

3.1: COMMUNITY FUNDING AND EVENT SPONSORSHIP POLICY ADOPTION

- Attachments** : 1. Council Policy: Community Financial Assistance and Events Funding Program (2009)
2. Council Policy: Community Funding and Events Sponsorship (2013)
- Appendices** : 1. 2012/2013 Community Funding Guidelines
2. 2012/2013 Community Funding Application Form
3. 2012/2013 Community Funding Acquittal Form
- Responsible Officer** : Executive Director Community Services

IN BRIEF

- RESCISSION of the Council Policy — Community Financial Assistance and Events Funding Program (2009) and associated moratorium.
- ADOPTION of the Council Policy — Community Funding and Event Sponsorship (2013) for the financial years 2013/2014, 2014/2015 and 2015/2016.
- A review of the Council Policy — Community Financial Assistance and Events Funding Program (2009) determined that the Policy does not reflect current City operations, Council governance structures or Council's strategic direction.
- It is recommended that Council ADOPT the Council Policy — Community Funding and Event Sponsorship (2013) as a rationalised approach to investing in community activity, initiatives and events. This new Policy presents a sustainable, balanced approach to governance and civic leadership as well as closer alignment to Council structure and strategy.

RECOMMENDATION

**ITEM 3.1: RESPONSIBLE OFFICE RECOMMENDATION 1
VOTING REQUIREMENT: SIMPLE MAJORITY**

THAT Council RESCIND Council Policy — Community Financial Assistance and Events Funding Program (2009) and the associated moratorium as outlined in Attachment 1.

**ITEM 3.1: RESPONSIBLE OFFICE RECOMMENDATION 2
VOTING REQUIREMENT: SIMPLE MAJORITY**

THAT Council ADOPT Council Policy — Community Funding and Event Sponsorship (2013) for the financial years 2013/2014, 2014/2015 and 2015/2016 as outlined in Attachment 2

BACKGROUND

1. Council Policy — Community Financial Assistance and Events Funding Program (2009) [Community Financial Assistance Program] has for many years provided the policy framework and operational mechanism for Council to financially support community groups, organisations and local initiatives. See Attachment 1 for this Policy.
2. At its Ordinary Council Meeting on Tuesday 20 April 2010 (Item 12.12.2) Council introduced a moratorium on the grant category allocations under the Community Financial Assistance Program to the years 2010/2011 and 2011/2012. Under the moratorium rates rebates and iconic events funding (referred to as Icon events in the Policy) continued.
3. At the Ordinary Council Meeting 19 June 2012 Council endorsed the 2012/2013 City of Albany Budget that included an allocation of \$35,000 for Community Assistance Funding (Item 1.5, No 51 refers). The 2012/2013 Budget Adoption Report noted:

Community Assistance Funding of \$35,000 will assist community groups and individuals deliver projects, initiatives and events that:

- *Enhance community engagement and participation;*
 - *Build community resilience and well being; and/or*
 - *Develop the vibrancy and liveability of Albany.*
4. A program to support the 2012/2013 Council-endorsed budget was subsequently developed. To distinguish this new program from the existing Community Financial Assistance Policy and associated moratorium, a new name (Community Funding Program) and supporting funding administration processes were developed. See Appendices 1, 2 and 3 for Community Funding Program details.
 5. With the exception of rates rebates all current funding agreements with community groups, individuals or iconic events stakeholders will cease as at 30 June 2013.
 6. The Community Services Directorate has been delegated to review the City's approach to Councils investment in community funding and recommend options.

DISCUSSION

Overview Current Policy – Council Policy: Community Financial Assistance and Events Funding Program (2009) [Community Financial Assistance]

7. Community Financial Assistance has a range of categories including donations, rate rebates, minor grants, major grants, youth crisis services grants, iconic events, community events and sporting events.
8. Community Financial Assistance has been managed through the Corporate and Community Services Directorate with oversight and delegated authority through the Community Financial Assistance Committee.
9. The Corporate and Community Services Directorate no longer exists. An organisational restructure in 2011 resulted in this Directorate being split into two distinct Directorates: Corporate Services, and Community Services.

