

## Relevant Information for Council

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**FILE:** 2023/697864 **DATE:** 7 December 2023

**TO:** Lord Mayor and Councillors

**FROM:** Emma Rigney, Director City Life  
Kate Deacon, Director Strategic Development and Engagement

**THROUGH:** Monica Barone, Chief Executive Officer

**SUBJECT:** Information Relevant To Item 6.4 - Adoption - Corporate Sponsorship Policy

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### For Noting

This memo is for the information of the Lord Mayor and Councillors.

### Purpose

This memo provides additional information requested in relation to the adoption of the Corporate Sponsorship Policy

### Background

At the meeting of the Corporate, Finance, Properties and Tenders Committee on 4 December 2023, further information was sought on the following:

#### Sponsorship evaluation

The City evaluates the effectiveness of its sponsorship arrangements after each event, reporting on outcomes delivered and discussed with key stakeholders. The City has the ability to terminate any agreement if the Sponsor is in breach of the Corporate Sponsorship Policy.

#### Retail Activation Program

The Retail Activation Program in Pitt Street Mall was a stand alone program at a certain point in time adopted by Council in 2019 and is separate to the Corporate Sponsorship Policy. This program will come to an end in 2023 and be formally closed out as the new Economic Strategy is endorsed by Council in 2024.

## **Measures to ensure the City is not supporting commercial products, and that there is no perception that the City is supporting commercial products**

Under the section titled 'Sponsorships not permitted under this Policy', the Corporate Sponsorship Policy states that the City will not enter into sponsorships that require or imply the City's endorsement of commercial products, services, companies, political parties or individuals.

The policy stipulates the benefits offered to sponsors is the use of the City's branding which must be determined by collaboration and agreement between the City and the sponsor. This can be found under the section titled 'Benefits for Sponsors'.

## **Decision making/governance framework**

The Policy outlines the decision-making and governance framework, detailing the criteria for attracting sponsors, suitable activities for sponsorship, types of sponsorships not permitted, and the benefits offered to sponsors in return.

This is underpinned by the City's Ethics Framework and Code of Conduct, as well as the Register of Delegations which stipulate financial and non-financial delegations.

## **Reputational risks**

The City manages reputational risk by clearly defining our ethical framework and detailing the types of sponsorships not permitted under the Corporate Sponsorship policy as outlined under the title 'Sponsorships not permitted under this Policy'.

Sponsorship agreements between the City and the Sponsor include a right to terminate clause if a Sponsor is in breach of the agreement or Policy which is outlined under the section titled 'Managing the sponsorship'.

## **How the City's policies, grants and funding mechanisms work together**

The Corporate Sponsorship Policy sets out how the City manages incoming support in the form of cash and value in kind, while the City's Grants and Sponsorship policy sets out how the City manages outgoing support in the form of cash and value in kind.

The aim of both programs is to contribute to the vibrant cultural and social life of Sydney through the delivery of events, programs and activities for the community.

Both programs are underpinned by the City's Ethics Framework, Code of Conduct, and Register of Delegations, and specific policies which have been adopted by Council, and guidelines for how they are administered.

## **Memo from Emma Rigney, Director City Life and Kate Deacon, Director Strategic Development and Engagement**

Prepared by: Peter Rugg, Manager Venue Management

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Approved

P. M. Barone

**MONICA BARONE**

Chief Executive Officer