



Council Policy (WCC.001)

Financial and In-Kind Assistance

Responsible Officer: GENERAL MANAGER

Date of Issue: June 2015

Review Date: July 2018

<i>Version</i>	<i>Document produced</i>	<i>Approved by GM</i>	<i>Policies Repealed</i>	<i>Approved by Council</i>
1	9 June 2015	9 June 2015	Policy No. 15 Gifts & Donations Adopted 18 Mar 2008 Amended 16 Jul 2013 Economic Development Funding Assistance Adopted 21 August 2012	16 June 2015
2	17 April 2016	17 April 2016		19 April 2016
3	14 Sept 2017	14 Sept 2017		26 Sept 2017

This page intentionally blank

CONTENTS

- 1 Introduction 1**
 - 1.1 Scope 1
 - 1.2 Support documents 1
- 2 Purpose and Objectives 2**
 - 2.1 Purpose of Policy 2
 - 2.2 Limitations 2
- 3 Channels for Assistance 4**
 - 3.1 Sponsorships 4
 - 3.2 Event Development Fund 4
 - 3.3 Contingency Fund 5
 - 3.4 Sponsorship or Event Development or Contingency Fund Specifics 5
 - 3.5 Community Assistance Program 6
- 4 Roles and responsibilities 7**
 - 4.1 Staff 7
 - 4.2 Council Determination 7
- 5 Additional Matters 7**
 - 5.1 Conflicts of interest 7
 - 5.2 Proposals involving Media 8

Appendices:

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

This page intentionally blank

1 Introduction

West Coast 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, and
- apply a more consistent approach in responding to all assistance requests.

This Policy aims to ensure that assistance for the relevant activities is only provided from West Coast Council 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 West Coast Council. It applies to Councillors, Council staff and all Council departments, businesses and facilities.

1.2 Support documents

This Policy is supported by the following documents:

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

2 Purpose and Objectives

2.1 Purpose of Policy

The Financial and In-kind Assistance 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; and
- Obtaining value for money.

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.

2.2 Limitations

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

- Events and activities that do not have appropriate approvals (i.e. street trading, road closure, development consent).
- Organisations or individuals involved in the manufacture, distribution and wholesaling of tobacco and tobacco related products.
- Organisations or individuals involved in the manufacture, distribution and wholesaling of pornography related products.
- Organisations or individual whose services or products are injurious to health, or are perceived to be in conflict with Council's policies and responsibilities to the community.
- Sponsorships that imply that Council supports the excessive consumption of alcohol or gambling.
- Political or religious activities.
- Programs that denigrate, exclude or may offend minority community groups.
- Programs that do not reflect community standards.
- 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 contentious community issues.
- Persons or organisations who are in breach of regulations or ordinances administered by Council.
- Persons or organisations who are under investigation by any authority.
- 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).

3 Channels for Assistance

There are four (4) key channels community and industry groups, organisations and individuals can access to gain financial and / or in kind assistance from West Coast Council:

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

3.1 Sponsorships

A sponsorship is a commercial arrangement in which West Coast 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 however Council must be careful not to enter sponsorship agreements which require or imply the Council's endorsement of commercial products, services, companies or individuals.

There are conditions to funding which are outlined in the Financial & In-Kind Assistance Guidelines (**Appendix 2**). Applicants must complete a 'Sponsorship or Event Development or Contingency Fund Application Form' (**Appendix 1**) to 'pitch' to Council for sponsorship. The applicant needs to clearly outline what Council would receive in return for sponsorship. Council will make the decision to sponsor initiatives on the basis of the application, and alignment to the Corporation's goals, objectives and responsibilities.

All sponsorships should provide a clear benefit to Council. Sponsorship agreements 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 commercial investment.

Any organisation receiving \$2,500 or more is required to submit a 'Sponsorship or Event Development or Contingency Fund Activities Report' (**Appendix 4**) to Council no later than 60 days following the completion of the event/project.

All sponsorship agreements are to be approved 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 West Coast Council supported the event, but the application will not necessarily be judged on 'sponsor' benefits to Council (e.g. logo inclusion in advertising).

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.

3.4 Sponsorship or Event Development or Contingency Fund Specifics

Sponsorship or Event Development Fund

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 Assessment & Recommendation Form' (**Appendix 3**) to be submitted to Council. All applications are to be determined by Council.

Contingency Fund

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 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) through another process/channel.

There are conditions to funding which are outlined in the Financial & In-Kind Assistance Guidelines (**Appendix 2**) and applicants must complete a 'Sponsorship or Event Development or Contingency Fund Application form' (**Appendix 1**).

