets the governance requirements of Section 356 of the Local Government Act 1993 in relation to grant giving.

The current Policy was adopted by Council in September 2014. Revisions to this Policy were then approved by Council on 11 December 2017 and on 15 February 2021. The Policy is due to be reviewed by December 2022.

The new Policy recommended for adoption in this report provides a framework to guide individuals and organisations when applying for cash and value-in-kind grant funding, and City of Sydney employees and Council when responding to and managing grants and sponsorship requests. The revised Policy aligns with the strategic directions of Sustainable Sydney 2030-2050 Continuing the Vision, key pillar strategies and the Stretch Reconciliation Action Plan.

The new Policy will apply to all outgoing grants, sponsorships, and value-in-kind provisions.

Council may approve grants and sponsorship outside the Policy. The Policy does not prevent Council giving occasional contributions to organisations, providing support for civic functions or one-off events in accordance with the relevant legislation.

On 27 June 2022, Council endorsed placing on exhibition the draft grants and sponsorship policy and guidelines, and the revised Operational Plan 2022-23 - Addendum. They were exhibited from 28 June to 26 July 2022.

A total of 14 submissions for the draft grants and sponsorship policy and guidelines were received. All were assessed through internal review. The details of the issues raised in the submissions, together with responses and staff recommendations, are included in the Engagement Report at Attachment E.

No submissions were received for the revised Operational Plan 2022-23 - Addendum and this has not been amended.

The draft grants and sponsorship policy and guidelines as placed on exhibition have been amended as per the table in Attachment E. This report recommends the adoption of the new grants and sponsorship policy and guidelines.

Recommendation

It is resolved that:

- (A) Council note the submissions received from the community on the exhibited draft grants and sponsorship policy guidelines, as shown at Attachment E to the subject report;
- (B) Council approve the grants and sponsorship policy as shown at Attachment A to the subject report;
- (C) Council approve the grants and sponsorship guidelines as shown at Attachment B to the subject report;
- (D) Council approve the Revised Operational Plan 2022/23 - Addendum as shown at Attachment C;
- (E) Council note the Chief Executive Officer has delegated authority to implement the Quick response grant, Creative live/work spaces grant, Short-term empty properties grant, Venue hire support grants and sponsorship and Street banner sponsorship in accordance with the grants and sponsorship policy criteria and monetary limits; and
- (F) authority be delegated to the Chief Executive Officer to approve any minor editorial corrections prior to publication and authorise the relevant staff to implement any such corrections.

Attachments

- Attachment A.** Grants and Sponsorship Policy
- Attachment B.** Grants and Sponsorship Guidelines
- Attachment C.** Revised Operational Plan 2022/23 - Addendum
- Attachment D.** Resolution of Council - 27 June 2022 - Public Exhibition - Grants and Sponsorship Policy and Guidelines
- Attachment E.** Engagement Report

Background

1. The City of Sydney's grants and sponsorship program (the Program) supports residents, community groups, not-for-profit organisations and for-profit organisations to undertake initiatives and projects that build the social, cultural, environmental and economic life of the city.
2. The grants and sponsorship policy (the Policy) provides the governance framework for management of the Program and decisions about funding.
3. The last comprehensive review of the Policy was completed in 2014. It has been recognised that a review of the Program was needed to ensure it continues to provide the most effective and efficient support to our resident and business communities and continues to deliver against the City's evolving corporate and strategic objectives.
4. As the City's strategic vision is renewed through Sustainable Sydney 2030-2050 Continuing the Vision, City staff have undertaken a comprehensive review of the Policy to ensure it is strategically aligned, fit-for-purpose and future-focussed, with the agility to respond to emerging needs and priorities of our communities.

New policy and framework

5. The new Policy provides a framework for how we will partner with our community through our grant-making. This Policy provides guidance to individuals and organisations when applying for cash and value-in-kind grant funding and to City of Sydney employees and Council when responding to and managing grants and sponsorship requests.
6. The new Policy will apply to all outgoing grants, sponsorships, and value-in-kind provisions.
7. Council may approve grants and sponsorship outside the Policy. The Policy does not prevent Council giving occasional small contributions to organisations, providing support for civic functions or one-off events in accordance with the relevant legislation.
8. The new Policy sets out the expected outcomes of our grants and sponsorships program and the principles that guide grantmaking at the City. The Policy covers four areas:
 - (a) grants and sponsorship outcomes;
 - (b) grantmaking principles;
 - (c) ethics framework; and
 - (d) grant assessment and approval.
9. The new Policy is strongly aligned to Sustainable Sydney 2030-50 Continuing the Vision, Stretch Reconciliation Action Plan and the City's pillar strategies.
10. The new Policy aligns with the following strategic directions of Sustainable Sydney 2030-2050 Continuing the Vision:
 - a leading environmental performer;
 - an equitable and inclusive city;