10. The Community Financial Assistance Committee no longer exists. In early 2012 new Committees of Council were established with no Committee having direct oversight or Delegated Authority to approve or determine outcomes of the Community Financial Assistance Policy.
11. Rates rebates and iconic events were and have remained exempt from the moratorium introduced for the years 2010/2011 and 2011/2012. Rate rebates are managed through the Corporate Services Directorate and Iconic events are managed through the Office of the CEO.
12. An internal review of the Community Financial Assistance Policy was undertaken in early 2013. Findings included:
 - The Policy format is obsolete;
 - The Policy references non-existent organisational and governance structures;
 - Alignment to Council strategy is unclear with references to superseded plans;
 - Grant categories and associated funding pools are indistinct;
 - Supporting administration processes are not clear; and
 - The document is internally inconsistent and challenging to interpret.
13. The review also determined that a clear rationale or objective for the moratorium does not exist. No supporting commentary or information is available associated to the moratorium endorsed at the OCM 20 April 2010.
14. On the basis of the internal review it is considered that the Policy in its current format may not be an effective or efficient tool for Council to provide financial support to the community. Further, the revisions that would be required to align the Policy with current City operations and Council strategy would effectively render the Policy annulled. As such, a rescission of the Policy and associated moratorium is recommended to be replaced by a new Policy.

Overview – Community Funding Program (2012/2013)

15. As noted in 3 and 4 Council endorsed a Community Assistance Funding program of \$35,000 for the financial year 2012/2013. This program (known as Community Funding Program) has been developed and delivered by the Community Services Directorate.
16. The Community Funding Program attracted 28 applications with the total funding pool being allocated to 11 successful applicants.
17. The Community Funding Program operated outside of a Council policy framework with the intent that this would be an interim measure until either the existing moratorium or Policy was reviewed.
18. The administration processes developed for the Community Funding Program (Guidelines, Applications and Acquittal documents) are considered an improvement on existing processes from the Community Financial Assistance Policy. It is recommended that these documents be used as baseline material for development under a new (proposed) Policy. See Appendices 1, 2 and 3 for Community Funding Program details.

Overview New Policy – Council Policy: Community Funding and Event Sponsorship (2013[Proposed])

****REFER DISCLAIMER****

19. Based on the review of the existing Policy (Community Financial Assistance) and outcomes of the 2012-2013 Community Funding Program a new Policy has been developed, Council Policy – Community Funding and Event Sponsorship (2013). See attachment 2 for the new Policy.

20. In developing the new Policy the following process was undertaken:

- Review the existing Policy;
- Review outcomes of the Community Funding Program;
- Review other LGA funding policies and processes;
- Review best practice principles related to funding and sponsorship;
- Stakeholder consultation;
- Development of a simplified, consolidated easily communicated model; and
- Alignment to organisational structure and strategy.

21. Rate Rebates have not been considered in the new Policy and it is recommended this support continue to be managed through Corporate Services.

Overview New Policy – Detail

22. The Policy development process concluded that a clear distinction between Funding and Sponsorship is required.

23. This will clearly establish the nature of relationships between applicants and the supporting body (the City). It will also assist in the development of appropriate processes for application, assessment and evaluation across all categories.

24. Funding is generally considered to be defined by the benefits it provides to the community as opposed to return on investment. Benefits are shaped to align with the funding body's own objectives such as strategic goals. Additionally, funding typically takes place in an environment of application, assessment and acquittal. Grants are better suited to this arrangement. The *Community Funding* program has been proposed as a 'Grants Program' within the new Policy.

25. Sponsorship is generally considered to be a commercial arrangement conducted in a business setting between two parties. Benefits and obligations are clearly articulated and agreed between parties with the entity sourcing sponsorship typically developing a set of benefits for the sponsor to consider. Event sponsorship is better suited to this arrangement given its capacity to generate revenue (including not for profit settings) and media attention. The Events Sponsorship program has been proposed as 'Sponsorship Program' within the new Policy.

26. *Community Funding* will include two program streams, *Community Enterprise Grants* and *Community Leadership Grants*.

