



CP4.10 Incoming Sponsorship

Objective

The purpose of the Policy is to provide for the good governance of sponsorship of City of Perth (**City**) assets from other organisations.

Scope

This Policy is applicable to any sponsorship received by the City (monetary or in-kind) from other organisations, apart from the Commonwealth or State Government or their agencies and authorities.

Outgoing sponsorships are covered by Council Policy 4.3 Outgoing Sponsorship and Grants.

Policy statement

Definitions

1. In this policy -

'assessment criteria' means the criteria in which expressions of interest to sponsor assets are assessed against as set out by the CEO.

'assessment panel' means the panel established under this Policy.

'Council' means the City of Perth Council.

'expression of interest' means any verbal or written expression to pursue sponsorship of an asset.

'immediate family' means a person's:

- a. spouse or de-facto partner;
- b. parents, grandparents, siblings or children; or
- c. spouse or de-facto partner's parents, grandparents, siblings or children.

'in-kind support' means where the City receives a contribution of goods and/or services other than money. In-kind support will be attributed a monetary value and considered within the totality of funds provided to the City by the eligible party.

'personal benefit' means any gift or benefit for the purposes of the *Local Government Act 1995* or applicable code of conduct.

'Policy' means this Policy CP4.10 Incoming Sponsorship.

'sponsorship' means a commercial arrangement in which a sponsor provides a cash and/or in-kind contribution to support a sponsorship asset in return for certain specified benefits.

'sponsorship asset' includes the following:

- (a) *events;*
- (b) *activations;*
- (c) *initiatives;*
- (d) *projects;*
- (e) *an occasion of a kind prescribed for the purposes of this definition.*



Incoming sponsorship

Aims

2. Through the sourcing of sponsorship, the City aims to:
 - a. deliver and enhance the extensive calendar of events as outlined in the annual Events Plan;
 - b. support the delivery of aspirations outlined in the City's 2025 Events Strategy;
 - c. deliver and enhance projects as outlined in the annual Corporate Business Plan; and
 - d. support the objects of the City under the *City of Perth Act 2016*.
3. Sponsorship of assets must not, in the City's opinion:
 - a. compromise the City's values, public image, ability to fulfil its functions or influence decisions or actions of the City;
 - b. be injurious or prejudicial to the character, values or interests of the City;
 - c. conflict with the City's strategic aspirations and policies; or
 - d. allow ownership and control of the sponsored asset(s) to be removed from the City;
 - e. provide personal benefit to:
 - i. City employees or Council Members; or
 - ii. the employees or directors of the organisation or body providing sponsorship.

Eligibility and ethics

4. In addition to any relevant criteria provided for a sponsorship asset, the City will not consider funding from:
 - a. a political party;
 - b. an organisation that (in the City's opinion) supports, promotes or facilitates violence, intolerance, discrimination or the inhibition of human rights;
 - c. an organisation that (in the City's opinion) produces, promotes or sells products/services likely to be harmful to the community;
 - d. an employee or Council Member of the City, or their immediate family, however this does not include an application from an organisation that an employee, Council Member or their immediate family member may be part of;
 - e. an organisation that has outstanding debts to the City;
 - f. an organisation who is in legal conflict with the City;
 - g. an organisation that conducts, or has conducted, themselves in a way that the City considers to be injurious or prejudicial to the character, values or interests of the City.
5. Organisations seeking to sponsor assets must not lobby, seek to influence or canvass the decision-making of Council Members or employees, in relation to their expression of interest. Any organisation who does so will have their expression of interest rejected.



Advertisement of opportunities

6. Opportunities to sponsor assets (and their associated assessment criteria) will be made available via the below methods:
 - a. advertising the opportunity publicly on the City's website; and/or
 - b. shared directly with a list of potential sponsors.

