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1. Introduction

King Island Council provides a variety of assistance to community and industry groups, organisations and individuals.

Assistance can be financial (cash) or in-kind (e.g. discounted fees or no charge services).

Council has a responsibility to ensure that all assistance provided is managed through a transparent process, that the community is aware of the right channels through which to make requests, and that all agreements are managed effectively.

This Policy aims to:

- increase transparency around the level of assistance provided
- provide clear communication of a process for applying for assistance
- apply a more consistent approach in responding to all assistance requests
- ensure that sponsorship by Council is only provided through the channels and processes listed here.

1.1 Scope

This Policy applies to all financial and in-kind assistance by or on behalf of King Island Council. It applies to all Council departments, committees, facilities, Councillors and Council staff.

1.2 Supporting documents

This Policy is supported by the following documents:

- Financial & In-Kind Assistance Guidelines (**Appendix 1**)
- Sponsorship or Event Development or Contingency Fund or Community Assistance Program Application Form (**Appendix 2**)
- Sponsorship or Event Development or Contingency Fund or Community Assistance Program Assessment & Recommendation Form (**Appendix 3**)
- Sponsorship or Event Development or Contingency Fund or Community Assistance Program Activities Report (**Appendix 4**)



2. Purpose and Objectives

2.1 Purpose of Policy

The Sponsorship (Financial and In-Kind) Policy ensures a consistent, coordinated and transparent approach to the way Council provides assistance.

It provides a framework for decision-making in regards to how the organisation approaches support and is underpinned by detailed guidelines to assist Council officers administer effective assistance programs including appropriate reporting and approval procedures. It ensures that Council takes into account probity issues including:

- transparency of process
- accountability and monitoring
- obtaining value for money, and
- contributing to Council's strategic objectives.

This Policy also ensures applicants are provided optimal opportunity to seek assistance through the most appropriate channels and are able to maximise success through completion of appropriate application forms.

A budget will be allocated annually to support this policy with a maximum of \$2,500 for any individual grant.

2.2 Limitations

Financial and / or in-kind assistance will not be provided to:-

- Individuals
- Events and/or activities not held on King Island or for the direct benefit of residents of King Island.
- Government bodies.
- Council or Special Committees of Council.
- meet recurrent or operational expenditure.
- cover past expenditure.
- Events and activities that do not reflect community and council values.
- Organisations or individuals whose services or products are injurious to health or, are perceived to be in conflict with Council's policies and responsibilities to the community.
- Events and activities that do not have appropriate approvals (i.e. street trading, road closure, development consent).
- Programs that denigrate, exclude or may offend any community groups.
- Political or religious activities.
- Sponsorships that imply Council supports the excessive consumption of alcohol or gambling.
- Agreements which require or imply the Council's endorsement of commercial products, services, companies or individuals. **Note:** whilst all sponsorships represent a



partnership that comes with a level of endorsement from both parties, logo placement with a 'proudly supported by' tagline does not classify as an endorsement of a business. An image of Councillors using the product saying it is the best would be seen as endorsement.

- Programs which personally benefit individual employees or Councillors or their family /friends.
- Agreements which give the sponsor influence over the Council and access to restricted information.
- Agreements which imply Council endorsement of community issues that would not have broad community support.
- Persons or organisations who are in breach of regulations or ordinances administered by Council.
- Persons or organisations who are under official investigation.

Alcohol related sponsorship can be accepted providing such sponsorship is not directly linked to activities, assets, facilities or services for young people under the age of eighteen (18).

Council reserves the right to consider exceptions based on their merit of benefit to the municipality of King Island. Any exceptions will be subject to the express approval of the General Manager in consultation with Council.

3. Channels for Assistance

There are four (4) key channels community and industry groups and organisations can access to gain financial and / or in-kind assistance from King Island Council:

- Sponsorships
- Event Development Fund
- Contingency Fund
- Community Assistance Program

3.1 Sponsorships

A sponsorship is a commercial arrangement in which King Island Council provides a contribution of cash and / or in-kind services to support an activity in return for certain specified benefits.

Sponsorships, by their nature imply a level of partnership and mutual endorsement. As such, Council must be careful not to enter into sponsorship agreements which require or imply its endorsement of commercial products, services, companies or individuals.