- a) The *Community Enterprise Program* is proposed to have a total pool of \$50,000 with a funding limit of \$1000 - \$3,000. The Program will act as a broad based community funding program supporting community driven initiatives. Minor equipment purchases, capacity building programs will be supported. The Program is proposed to have one round of funding per year.
- b) The *Community Leadership Program* is proposed to have a total pool of \$5,000 with a funding limit of \$200 for Individuals and \$500 for Groups. The Program will provide support for travel and sundry or supporting items. Examples of support may include contributions to travel costs to attend sporting meets or community awards or presentations. The Program will be open until the total pool of funds is exhausted.

****REFER DISCLAIMER****

27. *Events Sponsorship* will include two program streams, *Regional Event Sponsorship* and *Community Event Sponsorship*.

- a) *Regional Event Sponsorship* is proposed to have a total pool of \$50,000 with a set limit of \$10,000 - \$25,000 per Event. The focus of *Regional Event Sponsorship* is for high profile large Events that demonstrate a tangible tourism or economic impact for the region. Annual Sponsorship in this category will be available but a preference will be given to multiple year options up to a limit of three years. Applicants will be required to demonstrate a track record of successful high profile event delivery. This category will be open until the total pool of funds is exhausted.
- b) *Community Event Sponsorship* is proposed to have a total pool of \$30,000 with a set limit of \$3,000 - \$5,000 per Event. The focus of *Community Event Sponsorship* is for community driven events that demonstrate innovation, community engagement, high quality planning and capacity for growth and sustainability over time. Only annual sponsorship in this category will be available. This category will have one round per year.

28. *Community Funding* streams will have purpose-built administrative processes (inclusive of guidelines, applications, acquittals) based on a similar format to the 2012/2013 Community Funding Program. See Appendices 1, 2 and 3 for Community Funding Program details.

29. *Event Sponsorship* streams will have purpose built guidelines for sponsorship proposals and project evaluation in the 'Regional Events Sponsorship' stream and, event proposal templates, planning templates and evaluation templates in the 'Community Events Sponsorship' stream to be reviewed annually.

30. Key features for each Program stream will include:

a) *Community Enterprise Grants*:

- i. Guidelines with eligibility criteria including:
 - o Incorporated, not for profit, community organisations;
 - o Activity to take place within the Municipal boundary or have a positive impact for the local community; and
 - o Recurrent, retrospective or deficit support is ineligible.
- ii. Detailed application form; and
- iii. Detailed acquittal form.

b) *Community Leadership Grants*:

- i. Guidelines with a similar focus to the Community Grants Program though Individuals will be eligible to apply without auspicing through an incorporated body;
- ii. Concise one page application with references and statements of support; and
- iii. Concise one page acquittal.

c) *Regional Event Sponsorship*:

- i. Guidelines with the onus on the entity seeking sponsorship to develop a detailed sponsorship proposal;
- ii. No application. Detailed proposal required from entity seeking sponsorship; and
- iii. No acquittal. Detailed project evaluation required.

d) *Community Event Sponsorship:*

- i. Guidelines with a similar focus to the Community Grants Program but with an emphasis on Event development and planning;
- ii. Detailed event development and planning application on templates provided; and
- iii. Detailed event evaluation on template provided.

31. A comprehensive communications plan will be developed to both promote and inform the community of the detail of the new Policy and associated processes. This will include advertisements in local newspapers, media releases, posting on City of Albany website and emails to community organisation databases.

Delegated Authority

32. Delegated Authority to approve the release of funding was previously with the Community Financial Assistance Committee.

33. It is recommended the new Policy delegate authority to approve the release of funds as outlined in table 1.

34. Committees referred to in Table 1 are new committees that have been proposed to link to key focus areas within the draft Community Strategic Plan 2013-2023. In the instance these committees are not convened prior to endorsement of the proposed Policy delegated authority would sit with the Chief Executive Officer in the interim.

