

Attachment A

Grants and Sponsorship Policy

Grants and Sponsorship Policy

Purpose

The City’s grants and sponsorship program aims to support projects that promote:

- strong partnerships with Aboriginal and Torres Strait Islander communities
- leading environmental performance
- connected, resilient and inclusive communities
- a thriving cultural and creative life
- a transformed and innovative economy

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.

Scope

This policy applies to all outgoing grants, sponsorships, and value-in-kind provisions.

Council may approve grants and sponsorship outside this 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.

This policy applies to all not-for-profit organisations, for-profit organisations, sole traders, individuals, owners’ corporations, unincorporated community groups and government agencies who apply to the City of Sydney for grant or sponsorship funding.

Grants and sponsorships are different from the purchase of services, where the City of Sydney determines the type of project, product or service it requires and develops a contract to manage how this is delivered. Procurement of goods, services, works and facilities are covered by the City of Sydney’s Procurement and Contract Management Policy.

Donations and support for charities are covered by the City of Sydney’s Support for Charities Guidelines, and Humanitarian Aid Guideline. Incoming corporate sponsorships are covered by the City of Sydney’s Corporate Sponsorship Policy.

Definitions

Term	Meaning
Grant	Cash or value-in-kind support provided to applicants for a specified project or purpose as outlined in the funding agreements between the City of Sydney and the recipient.
Sponsorship	Agreements between the City of Sydney and organisations where the City of Sydney receives benefits in return for the sponsorship. Examples of benefits include promotion, marketing, speaking opportunities and/or tickets.
Value-in-kind	An arrangement where the City of Sydney foregoes revenue (either in full or in part) on things for which a fee would normally be charged.

	<p>This may include park hire, venue hire, banner pole hire, or workspace accommodation.</p> <p>Applicants receiving value-in-kind support may need to enter an agreement with the City of Sydney in addition to a corresponding funding agreement.</p> <p>Services incurring real cash cost are not supported within the City of Sydney’s grants and sponsorship program. These services include cleansing and waste, development application fees, health inspection fees, health approvals, section 68 approvals, temporary road closures, in-house design, and printing and distribution services.</p>
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Policy statement

The City of Sydney’s grants and sponsorship program supports initiatives and projects that strengthen the social, cultural, economic and environmental life of the city. Through this program the City of Sydney partners with the community and business to further the strategic directions of Sustainable Sydney 2030-2050 Continuing the Vision.

The City of Sydney acknowledges the importance of partnering with Aboriginal and Torres Strait Islander communities to deliver social, cultural, economic and environmental outcomes for their communities.

The City of Sydney recognises and respects the vital contribution of community and business in developing and delivering projects that contribute to a vibrant, inclusive, resilient, innovative and sustainable city. Through this program the City of Sydney provides financial and in-kind support for a diverse range of projects.

This policy provides the framework for managing grants and sponsorship applications. It sets the expected outcomes of our Grants and Sponsorships Program and the principles that guide grantmaking at the City of Sydney.

This policy covers four areas:

1. Grants and sponsorship outcomes
2. Grantmaking principles
3. Ethics framework
4. Grant assessment and approval

Grants and sponsorship outcomes

The Grants and Sponsorship Program aligns with the following strategic directions of Sustainable Sydney 2030-50 Continuing the Vision:

- A leading environmental performer
- An equitable and inclusive city
- Resilient and diverse communities
- A thriving cultural and creative life
- A transformed and innovative economy
- Good governance and stewardship

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.

Grants can also provide a powerful incentive to residents and businesses to act and make the changes necessary to improve environmental performance. They support new and innovative approaches to delivering sustainability outcomes and strengthening community resilience.

Grants and sponsorships play an important role in community development and support active participation in civic life. They empower the community to address issues that matter to them and drive projects to create a more inclusive and resilient city.

Grants are a valuable method of supporting artistic and creative endeavour in our city, helping foster initiative, experimentation and enterprise by creative workers and providing new opportunities for audiences to engage in the city's cultural life.

Grants and sponsorships help stimulate business and promote economic activity. They encourage partnerships with other organisations on business development and assist groups of businesses to work together for the collective benefit.

Our Grants and Sponsorship Guidelines provide details about each of our grant programs including funding priorities, key dates, funding available, eligibility criteria, application processes and assessment criteria.

We are committed to ensuring that our grants and sponsorship programs are responsive to emerging needs and opportunities within our community and may make changes to the Grants and Sponsorship Guidelines as required and in accordance with the relevant approval process.

Grantmaking principles

The following principles guide the City of Sydney's funding and value-in-kind assistance to deliver strong relationships between the City of Sydney, our communities and business.

Strengthening Aboriginal and Torres Strait Islander partnerships

We acknowledge the city's Aboriginal and Torres Strait Islander peoples, and the Gadigal of the Eora Nation as the traditional custodians of this local area. We support the right of Aboriginal and Torres Strait Islander Peoples to self-determination. The City of Sydney is committed to ensuring our funding programs provide an ongoing process of choice to ensure Aboriginal and Torres Strait Islander communities can meet their social, cultural, economic and environmental needs and aspirations. Organisations applying for grants are encouraged to engage Aboriginal and Torres Strait Islander businesses, organisations and individuals into all aspects of their project.