Conditions to funding are outlined in the 'Financial & In-Kind Assistance Guidelines' (**Appendix 1**). Applicants must complete a 'Sponsorship or Event Development or Contingency Fund or Community Assistance Program Application Form' (**Appendix 2**), clearly outlining what Council would receive in return for sponsorship. Council will make the decision



to provide sponsorship on the basis of the application's alignment to Council's goals, objectives and responsibilities, as well as budget availability.

All sponsorships entered into by Council should have the objective to benefit or support the community in which it operates, to benefit Council as an organisation and be a worthwhile investment.

Any organisation receiving funding is required to submit a 'Sponsorship or Event Development or Contingency Fund or Community Assistance Program Activities Report' (**Appendix 4**) to Council no later than 30 days following the completion of the event/ project.

All sponsorship agreements are to be approved by Council.

Process:

- Council approved funds (cash and / or in-kind services) will be allocated annually for assistance requests, as determined by the General Manager to be within standard budget availability.
- The maximum amount of assistance that can be approved under this avenue of funding is \$2,500, unless the Council (by absolute majority) consider exceptional circumstances apply and warrant a larger allocation.
- This process is open to applications all year round.
- The General Manager will complete a 'Sponsorship or Event Development or Contingency Fund or Community Assistance Program Assessment & Recommendation Form' (**Appendix 3**) to be submitted to Council.
- All applications are to be determined by Council.

3.2 Event Development Fund

The Event Development Fund (EDF) acts essentially as an 'incubation fund' where not for profit organisations conducting events can apply for cash and / or in-kind services from Council.

Events receiving assistance from the EDF would need to recognise that King Island Council supported the event, but the application will not necessarily be judged on 'sponsor' benefits to Council (eg. logo inclusion in advertising).

Process:

- Council approved funds (cash and / or in-kind services) will be allocated annually for assistance requests, as determined by the General Manager to be within standard budget availability.
- The maximum amount of assistance that can be approved under this avenue of funding is \$2,500, unless the Council (by absolute majority) consider exceptional circumstances apply and warrant a larger allocation.
- This process is open to applications all year round.



- The General Manager will complete a ‘Sponsorship or Event Development or Contingency Fund or Community Assistance Program Assessment & Recommendation Form’ (**Appendix 3**) to be submitted to Council.
- All applications are to be determined by Council.

3.3 Contingency Fund

The Contingency Fund (CF) acts essentially as a contingency against opportunities being missed where the cycle of preparation and presentation at ordinary monthly Council meetings does not allow for consideration in time to meet the need i.e. where the opportunity will be lost if not considered urgently (noting that this does not apply to applications that are simply left until it is too late to apply through normal channels, without good reason).

Applicants under this fund cannot claim ignorance of the correct procedure / process / timelines as an excuse to apply under the Contingency Fund, rather than through normal channels / avenues.

The CF support approvals are given by the Mayor after due consideration of recommendations made by the General Manager using the same forms / assessments / criteria that apply to Sponsorships, Event Development or Activities.

Process:

- Council approved funds (cash and / or in-kind services) will be allocated annually for assistance requests under the Contingency Fund, as determined by the General Manager to be within standard budget availability.
- This process is open to applications all year round.
- The General Manager will complete a ‘Sponsorship or Event Development or Contingency Fund or Community Assistance Program Assessment & Recommendation Form’ (**Appendix 3**) to be submitted to the Mayor.
- All CF applications are to be determined by the Mayor and reported to Council at the next Ordinary Meeting of the Council.
- Applicants can only apply for support for any individual event once a year. For example, event “ABC” could not receive \$2,500 worth of support / funding and then apply for additional support (cash or in-kind) from Council through another process/channel.
- Conditions to funding are outlined in the Sponsorship (Financial & In-Kind) Guidelines (**Appendix 1**)
- Applicants must complete a ‘Sponsorship or Event Development or Contingency Fund or Community Assistance Program Application form’ (**Appendix 2**).



3.4 Community Assistance Program

King Island Council values the cultural, community and sporting initiatives and events that enhance the heritage and quality of life on King Island and acknowledges the contribution made by not-for-profit organisations in promoting these initiatives. King Island Council recognises that assistance may be required by not-for-profit organisations and, from time to time, individuals in the community to deliver these initiatives and events.