Table 1 Delegated Authority within New Policy

<i>Community Funding</i>					
Program	Year 1 Funding Pool	Year 1 Funding Limit	Timing	Focus	Delegated Authority
<i>Community Enterprise Grants</i>	\$50,000	\$1000 - \$3000	One round per year	Equipment, Capacity, Programs	Community Committee
<i>Community Leadership Grants</i>	\$5,000	\$200 Individual \$500 Group	Year round until funds exhausted	Travel and resources	Executive Director Community Services
<i>Events Sponsorship</i>					
Program	Year 1 Funding Pool	Year 1 Funding Limit	Timing	Focus	Delegated Authority
<i>Regional Event Sponsorship</i>	\$50,000	\$10,000 - \$25,000	Annual with multi-year options	Demonstrated tourism or economic impact	Economic Development Committee
<i>Community Sponsorship Event</i>	\$30,000	\$3,000 - \$5,000	Annual	Community focused	Community Committee

GOVERNMENT CONSULTATION

35. Not applicable

PUBLIC CONSULTATION / ENGAGEMENT

36. Feedback collated from the 2012/2013 Community Funding Program applications and acquittals was reviewed.
37. A review of consultation undertaken as part of the development of the City's draft Community Strategic Plan 2013-2023 was undertaken.

STATUTORY IMPLICATIONS

38. Nil.

STRATEGIC IMPLICATIONS

39. The draft Community Strategic Plan 2013-2023 has yet to be endorsed by Council. However, it is likely that key focus areas proposed will be adopted. The new Policy directly relates to the draft Community Strategic Plan 2013-2023 as outlined in Table 2.

Table 2 New Policy Strategic Alignment

Table 2: Community Grants and Events Sponsorship Link to Strategic Plan		
Program	Strategic Plan Focus	Strategic Plan Detail
Community Enterprise Grants	Sense of Community	<ul style="list-style-type: none"> • Vibrant accessible places and spaces • Sought after lifestyle destination • Community and volunteer support
Community Leadership Grants	Civic Leadership Sense of Community	<ul style="list-style-type: none"> • Community engagement • Community and volunteer support • Accessible support and services
Regional Event Sponsorship	Smart Prosperous and Growing	<ul style="list-style-type: none"> • Sought after visitor destination • Economic development • Major events and attractions
Community Event Sponsorship	Sense of Community A Liveable Built Environment	<ul style="list-style-type: none"> • Vibrant accessible places and spaces • Interesting events and festivals • Active and involved community

POLICY IMPLICATIONS

40. Rescission of existing Council Policy – Community Financial Assistance and Events Funding Program (2009). See Attachment 1.
41. Rescission of moratorium associated with existing Council Policy – Community Financial Assistance and Events Funding Program (2009). See Attachment 1.
42. Adoption of Council Policy – Community Funding and Event Sponsorship (2013). See Attachment 2.

RISK IDENTIFICATION & MITIGATION

43. The risk identification and categorisation below relies on the City’s Risk Management Framework.

Risk	Likelihood	Consequence	Risk Analysis	Mitigation
<i>Current Policy maintained resulting in community confusion and agitation with Council</i>	<i>Unlikely</i>	<i>Minor</i>	<i>Low</i>	<i>City to provide timely and accurate advice to Council on replacement of Policy for simplification and improvement.</i>
<i>Negative customer/community feedback regarding further changes to a Financial Assistance Policy.</i>	<i>Possible</i>	<i>Minor</i>	<i>Medium</i>	<i>Comprehensive communications plan developed to advise of Policy changes.</i>

FINANCIAL IMPLICATIONS

44. The total available funding allocation recommended for year one (2013/2014) is \$135,000. Over the three financial years that it is recommended the Policy be implemented (2013/2014, 2014/2015 and 2015/2016) the total financial investment by Council is \$405,000.

45. Unspent funding allocations to be carried forward and reallocated to category funding pools.

46. Management and oversight of the new Council Policy — Community Funding and Events Sponsorship (2013) will be undertaken using existing staff resources within the Community Services Directorate within existing allocated budgets.

LEGAL IMPLICATIONS

47. Nil.

ALTERNATE OPTIONS

48. Council could maintain the current Policy. This is not recommended given its current structural and governance deficiencies.

49. Council could make alternate recommendations for the total pool of funding in the new Policy. The total funding pool recommended was determined based on consideration of previous funding available, a more equitable approach and alignment with the draft Strategic Plan 2013-2023. A change to the total funding pool is not recommended.

50. Council could re-determine funding categories proposed in the new Policy. As per 46 the proposed categories were determined based on consideration of previous funding available, a more equitable approach and alignment with the draft Community Strategic Plan 2013-2023. A change to the funding categories proposed is not recommended.