Partnerships and building relationships

The City of Sydney is committed to building and maintaining relationships based on trust and respect with individuals and organisations committed to addressing social, cultural, economic and environmental issues. The City of Sydney recognises the financial contributions, skills, resources and commitment that individuals, communities and businesses bring to the grant partnership. The City of Sydney is committed to connecting individuals and organisations to networks, resources and knowledge which can strengthen the delivery of projects.

The City of Sydney partners with a wide range of organisations to deliver on its objectives. This includes funding for-profit organisations who have demonstrated they are best placed to deliver public benefit and meet the relevant grant program outcomes.

Diversity and inclusion

The City of Sydney values the identities, perspectives, and experiences of the communities that live, work, and visit our local area and believe this diversity strengthens our city. We support the development and delivery of projects that contribute to a more inclusive and equitable city where

everyone has access to essential services and facilities to support wellbeing and quality of life. The City of Sydney partners with organisations and local communities to build on the strengths of our communities and enable them to thrive and be resilient.

The City of Sydney is committed to ensuring that our grant program is inclusive and accessible to our diverse communities. We encourage applications from our diverse communities including young people, older people, people with disability, culturally and linguistically diverse communities, women and LGBTIQ+ communities. Organisations applying for grants are encouraged to promote gender pay equity - valuing skills, responsibilities and working conditions in a non-discriminatory way.

Climate emergency and community resilience

The City of Sydney is committed to building the capacity of communities and business to lead initiatives that respond to the climate emergency and reduce their environmental impact. The City of Sydney partners with organisations and local communities to promote transformative change in energy generation, resource consumption, water use, transport and climate adaptation.

The City of Sydney supports others to take positive steps to build the resilience of our communities to mitigate, respond, adapt and recover from shock events and chronic stresses. Organisations applying for grants are encouraged to show adequate consideration of any environmental impacts and benefits. Organisations are to ensure that any events or programs funded through a City of Sydney grant are delivered in an environmentally sustainable way.

Empowering communities

The City of Sydney generates wealth for our local area by investing in the best mix of grants to meet the needs of our diverse communities and business. We strengthen relationships with community by actively building and maintaining networks, connecting people and business, and ensuring all our diverse communities can participate in civic life. The City of Sydney funds and supports organisations, businesses, and individuals to address local issues and needs through programs, projects, and events.

Good governance, transparency, and value for money

We are committed to transparent, equitable, open and effective processes and decision making that is in the public interest. Applications are assessed objectively against policy and program guidelines and criteria. Application forms, acquittal requirements and contractual obligations will be in proportion to the size of the grant awarded and the expected outcomes of the grant program.

The City of Sydney invests in projects that represent good value for the level of cash or value-in-kind support provided with a focus on supporting thriving organisations and outcomes that can create a long-term positive impact for the community. The City of Sydney ensures there are systems and opportunities for feedback on the City of Sydney's grant processes.

Ethics framework

Through the Grants and Sponsorship Program the City of Sydney does not support any activities or entities that unnecessarily:

- pollute land, air or water
- destroy or waste non-renewable resources
- market, promote or advertise products or services in a misleading or deceitful manner
- produce, promote or distribute products or services likely to be harmful to the community

- acquire land or commodities primarily for speculative gain
- create, encourage, or perpetuate militarism or engage in the manufacture of armaments
- entice people into financial over-commitment
- exploit people through the payment of below-award wages or poor working conditions
- unlawfully discriminate, or encourage unlawful discriminatory behaviour, including discrimination based on ability, culture, religion, age, gender and sexual orientation in employment, marketing and/or advertising practices
- sell or promote any prohibited items or services on Council land, such as fur and exotic animal skin products and feathers, other than where is permitted under traditional first nation cultural practices
- contribute to the inhibition of human rights generally.

Child safety

The City of Sydney is committed to being child safe and has zero tolerance for child abuse. The City of Sydney recognises its legal and moral responsibilities in keeping children safe from harm and abuse and promoting their wellbeing and best interests. The City of Sydney has specific policies, procedures and training in place to support employees and volunteers to achieve these commitments.

Where a grant application involves the delivery of programs and services involving child-related work organisations must provide their child safety/child protection policy and procedures. Where they do not have a formal child safety/protection policy, organisations must outline how they intend to comply with child safety law relevant to their organisation.

The City of Sydney does not regulate or monitor an organisations compliance with child safety law, nor is able to determine whether their policies and procedures are fit for purpose. Applicants are responsible for ensuring their policies and procedures are appropriate and sufficient to ensure child safety and should seek advice from the Office of the Children’s Guardian, the Department of Education and Communities and /or the Australian Children’s Education & Care Quality Authority regarding their child safety and protection compliance obligations as appropriate.

Grant assessment and approval

Assessment

All grant applications are assessed by at least three relevant City of Sydney staff, including those with knowledge and experience relevant to the grant application. Recommendations are then made to Council for approval.