King Island Council also recognises the importance of assisting volunteer organisations in the pursuit of their objectives and the importance of making a contribution to community projects on occasion. Previously termed “Small Grants” these allocations are generally made to services, clubs and organisations that are voluntary, not for profit and have a community focus.

Each year Council dedicates funds to this program. The provision of any funds is discretionary by Council.

During March of each year, Council will advertise (local paper, radio and social media) that requests for Community Assistance grants are being sought by Council. In all advertisements, Council will clearly state the eligibility for accessing Community Assistance Program funding.

Applicants must complete a ‘Sponsorship or Event Development or Contingency Fund or Community Assistance Program Application form’ (**Appendix 2**).

Organisations submitting late requests will, by return mail, be informed of Council’s Policy and be encouraged to submit a request for the following year.

As part of the Community Assistance Program allocations, Council may consider paying, in addition to any other donation on the first occasion the event is held, a portion of up to 20% of an organisation’s public liability insurance cost (which would be inclusive of the \$2,500 funding cap).

Council will consider all applications annually at the June Council meeting.



4. Roles and responsibilities

4.1 Staff

The General Manager is responsible for assigning an individual staff member to manage requests for assistance. The staff member is required to:

- Ensure the appropriate application form has been completed
- Analyse all applications on merit and alignment to Council's strategic and financial planning goals, objectives and responsibilities (to be confirmed by the General Manager)
- Prepare a draft Report to Council (to be approved by the General Manager)
- Advise and liaise with the Communications, Tourism and Events Officer regarding any agreements involving Media and ensure any materials developed in relation to a sponsorship or event agreement adhere to Council's current Style Guide and related policies
- Facilitate the payment of funds to successful applicants
- Ensure any agreement has been carried out in accordance with the application
- Ensure any organisation receiving funding submits an activities report, and
- Ensure any agreement is listed in the central database maintained by the Office of the General Manager.

4.2 Council Determination

Council is the authority for final approval of all financial and / or in-kind assistance requests under this Policy. The one exception being approvals under the Contingency Fund – which the Mayor can approve.

Council is also the authority for the refusal of all financial and / or in-kind assistance applications via the application / consideration process set out under this Policy. The one exception being refusals under the Contingency Fund – which the Mayor can refuse.



5. Additional Matters

5.1 Conflicts of interest

Staff and Councillors considering requests for assistance should remain independent and unbiased. In accordance with Council's Code of Conduct and the *Local Government Act 1993* any conflict of interest needs to be declared prior to the consideration of proposals. Staff should declare any conflict of interest to the General Manager. The General Manager should declare any conflict of interest to the Mayor. The Mayor should declare any conflict of interest to Councillors. Councillors should declare any conflict of interest to the Mayor.

5.2 Proposals involving Media

All financial and / or in-kind proposals that involve media partnerships including discounted media space, special features, contra or advertorial etc are to be communicated to Council's Communications, Tourism & Events Officer.



Appendix 1



FINANCIAL AND IN-KIND ASSISTANCE Guidelines for Applicants

Financial and in-kind assistance will not be provided to :

- Organisations whose services or products are injurious to health, and/or are perceived to be in conflict with Council's policies and responsibilities to the community.
- Political or religious activities.
- Sponsorships that imply Council supports excessive alcohol use or gambling.
- Programs that denigrate, exclude or may offend any community groups.
- Programs that do not reflect community and council values.
- Sponsorships which require or imply Council's endorsement of commercial products, services, companies or individuals.

Note: whilst all sponsorships represent a partnership that comes with a level of endorsement from both parties, logo placement with a 'proudly supported by' tag line does not classify as an endorsement of a business. An image of Councillors using the product saying "it is the best" would be seen as endorsement.

- Sponsorships which personally benefit individual employees or Councillors or their family/friends.
- Sponsorships which give the sponsor influence over the Council and access to restricted information.
- Sponsorships which imply Council endorsement of community issues that would not have broad community support.
- Persons or organisations who are in breach of regulations or ordinances administered by Council.
- Persons or organisations who are under official investigation.

Alcohol related sponsorship may be accepted providing such sponsorship is not directly linked to activities, assets, facilities or services for young people under the age of eighteen (18).