SUMMARY CONCLUSION

51. The existing Council Policy — Community Financial Assistance and Events Funding Program (2009) has fundamental flaws summarised as follows:

- Terminology is inconsistent and difficult to interpret;
- Content does not align to the organisational structure or strategy; and
- Administration processes do not represent best practice in funding or sponsorship.

****REFER DISCLAIMER****

52. The applicable moratorium for Council Policy — Community Financial Assistance and Events Funding Program (2009) is no longer relevant.
53. The new Council Policy — Community Funding and Event Sponsorship (2013) represents a greater level of transparency and accountability for Council with the following advantages:
- Clear, simple, concise high level Policy;
 - Alignment with organisation structure and strategy; and
 - Administrative processes to be aligned with best practice approach to funding and sponsorship.
54. Rate Rebates have not been considered in the new Policy and it is recommended this support continue to be managed through Corporate Services.
55. It is recommend Council RESCIND the Council Policy — Community Financial Assistance and Events Funding Program (2009) and associated moratorium.
56. It is recommended Council ADOPT the Council Policy — Community Funding and Event Sponsorship (2013).

Consulted References	:	Community Financial Assistance and Events Funding Program Synergy Ref: NP098841_4
File Number (Name of Ward)	:	N/A
Previous Reference	:	OCM 20/04/2010 – Item 12.12.2 OCM 19/06/2012 – Item 1.5 no 51

The City of Albany wishes to advise that at its Ordinary Council Meeting on Tuesday 20th April 2010 (Item 12.12.2) Council adopted the following recommendation:

COMMUNITY FINANCIAL ASSISTANCE PROGRAM

THAT Council INTRODUCES a moratorium on the grant category allocations under the Financial Assistance Program to the years 2010/11 and 2011/12 with the exclusion of rate rebates and Events.

Therefore, no applications for funding, except for rate rebates and Events, will be processed under this program until May 2012. I apologise for any inconvenience this may cause you and your association



Council Policy

Community Financial Assistance & Events Funding Program

Revision Status

Revision No	Status	Distribution	Issue Date	Comment
01	Adopted	Via the Community and Economic Development Strategy and Policy Committee	24/07/09	Adopted at OCM 18/08/2009 Item No 14.12.2
02	Reformat	Intranet/Internet	10/11/09	Reformat.
03	Adopted	Via the Community and Economic Development Strategy and Policy Committee	05/05/10	Notice at top of front page. Adopted at OCM 20/04/10 Item No 14.12.2
04	Adopted	Via Community Financial Assistance Committee	17/08/10	Delegated authority to Committee to approve grants up to \$15,000

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1.0 Objective

To facilitate financial assistance to not for profit organisations that provide social, economic or environmental benefits to the City of Albany.

2.0 Strategic Alignment

Social, Cultural and Economic Development

To attract and develop a broad range of social, cultural and economic entities.

To encourage and assist community organisations to develop services and facilities that benefit the community.

To identify and facilitate outstanding economic development opportunities for the City of Albany.

To promote Albany and facilitate the celebration of events and achievements of significance to the Albany Community.

To encourage a vibrant community where all are encouraged to participate and contribute.

To lead key tourism groups in establishing an integrated approach to visitor servicing district and area promotion and product development.

3.0 Grant Categories

Donations

Grants up to \$200

Rate Rebates

Donations applied up to 100% of the annual rate charge of community based and sporting/recreation properties

Minor Grants

Grants between \$200 and \$10,000

Major Grants

Grants between \$10,000 and \$50,000

Youth Crisis Services

Grants up to \$10,000

Events:

Icon Events

Community Events

Sporting Events

Grants ranging to \$15,000

4.0 Event Types

Icon Events

Events of State or regional significance that can demonstrate on past performance that they will generate significant tourism activity, stimulate large scale community interest and involvement and are conducted annually at the same time of the year.

Community Event

Events of local or regional significance that stimulate community involvement and interest.

Sporting Event

Significant, and preferably the major event on a sporting organisations annual program.

Grants ranging to \$15,000.

5.0 Eligibility

Not for profit organisations providing economic, social, community or environmental services and benefits to the citizens of the City of Albany. Organisations qualifying for funding from the State or Federal agencies must demonstrate substantial assistance from those organisations in the funding application.