If considered relevant, some grant applications may be assessed by external parties who have skills and professional experience which will benefit the assessment process.

When an external assessor is required, we will select a representative from one of the City of Sydney’s established advisory panels with the relevant skills, experience, and availability. External assessors will be paid for their time.

External assessors are required to sign a participation agreement with the City of Sydney which outlines their responsibilities, including conflict of interest and confidentiality obligations. They cannot submit a grant application in the grant round they are assessing.

All assessors are required to make a conflict of interest declaration on each application as part of the assessment process.

Oral grant applications are available to Aboriginal and Torres Strait Islander groups and individuals and can be requested by any other group or organisation. Support can also be provided on request for people with disability or those from culturally and linguistically diverse backgrounds.

Our grants and sponsorship programs are highly competitive. Even though an application may meet the criteria it may not be competitive against other applications. If an application is unsuccessful, the applicant can request feedback from City of Sydney staff.

Approval

Council has authority to approve grants and sponsorship or other financial assistance.

The CEO can approve grants consistent with City of Sydney policies and delegations from Council for the following programs: Quick response grant, Creative live/work spaces grant, Short-term empty properties grant, Venue hire support grants and sponsorship and Street banner sponsorship.

Under the Local Government Act, any waiver or reduction of fees or charges can only be approved if the application meets a pre-approved category of fee exemption in the City of Sydney's Revenue Policy.

Many projects including festivals and events require approvals and consents from the City of Sydney (such as development applications), NSW Police and other state government agencies. If the necessary approvals cannot be obtained, the grant or sponsorship may be revoked.

Approval of a grant or sponsorship does not imply that the City of Sydney has given any other required consent, authorisation or approval.

Approval of value-in-kind is not a guarantee of booking, as all bookings are subject to availability and must be made through the usual booking process for the facility, space or location requested.

Responsibilities

Detailed responsibilities are outlined in the Grants and Sponsorship Guidelines

All City of Sydney Staff involved in the management of grants and sponsorships must:

- be aware of, and comply with their responsibilities under the Grants and Sponsorship Guidelines
- act in accordance with the City of Sydney's Code of Conduct and all relevant legislation.

Manager Grants

- Ensure transparent and effective grants management systems, policies, procedures and decision-making processes are in place and that all grant applicants recommended to Council for support are in accordance with the requirements of those policies, procedures and processes
- Negotiate, execute and administer grants and sponsorship agreements.

Director City Life

- Ensures transparent and effective grants management systems, policies, procedures and decision-making processes are in place
- Negotiate, execute and administer grants and sponsorship agreements.

CEO

- May approve grants in accordance with authority delegated by Council under the Local Government Act.

Consultation

This policy has been informed by the insights gained from the program of community engagement undertaken for Sustainable Sydney 2030-2050 Continuing the Vision.

This policy has been developed in consultation with external stakeholders including the Aboriginal and Torres Strait Islander Advisory Panel, the Nightlife and Creative City Advisory panel, festival and event organisers, local business chambers, industry associations.

This policy has been developed in consultation with internal stakeholders from Creative City, City Business and Safety, Grants, Indigenous Leadership and Engagement, Social City, Strategy and Communications, Sustainability Programs, Sustainability, Strategic Planning and Urban Design, Venue Management, Finance and Legal and Governance.

References

Laws and Standards
• Local Government Act 1993 (NSW)
• Children and Young Persons (Care and Protection) Act 1998
• Child Protection (Working with Children) Act 2012
• Children’s Guardian Act 2019
Policies and Procedures
• Grants and Sponsorship Program Guidelines
• Sustainable Sydney 2030-205 Continuing the Vision
• A City for All: Social Sustainability Policy and Action Plan 2018-2028
• Creative City - Cultural Policy and Action Plan 2014-2024
• Economic Development Strategy
• Environmental Strategy 2021-2025
• Eora Journey Economic Development Plan
• Housing for All – Local Housing Strategy
• Inclusion (Disability) Action Plan 2021–2025
• Reducing waste from events and services: Guidelines for single use items
• Resilient Sydney
• Revenue Policy: Fees and charges
• Stretch Reconciliation Action Plan

- Sustainable event guidelines

Review period

This policy will be reviewed every 4 years.

Approval Status

The Council approved this policy on 22 August 2022.

Approval History

Stage	Date	Comment	TRIM Reference
Original Policy	15 December 2008	Approved by Council	2009/111025
Reviewed	10 December 2012	Approved by Council	2009/111025
Reviewed	15 September 2014	Approved by Council	2014/434658
Reviewed	11 December 2017	Approved by Council	2018/278803
Reviewed	22 August 2022	Full review. Updated to strengthen alignment with the strategic directions of Sustainable Sydney 2030-2050 Continuing the Vision, key pillar strategies and the Stretch Reconciliation Action Plan. Approved by Council.	2018/278803
Commence Review Date	22 November 2025		
Approval Due Date	22 August 2026		

Ownership and approval

Responsibility	Role
Author	Manager Grants
Owner	Director, City Life
Endorser	City of Sydney Executive
Approver	City of Sydney Council