APPLICATION GUIDELINES

Council receives numerous applications for assistance throughout the year. When assessing proposals Council will consider the following factors:

- Proposals for events/activities held in the municipality of King Island, or those demonstrating a positive impact on the municipality will be given priority consideration.
- It is mandatory that events/activities provide evidence of appropriate insurance cover.
- Events/activities evidencing risk management strategies will be highly regarded.
- Does the proposal have broad community support or the potential to reach a wide audience?
- Sufficient lead time should be allowed for Council to consider requests.
- Assistance will not be granted retrospectively.
- Events receiving financial and / or in-kind assistance through King Island Council's Event Development Fund, Contingency Fund or Community Assistance Program are ineligible for additional support via another Program e.g. sponsorship support.

ASSESSMENT GUIDELINES

Council receives numerous applications for assistance throughout the year. When considering proposals Council will also consider the following factors:

- Does the sponsorship align with Council's core values?
- Does the proposal fall within designated budget?
- Does the proposal provide value for money promotion for Council?
- Does the proposal invite Council to develop a positive relationship with the community through the activity/event?
- Does the sponsorship maximise public relations opportunities for Council?
- Has the organisation included a copy of the following;
 - Risk management plan?
 - Insurance cover documentation?
 - Certificate of Incorporation (or copy of the Administering Organisations certificate of incorporation)?

OBLIGATIONS:

Should your application be successful, your organisation will be requested to complete an Agreement Form. The form will include information regarding any obligations required of King Island Council and your organisation.

- Council will be advised in writing if there are significant changes to the event/project as described in the application, or to the contact details of the recipients.
- If the activity/event is cancelled, the funds will be repaid to Council.
- Activities or events receiving funding are required to provide an activities report to Council within 30 days of the conclusion of the event/activity.
- The organisation is responsible for obtaining all Council and other permits and approvals relevant to the activity/event. Compliance with these obligations will be considered in future funding requests.



Appendix 2



SPONSORSHIP OR EVENT DEVELOPMENT FUND OR CONTINGENCY FUND OR COMMUNITY ASSISTANCE PROGRAM Application Form

Important - prior to completing this form please refer to the Financial & In-Kind Assistance Guidelines (available at www.kingisland.tas.gov.au).

Please note: assistance is restricted to one source of funding from Council i.e. an event is not eligible for sponsorship if, for example, the event has already received funding via the Event Development Fund, Contingency Fund or Council's Community Assistance Program.

EVENT / PROJECT DETAILS

Event/ project name

Venue (if applicable)

Date/duration of event/ project

Date application completed

Brief description of event/project

Estimated number of attendees

Locals

Visitors



Event / Project Details ... cont.

How will this event/ project benefit this audience or the King Island community?

Has this upcoming event/ project received (or expected to receive) funding (cash or in-kind) from Council via any other source (e.g. Sponsorship, Event Development Fund, Community Assistance Program, Contingency Fund?) If so, please provide details:

No

Yes

Do you have appropriate approvals? (i.e. street trading, road closure permit, development consent etc.),

If no, why not?

Yes

No

Have you sourced funding from any other levels of government? (If so, please provide details)

No

Yes



Have you sourced sponsorship from any other organisation or business? (If so, please provide details)

No

Yes

Have you attached a copy of your Risk Management Plan? If No, why not?

Yes

No

Have you attached a copy of your insurance cover? If No, why not?

Yes

No

ASSISTANCE PROGRAM AND AMOUNT

Under which Program are you making the application:

- Sponsorship
- Event Development Fund
- Contingency Fund
- Community Assistance Program

Amount of cash requested \$

(Inclusive of GST)

In-kind support:

Please provide details of in-kind support requested



What will King Island Council receive for this amount?

Please attach any relevant documentation

How will you measure the success of this event / project?

What outcomes are you looking to receive?

ORGANISATION DETAILS

Name of Organisation

Australian Business Number (ABN)?

Don't have an ABN? - please provide proof of bank account

Are you registered for GST

Yes

No

Are you a not-for-profit organisation?

If yes, please provide your Certificate of Incorporation or please provide a letter of agreement from your Administering Organisation to auspice your sponsorship (a copy of the Administering Organisation's Certificate of Incorporation is also required).

Yes

No



What does your organisation do? (Briefly describe the role of your organisation)

CONTACT DETAILS

Name Position

Phone Fax

Mobile email

Address

Submit applications forms to kicouncil@kingisland.tas.gov.au or address your correspondence to: The General Manager, King Island Council, Currie TAS 7256.