Funding will not be provided for any event project where the event has been conducted or commenced prior to funding approval, i.e. Grant will not be provided retrospectively.

Funding Round

Donations: Ongoing throughout year subject to budget capacity

Rate Rebates: Ongoing throughout the year, considered in conjunction with the two funding rounds

Minor Grants: Applications close 31st of May and 30th of November

Major Grants: Applications close 30th of November

Youth Crisis Grants:

Applications close 31st of May and 30th of November

Events Grants

Applications close 31st May

6.0 Applications

Applications are available from the Council offices and website (www.albany.wa.gov.au) and must be completed with all required information and supporting documentation. Failure to complete documentation may disqualify application.

7.0 Funding Pool

Donations

Annual budget allocation delegated to Chief Executive Officer

Rate Rebates

Annual budget allocation delegated to Community Financial Assistance Committee

Minor Grants

Annual budget allocation delegated to Financial Assistance Committee subject to following limits:

66% pool allocation first round

33% pool allocation second round

Pool Disbursement Limits

50% Community Facilities on Council Land

30% Community Services

10% Economic Development

10% Emergency Services

Major Grants

Individually determined by Council in budget process.

Youth Crisis Grants

Annual budget allocation of \$30,000 delegated to Financial Assistance Committee

Pool Disbursement Limits

66% pool allocation first round

33% pool allocation second round

Events Grants

Annual budget allocation, individually determined by Council following recommendation by the Financial Assistance Committee.

The funding pool for Icon, Community and Sporting Events will be allocated via the annual budget process.

A limited number of events will be approved as Icon events. Council may grant up to three years funding approval for Icon events, subject to an annual proposal updating Council on the status and operation of the forthcoming event.

Funding for community event grants will be provided on a dollar for dollar matching basis, with the community organization being required to contribute the equivalent in cash or in-kind.

Grants ranging up to \$15,000.

8.0 Administration

The Financial Assistance Committee, comprising of 5 councillors shall meet at least twice a year to consider and deliberate upon applications for minor grants and rate rebates and to make recommendations to Council on major grants, event grant and heritage grant funding. The Executive Director Corporate & Community Services will provide executive support to the committee and provide advice and recommendations on applications other than for Economic Development projects upon which will be provided advice and recommendations from the Manager, Economic Development.

All funding allocations are to be expended within 12 months of notification of approval, otherwise such allocations lapse.

9.0 Delegation of Authority

Authority is delegated to the Chief Executive Officer to approve/decline donations.

Authority is delegated to the Financial Assistance Committee to approve/decline applications for minor grants, youth crisis grants and subsidies granted to sporting clubs and community organisations up to 100% of the rates levied, at the discretion of the Financial Assistance Committee.

Authority is delegated to the Community Financial Assistance Committee to approve/decline applications for event funding financial assistance up to \$15,000 for any one event (the level set by Council for 'Icon' events).

Council Policy – Community Funding and Events Sponsorship

1. Policy Statement

The City of Albany aims to build a sustainable, vibrant, engaging and inclusive local community improving the quality of life and opportunities for all residents and visitors.

Community Funding supports this aspiration through stimulating community driven initiatives and activity that enhance community engagement and participation, build community resilience and wellbeing, and develop civic pride and leadership.

Events Sponsorship further supports this aspiration through the promotion of Albany as a tourism destination of choice, advancing economic development and enhancing the vibrancy and liveability of Albany through a diverse, sustainable and engaging events calendar.

2. Objective

To provide an equitable and accessible framework for the provision of Community Funding and Events Sponsorship that aligns with Council’s strategic objectives.

3. Scope

Oversight

Oversight and delivery of activity generated by this Policy is within the Community Services Directorate.

Framework

Community Funding has two program streams:

- Community Enterprise Grants; and
- Community Leadership Grants.

The *Community Funding* framework is outlined in Table 1.

