



6.1 - Grants, Contributions & Sponsorship Policy

COUNCIL POLICY

PURPOSE

The purpose of this policy is to outline Council's commitment to providing the community with funding for activities and programs that align with Council's strategic objectives. This policy also applies to Council being offered and receiving sponsorship, contributions and grants.

SCOPE

To provide a broad framework to guide the provision of consistent decision making, funding administration and assessment processes across Council.

DEFINITIONS

Contribution – A contribution is a monetary payment made by Council to an organisation or received by Council that assists in meeting Colac Otway Shire Council's strategic goals and objectives.

Non-Financial Contribution – A non-financial contribution is the provision of a Council service, product, or facility, free of charge or at a subsidised rate. A non-financial contribution of goods or services may also be received by Council. Any non-financial contribution received or provided may be subject to eligibility criteria and shall meet Colac Otway Shire's strategic goals and objectives.

Grant – A grant is a payment received by Council, or a payment made by Council to an independent organisation or individual for a specific purpose or project that demonstrates community benefit and assists in meeting Colac Otway Shire Council's strategic goals and objectives. Grants are subject to an application process and generally are distributed among a range of individuals, organisations or groups.

Sponsorship – Sponsorship is provided or received in exchange for a negotiated mutual benefit that meets the Colac Otway Shire Council's strategic goals and objectives. A sponsorship can be of a financial or non-financial nature.

REFERENCES

- Council Plan 2017 - 2021
- Colac Otway Shire Municipal Public Health and Wellbeing Plan 2017-2021
- Colac Otway Shire Council Employee Code of Conduct
- *Local Government Act 1989* – Sections 77-79 – Conflict of interest
- Colac Otway Shire Municipal Public Health and Wellbeing Plan 2017-2021



GUIDELINES/POLICY DETAILS

- Council is committed to investing and receiving funds for the development of positive and beneficial projects within the community, in line with Council's strategic objectives as outlined in the Council Plan.
- Council will assess applications and proposals for funding against established criteria and ensure compliance measures are met.
- Council will not provide guarantees on behalf of local organisations to funding institutions.
- Council will make certain that rigorous processes are in place to ensure consistency, fairness, transparency and accountability. Funded projects shall be monitored to ensure the benefit to the community is realised and worthwhile.
- Each funding program shall identify timelines and mechanisms to provide status reports.
- All council employees, Councillors or committee members must declare any conflict of interest in assessing any application or proposal for funds in accordance with Conflict of Interest as defined in the *Local Government Act 1989* and more broadly as per accepted corporate governance practices.
- Council will not enter into sponsorship arrangements deemed inappropriate which are associated with or promote (including but not limited to):
 - any illegal activity
 - any activity not in accordance with relevant legislation; permitting; regulationsetc
 - tobacco
 - offensive or sexually explicit material
 - discrimination on the grounds of race, gender or religion
 - activities violating human rights
 - political parties
 - gambling
- In accordance with the Colac Otway Shire Municipal Public Health and Wellbeing Plan 2017-2021, sponsorship applicants and providers which are associated with food must only promote healthy food and drink options.



- Sponsorship agreements with retailers of alcohol which promote the sale of alcohol will be limited to shows/events targeted at adults only.
- To ensure probity and transparency, and to maintain accountability, all sponsorship agreements and non-financial contributions will be documented in writing in accordance with the relevant procedures and will meet the relevant criteria.
- All applications, requests or offers to Council officers for a grant, contribution or sponsorship must receive written authorisation to accept or decline the applications or requests by a manager or general manager.
- Council’s commercial operations including but not limited to COPACC, Bluewater, Colac Regional Saleyards and Visitor Information Centres, reserve the right to tailor packages to individual sponsors.

RELATED DOCUMENTS

COPACC Sponsorship Guidelines

Bluewater Processes, Procedures and Criteria

Colac Regional Saleyards Sponsorship Guidelines

Colac Otway Shire Grants Program Guidelines D19/23621

Student Assistance Criteria D19/56933

6.4 Council Support to Neighbourhood Houses

6.5 Temporary Naming of Sporting Grounds

Recreation Reserve Advertising Signage Guidelines

6.6 Memorials and Plaques Policy

Regional Recreation Reserves Annual Contribution Program

FILE MANAGEMENT

Policy Owner	Communications	Division	Executive
Adopted by Council	22 July 2020	Policy Number	6.1
File Number	D20/155370	Review Date	July 2024