Appendix 3



FINANCIAL & IN-KIND ASSISTANCE SPONSORSHIP EVENT DEVELOPMENT FUND CONTINGENCY FUND COMMUNITY ASSISTANCE PROGRAM Assessment and Recommendation Form

Event/Activity

Amount requested

Date received: _

ASSESSMENT BY GENERAL MANAGER

Does the event / activity have appropriate approvals? YES NO

Complete either A or B depending on the nature of the application:

A

Assessment criteria – Event	Points
Estimated audience of 500 or more	25
Estimated audience is 100-500	15
Target audience of 100 or less	10
Subtotal	/25
Comparison to existing events	
Exclusive/unique event that fits an identified gap in the event calendar	25
Significant event that complements existing offering	15
Regular event or one which replicates other existing events	10
Subtotal	/25



B

Assessment Criteria – Project /Activity	Points
Project has strong and broad community support	25
Project has potential to gain strong community support	15
Project has limited community support	10
Subtotal	/25
Project/activity will bring strong economic and/ or social benefits to the community	25
Project/activity will provide limited economic and/ or social benefits to the community	15
Project/activity has some potential to have positive impact on King Island’s economy and / or provide positive social benefits	10
Subtotal	/25

Total from above (either A or B)	/ 50
General Assessment Criteria	Points
Aligns to values of the King Island Council	/10
Creates and promotes a positive image of King Island	/10
Event / activity / project provides a unique experience/service/facilities to the community	/10
Sponsorship benefits outlined in the application meet King Island Council’s expectations	/10
Organisation is not for profit	/5
Event has a risk management plan or has detailed strategies to mitigate	/5
Total – General Assessment Criteria	/50
TOTAL (ALL CRITERIA)	

(As a general guide, scores of less than 50/100 should not receive funding)

IN-KIND ASSISTANCE AMOUNT (AS CALCULATED BY THE GENERAL MANAGER):

Based on the information provided by the applicant and discussions internally with staff, the General Manager has calculated in-kind support would cost Council the equivalent of \$

This amount has been calculated to be within standard budget availability

This amount has been calculated to be outside standard budget availability



RECOMMENDATION:

This request for financial and / or in-kind assistance is being referred to council (or for Contingency Fund applications, to the Mayor) for determination:

Approval

Refusal

Reasons / Comments

Signed [General Manager]

Date



Appendix 4



SPONSORSHIP OR EVENT DEVELOPMENT FUND OR CONTINGENCY FUND OR COMMUNITY ASSISTANCE PROGRAM Activities Report

An organisation receiving financial or in-kind support is required to submit an activities report to Council no later than 30 days following the completion of the event / project.

From (insert name of organisation)

To King Island Council

Name of Council's contact officer

The following activities report is provided on conclusion of the (insert name of event / project)

Sponsorship / Event Development / Contingency
received from Council (cash and / or in-kind)

Major outcomes of the event / project (including estimated numbers attending, calculated flow on benefits to the King Island economy, publicity generated etc):



- I have attached a financial statement to acquit the council funding received
- I have attached copies of brochureware / collateral displaying Council's logo (please email to the above contact officer if possible)
- I have attached images of the event / project (please email if possible)

CONTACT DETAILS

Name Position

Phone Fax

Mobile email

Date Submitted:

Signature:

By signing the above, I declare that:

- This report has been submitted with the full knowledge and agreement of management of the group / organisation and that I have delegated authority to sign the document
- I grant permission for King Island Council to include detail provided in this report in any relevant publications and / or reports
- I grant permission for King Island Council to include images provided in any Council publications and/or reports.



Responsible Officer:
Policy first adopted by the Council:
History

Director of Corporate and Community Services
18/09/2018 Resolution No 169/18

Policies to be Rescinded:

C187 Education Policy Adopted 18/12/2007 &
Amended 17/05/2016
C181 King Island Imperial 20 Inc Adopted
15/11/2005
**C138 Donations – Trophy – Queenscliff to Grassy
Yacht Race** Adopted 16/03/1993 & Amended
18/04/2000 and 16/10/2001
C162 Small Grants Policy Adopted 16/10/2001 &
Amended 16/01/2012 and 15/05/2012
Next Review Date:
18 September 2021