Advocacy

7. The City operates in line with the *City of Perth Act 2016, Local Government (Model Code of Conduct) Regulations 2021*, and the respective Codes of Conduct for employees and Council Members.
8. The role of Council Members includes facilitating communication between the community and Council. A Council Member must not undertake a task that contributes to the administration of the local government unless authorised by Council or the CEO to undertake that task. This does not apply to anything that an Council Member does as part of the deliberations at a Council or Committee meeting.
9. The Lord Mayor has a special role under the *City of Perth Act 2016* to act as ambassador.
10. The Lord Mayor and Council Members may initiate incoming sponsorship arrangements by advocating on behalf of the City and alerting parties to available opportunities.

Expressions of interest

11. Sponsorship of assets can arise in different ways:
 - a. organisations responding to a sponsorship opportunity with an expression of interest, resulting in competitive evaluation against the assessment criteria; or
 - b. unsolicited offers from organisations where the City receives a request to sponsor assets despite not advertising the opportunity.

Assessment of expressions of interest

12. All expressions of interest to sponsor an asset (unsolicited or otherwise) will be evaluated by an assessment panel against the pre-determined assessment criteria as approved by the CEO.
13. The assessment panel will:
 - a. consist of at least three suitably qualified and experienced people, none of whom shall be Council Members, appointed by the CEO; and
 - b. provide recommendations to CEO on whether expressions of interest for incoming sponsorship should be accepted or rejected.

Decisions on incoming sponsorship

14. On recommendation from the assessment panel, the CEO will decide whether to accept or reject an expression of interest to sponsor a City asset.
15. The decision of the CEO is final and not subject to any further appeal within the City.
16. The City retains the discretion not to accept sponsorship funding from any entity for any reason.



Sponsorship agreements

17. For any incoming sponsorship funding, an agreement must be entered into and may be negotiated by the CEO as appropriate.
18. The agreement must at a minimum:
 - a. set out the terms and conditions of the sponsorship;
 - b. allow the City to terminate the arrangement if:
 - i. the sponsor does not comply with the sponsorship agreement; or
 - ii. the sponsor takes an action, whether related to the project or not, that brings the City or its reputation into disrepute; or
 - iii. the sponsorship asset changes or is not endorsed by Council.

Reporting

19. All incoming sponsorship arrangements shall be reported on in the annual report and all records inclusive of expressions of interest, assessment and decision documents, and sponsorship agreements maintained in the City's record management system.

Managing conflicts of interest

20. In the administration and acceptance of incoming sponsorship, any real, potential or perceived conflicts of interest are to be managed in keeping with the *Local Government Act 1995*, its regulations and the codes of conduct. To achieve this employees, assessment panel members and Council Members with any involvement in incoming sponsorship shall declare:
 - a. any financial, indirect financial or proximity interests that they have with any expressions of interest; and
 - b. any impartiality interests they have with any expressions of interest.
21. Where a person discloses a financial, indirect financial or proximity interest the following shall occur if:
 - a. the person is an assessment panel member, they must not participate in the panel and the CEO should appoint another person as an assessment panel member;
 - b. the person is an employee administering this policy, they must not be involved with the administration of the incoming sponsorship;
 - c. the application is referred to a Committee or Council, the requirements of the Act and Regulations will be adhered to.
22. Where an impartiality interest by an employee or assessment panel member is disclosed, the interest should be referred to the CEO to establish if it continues to be appropriate for that person to be involved in the assessment process.



Document control

Policy context

Legislation, standards & external guidelines	Local Government Act 1995 City of Perth Act 2016
Policies and procedures	Codes of Conduct; and Incoming Sponsorship Procedure
Strategies, plans and frameworks	2025 Events Strategy Corporate Business Plan

Document custodian

Alliance	Community Development	Service unit	City Events
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Review management

Next review due	August 2024	Document management ref.	Click here to enter text
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Document management

Version	Adopted by	Adoption date	Synopsis of changes
1.0	Ordinary Council Meeting	30 August 2022	Initial adoption.
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