Program	Objective	Detail	Delegated Authority
Community Enterprise Grants	<ul style="list-style-type: none"> • To enhance community engagement and participation. • To build community resilience and wellbeing. 	<ul style="list-style-type: none"> • Grants to support community groups and organisations enhance, develop or deliver activities, programs or services. • Supports minor equipment purchases or maintenance, capacity building initiatives, or innovative community programs. 	Community Committee
Community Leadership Grants	<ul style="list-style-type: none"> • To develop and celebrate outstanding community leaders. 	<ul style="list-style-type: none"> • Small grants to support individuals and groups' outstanding achievements, endeavour or the development of community leaders. • Supports travel costs to conferences, sporting meets, celebrations and civic engagements. 	Executive Director Community Services

Events Sponsorship has two program streams:

- Regional Event Sponsorship; and
- Community Event Sponsorship.

The *Events Sponsorship* framework is outlined in Table 2.

Program	Objective	Detail	Delegated Authority
Regional Event Sponsorship	<ul style="list-style-type: none"> • To enhance tourism activity in the region. • Significant positive economic, social and community benefits. • To raise the profile of Albany. 	<ul style="list-style-type: none"> • Support for high-profile regional events that attract intrastate, interstate and international visitors to Albany and that demonstrate significant positive economic, social and community benefits. 	Economic Development Committee
Community Event Sponsorship	<ul style="list-style-type: none"> • To have a positive impact on the vibrancy, diversity of activity and liveability of Albany. • To contribute positively to the image and economic development of Albany. 	<ul style="list-style-type: none"> • Support for community events that contribute to a diverse events calendar for the local community in Albany and demonstrate positive economic, social and community benefits. 	Community Committee

Budget Allocation and Timeframe

A total budget of \$405,000 to be allocated across Community Funding and Event Sponsorship over three financial years: 2013/2014, 2014/2015, 2015/2016.

Unallocated funds to be carried forward.

Total budget to be allocated each financial year to be determined on an annual basis.

Guidelines

Community Funding to include applicant guidelines outlining the process and requirements for application and acquittal to be reviewed annually.

Event Sponsorship to include guidelines for sponsorship proposals and project evaluation in the ‘Regional Events Sponsorship’ stream and event proposal, planning and evaluation in the ‘Community Events Sponsorship’ stream to be reviewed annually.

Eligibility

In addition to guiding values as outlined in the Policy Statement eligibility criteria will be based on the following principles:

- Incorporated, not for profit, community organisations (excluding *Regional Events Sponsorship*);
- Activity to take place within the Municipal boundary or have a positive impact for the local community;
- Recurrent, retrospective or deficit support is ineligible.

Communication

Community Funding and *Event Sponsorship* details to be made publically available.

Out of Scope

This Policy does not reference, influence or impact other funding or financial assistance programs delivered by the City including rates rebates, funding or in-kind support through City Business Units or other programs that may be delivered from time to time.

4. Legislative and Strategic Context

Community Funding and Events Sponsorship directly relate to the City of Albany Strategic Plan 2013- 2023 as outlined in Table 3.

Program	Strategic Plan Focus	Strategic Plan Detail
Community Enterprise Grants	Sense of Community	<ul style="list-style-type: none"> • Vibrant accessible places and spaces • Sought after lifestyle destination • Community and volunteer support
Community Leadership Grants	Civic Leadership Sense of Community	<ul style="list-style-type: none"> • Community engagement • Community and volunteer support • Accessible support and services
Regional Events Sponsorship	Smart Prosperous and Growing	<ul style="list-style-type: none"> • Sought after visitor destination • Economic development • Major events and attractions
Community Events Sponsorship	Sense of Community A Liveable Built Environment	<ul style="list-style-type: none"> • Vibrant accessible places and spaces • Interesting events and festivals • Active and involved community

5. Review Position and Date

Executive Director of Community Services on or before 30 June 2016.

6. Associated Documents

All associated documentation will be reviewed and developed subject to council endorsement of the policy. Base material to be developed is:

- Community Program Funding Guidelines 2012-2013
- Community Program Funding Application Form 2012-2013
- Community Program Funding Acquittal Form 2012-2013
- Community Program Funding Contract 2012-2013

7. Definitions

Community Funding:

Refers to the Community Enterprise Grants and the Community Leadership Grants.

Events Sponsorship:

Refers to Regional Event Sponsorship and Community Event Sponsorship.

Version Control

Version	Date	Status	Distribution	Comment
01	11/04/2013	Draft	EDCS	Adoption Reference: OCM DD Month YYYY Item No. (if Council) or EMT date for (Operational matters)

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