

Item 4.

Adoption - Corporate Sponsorship Policy

File No: X023684.002

Summary

The City regularly receives requests from organisations to partner with the City in order to support community activity. To enable the City to consider an association with such organisations, a Policy was adopted by Council in 2014. Sponsorship enhances the event experience as well as reduces the cost of current activities or programs produced by the City. It builds relationships with the City's business community. A sponsorship enhances the City's provision of free community events in the local government area. Sponsorship aligns with Sustainable Sydney 2030-2050 Continuing the Vision, by supporting a thriving cultural and creative life.

The purpose of the Corporate Sponsorship Policy is to provide the City with a transparent framework to enable the business community and the City to work together to support community activity.

The Corporate Sponsorship Policy (the Policy) was first adopted by Council on 8 December 2014. The Policy was reviewed and further adopted by Council on 13 May 2019. The Policy applies to all incoming sponsorships received either as cash or value in-kind by the City. It does not apply to outgoing grants and sponsorships given by the City. These are covered by the Grants and Sponsorship Policy.

The Corporate Sponsorship Policy must be adopted by Council.

The final draft Policy (Attachment A) is consistent with the previous Policy. The proposed changes are minimal.

This report is seeking Council's adoption of the draft Corporate Sponsorship Policy, noting that this will replace the Corporate Sponsorship Policy 2019.

Recommendation

It is resolved that:

- (A) Council adopt the updated Corporate Sponsorship Policy as shown at Attachment A to the subject report; and
- (B) authority be delegated to the Chief Executive Officer to make amendments to the Corporate Sponsorship Policy in order to correct any minor drafting errors and to finalise design and accessible formats for publication.

Attachments

Attachment A. Draft Corporate Sponsorship Policy 2023 (changes marked-up)

Background

1. The City regularly receives requests from organisations to partner with the City in order to support community activity. To enable the City to consider an association with such organisations, a Policy was adopted by Council in 2014. The Policy was reviewed and further adopted by Council on 13 May 2019.
2. Incoming sponsorship can be provided as cash or value in-kind, where the sponsor provides a product or service.
3. The length of sponsorship can vary from alignment to one single event or program, to a partnership over multiple years. The value of the sponsorship can also vary.
4. Sponsorship enhances the event experience as well as reduces the cost of current activities or programs produced by the City. It builds relationships with the City's business community. A sponsorship enhances the City's provision for free community events in the local government area.
5. The benefits to a sponsor range from promotion as a supporter of the City program, through to activation in the public domain aligned to the City program. The benefits are tailored to the sponsor's objectives for the partnership and approved by the City.
6. The proposed amendments to the Policy are minimal. Strategic updates include:
 - (a) inclusion of programs in the scope;
 - (b) clarifying the exclusion of incoming government grants from the scope;
 - (c) updating and strengthening the ethical framework;
 - (d) including additional categories under sponsorships not permitted by the City; and
 - (e) simplified responsibilities.

Key Implications

Strategic Alignment - Sustainable Sydney 2030-2050 Continuing the Vision

7. 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. This policy is aligned with the following strategic directions and objectives:
 - (a) Direction 8 - A thriving cultural and creative life - through sponsorships across Sydney New Year's Eve, Sydney Christmas and Sydney Lunar Festival, we work with partners to activate the City in alignment with each event.

Organisational Impact

8. The Policy assists staff in determining and communicating the City's response to sponsorship related enquiries from the business community.

Risks

- 9. The adoption, publication and application of the updated policy will support transparency and consistency when the City is receiving sponsorships.
- 10. Reputational risks associated with receiving sponsorships are mitigated by the inclusion of clear principles in the Policy.

Social / Cultural / Community

- 11. The key benefit for the community is to ensure City activities and programs are enhanced and can deliver enriched experiences.

Financial Implications

- 12. Anticipated cash or value in-kind derived from sponsorship is included in the City's operating budget and Long Term Financial Plan with amounts reviewed each year. These funds assist in reducing the net cost of related activity or programs.

Relevant Legislation

- 13. Local Government Act 1993.

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