3.5 Community Assistance Program

West Coast Council recognises that assistance may be required by not-for-profit organisations and, from time to time, individuals in the community. West Coast Council also recognises the importance of assisting volunteer organisations in the pursuit of their objectives, the need to support students and junior sportspersons and the importance of making a contribution to community projects on occasion. Previously termed “Gifts and Donations” these allocations are generally made to:

- Services, clubs and organisations that are voluntary, not for profit and have a community focus; or
- Recognise and support young people in individual academic, civic or sporting achievements, such as school awards, bursaries etc.; or

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

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

The General Manager will produce a user-friendly form, formatted to enable brief and concise requests for assistance, and make this available to all eligible applicants.

Council will contribute a fixed amount as requested to not for profit organisations (and individual youth support as indicated) for the following:

- Christmas Parades \$200 per town
- Festivals/Community Events \$500 per event
- P&F Associations \$100 per school
- High School Awards \$150 per school
- Primary School Awards \$75 per school
- Junior Sports \$150 per association
- Individual Youth support gift \$150 per person (based on merit)

For the purposes of this Policy “Youth” and “Junior” are defined as those aged 18 years of age or younger.

Organisations (and individuals) 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.

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

4 Roles and responsibilities

4.1 Staff

The staff member of Council responsible for managing a request for assistance is required to:

- Ensure the appropriate application form has been completed;
- Analyse all applications on merit and alignment to Corporation 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 Media and Communications staff regarding any agreements involving Media and ensure any materials developed in relation to a sponsorship or event agreement adhere to Council's current Corporate Image Policy;
- Ensure any agreement has been carried out in accordance with the application;
- Ensure any organisation receiving \$2,500 or more submits an activities report; and
- Ensure any agreement is listed in the central database of inward and outgoing assistance 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 Media and Communications staff.

Appendix 1



SPONSORSHIP OR EVENT DEVELOPMENT OR CONTINGENCY FUND Application Form



Important - prior to completing this form please refer to the Financial & In-Kind Assistance Guidelines (available at www.westcoast.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, 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

How will this event/project benefit this audience or the West Coast community?

Event / Project Details ... cont.

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

[Redacted area]

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

If no, why not?

Yes

No

[Redacted area]

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

No

Yes

[Redacted area]

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

No

Yes

[Redacted area]

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

Yes

No

[Redacted area]

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

Yes

No

[Redacted area]



ASSISTANCE PROGRAM AND AMOUNT

Under which Program are you making the application:

- Sponsorship
- Event Development Fund
- Contingency Fund

Amount of cash requested \$ (Inclusive of GST)

In-kind support:

Please provide details of in-kind support requested

What will West Coast Council receive for this amount?

Please attached any relevant documentation

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

What outcomes are you looking to receive?

ORGANISATION DETAILS

Organisation/Individual's name

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 application forms to wcc@westcoast.tas.gov.au or address your correspondence to:
The General Manager, West Coast Council, Queenstown TAS 7467

Appendix 2



FINANCIAL AND IN-KIND ASSISTANCE Guidelines for Applicants

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

- Organisations involved in the manufacture, distribution and wholesaling of tobacco and/or tobacco related products.
- Organisations involved in the manufacture, distribution and wholesaling of pornography related products.
- 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 minority community groups.
- Programs that do not reflect community standards.
- 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 contentious community issues.
- Persons or organisations who are in breach of regulations or ordinances administered by Council.
- Persons or organisations who are under investigation by any authority.
- 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 West Coast Local Government Area, or those demonstrating a positive impact on the Local Government area 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 West Coast Council's Event Development 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 or niche market 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, you or your organisation will be requested to complete an Agreement Form. The form will include information regarding any obligations required of West Coast Council and you or 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 \$2,500 or more are required to provide an activities report to Council within 60 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 3



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

Sponsorship or Event Development or Contingency Fund
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 5000 or more	25
Estimated audience is 1000-5000	15
Target audience of 1000 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 West Coast'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 West Coast Council	/10
Creates and promotes a positive image of the West Coast	/10
Event / activity / project provides a unique experience/service/facilities to the community	/10
Sponsorship benefits outlined in the application meet West Coast Council's expectations	/10
Organisation (or individual's activity) 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 OR CONTINGENCY FUND Activities Report

Sponsorship or Event Development or Contingency Fund
Activities Report

An organisation receiving \$2,500 or more is required to submit an activities report to Council no later than 60 days following the completion of the event / project.

From (insert organisation / individual's name)

To West Coast 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 Fund amount received from Council (cash and / or in-kind)

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

- 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)



Sponsorship or Event Development or Contingency Fund
Activities Report

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 West Coast Council to include detail provided in this report in any relevant publications and / or reports
- I grant permission for West Coast Council to include images provided in any Council publications and/or reports.