- resilient and diverse communities;
 - a thriving cultural and creative life; and
 - a transformed and innovative economy.
11. The new Policy has 14 grants and sponsorship programs to support initiatives and projects that strengthen the social, cultural, environmental and economic life of the city.
 12. Some of our grants and sponsorship programs are categorised by their primary strategic outcome. However, several of our grants and sponsorship programs are designed to deliver across a range of strategic outcomes.
 13. Supporting the new Policy are the grants and sponsorship program guidelines (the Guidelines) which guide applicants on how to apply for and acquit grants and sponsorships. The Guidelines set out expected program priorities and assessment criteria, and provide practical details such as opening dates for each program, eligibility considerations and the types of supporting documentation they will need to submit with their application.
 14. The City is committed to ensuring that our grants and sponsorship programs are responsive to emerging needs and opportunities within our community and will review the Guidelines on an annual basis and may make changes as required and in accordance with the relevant approval process.
 15. The new Program is included the Revised Operational Plan 2022/23 - Addendum which is Attachment C to this report and which was placed on public exhibition together with the Policy and Guidelines.

Public Exhibition - Grants and Sponsorship Policy and Guidelines and Revised Operational Plan - Addendum

16. The Policy and Guidelines and revised Operational Plan – Addendum were placed on public exhibition for 28 days from Tuesday 28 June to Tuesday 26 July 2022.
17. Electronic copies of the documents were made available to the community through the City's Sydney Your Say website, which had 421 unique visits and 199 document downloads.
18. The public exhibition was included in the City's Sydney Your Say eNewsletter, sent on Thursday 7 July to 7,152 subscribers and to the Grants and Sponsorship notification list sent on Monday 18 July to 8,089 subscribers.
19. A total of 14 submissions were received during the consultation period (12 submissions were received via the Sydney Your Say website and 2 submissions were received via the Sydney Your Say email address).
20. The 14 submissions have all been internally reviewed, with staff recommending that no changes are required to the Policy, and minor changes are made to the Guidelines from that exhibited in response to the submissions received. The issues raised in the submission, together with responses and staff recommendations, are included in the Engagement Report at Attachment E.

21. Following engagement with internal and external stakeholders including the Aboriginal and Torres Strait Islander Advisory Panel, some amendments have been made to the Policy and Guidelines from that exhibited.
22. No submissions were received for the draft Revised Operational Plan 2022/23 - Addendum as shown at Attachment C and this has not been amended.

Amendments to the grant and sponsorship policy and guidelines post exhibition

23. In the Policy under the heading Ethics Framework, an additional point has been included to note the City does not support through this policy the sale or promotion of any prohibited items or services on Council land, such as fur and exotic animal skin products, other than where is permitted under traditional first nation cultural practices.
24. The Guidelines have been amended under the heading Other Information on Page 14 to clarify that the supporting documentation required for multi year funding is a multi year project plan instead of a multi year business plan.
25. The Guidelines have been amended under the heading Tier 2 – Major Festival and Events on page 27 to clearly state in the program overview that this sponsorship program provides support for significant and/or recurrent festivals or events.
26. The Guidelines have been amended under the heading Aboriginal and Torres Strait Islander Collaboration Fund on Page 17 to include a proof of Aboriginality requirement for grant applicants of this program. This amendment has been made in consultation with the Aboriginal and Torres Strait Islander Advisory Panel, and the City's Indigenous Leadership and Engagement team.
27. The Guidelines have been amended under the heading Accommodation Grants Program on Page 43 to note that the City may require the payment of a bond as part of the lease or licence agreement.

Key Implications

Strategic Alignment - Sustainable Sydney 2030-2050 Continuing the Vision

28. Sustainable Sydney 2030-2050 Continuing the Vision renews the communities' vision for the sustainable development of the city to 2050. It includes 10 strategic directions to guide the future of the city, as well as 10 targets against which to measure progress. The provision of grants and sponsorships is a key mechanism for the City to further the aims identified in its social, economic, environmental, and cultural policies. All applications are considered against the 10 strategic directions and how they can directly deliver or encourage the further development of the aims and objectives identified in Sustainable Sydney 2030-2050 Continuing the Vision.

Social / Cultural / Economic / Environmental

29. The Program provides the City with a platform to support social, cultural, economic and environmental initiatives from communities, community organisations and businesses within the local area.

Financial Implications

30. Funding has been included in the 2022/23 budget to support the Program, including any commitments for funding already approved by Council.
31. Funding for the Program is detailed in the Revised Operational Plan 2022/23 - Addendum at Attachment C.

Relevant Legislation

32. Section 356 of the Local Government Act 1993 regulates how financial assistance can be given by local councils.
33. As part of the NSW Local Government Act 1993 and Integrated Planning and Reporting requirements, the City is required to exhibit changes to its grants program.

Critical Dates / Time Frames

34. The new Policy and Guidelines will be implemented in the 2022/23 financial year immediately following adoption by Council.

Public Consultation

35. The draft Policy and Guidelines were publicly exhibited from 28 June to 26 July 2022.
36. During this period, the community were invited to make comments and submissions regarding the draft Policy and Guidelines. The City used the Sydney Your Say community engagement platform to seek responses. All submissions received by the City for the draft Policy and Guidelines have been considered and assessed. More details are provided in the Engagement Report at Attachment E.

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