

**CS006: COMMUNITY FUNDING AND EVENTS SPONSORSHIP 2014-2015 BUDGET ALLOCATION OPTIONS**

**Proponent** : City of Albany  
**Attachments** : Council Policy: Community Funding and Events Sponsorship  
**Responsible Officer(s):** : Executive Director Community Services (C Woods)

**Responsible Officer's Signature:**



**STRATEGIC IMPLICATIONS**

1. This item relates to the following elements of the [City of Albany Strategic Community Plan 2023](#) and [Corporate Business Plan 2013-2017](#):
  - **Key Theme: 1.** Smart, Prosperous and Growing, **Key Theme: 2.** Clean, Green & Sustainable and **Key Theme: 4.** A Sense of Community.
  - **Strategic Objectives:**
    - 1.3 To develop and promote Albany as a unique and sought after visitor destination.
    - 2.1. To protect and enhance our natural environment.
    - 4.1. To build resilient and cohesive communities with a strong sense of community spirit;
    - 4.2. To create interesting places, spaces and events that reflect our community's identity, diversity and heritage;
    - 4.3. To develop and support a healthy, inclusive and accessible community.
  - **Strategic Initiative:**
    - 1.3.1 Events Management.
    - 4.1.5. Community Funding.

**In Brief:**

- Outline the 2014-2015 budget allocation for Council Policy: Community Funding and Events Sponsorship.

**RECOMMENDATIONS**

**CS006: RESPONSIBLE OFFICER RECOMMENDATION  
VOTING REQUIREMENT: SIMPLE MAJORITY**

**THAT Council ENDORSE the Officer recommendation for 2014-2015 total funding pool allocations for Council Policy: Community Funding and Sponsorship (as detailed at paragraph 28) and that the 2013-2014 funding assessment panel members review the program guidelines and assessment system prior to advertising next year’s funding.**

**BACKGROUND**

2. At its May 2013 Ordinary Council Meeting, Council adopted the Council Policy *Community Funding and Event Sponsorship* (the Policy).
3. The objective of the Policy is to provide an equitable and accessible framework for the provision of Community Funding and Event Sponsorship that aligns with Council’s strategic objectives.
4. The Policy has four programs as follows:
  - Community Leadership Grants;
  - Community Enterprise Grants;
  - Community Events Sponsorship; and
  - Regional Events Sponsorship.
5. A total budget of \$405,000 was allocated by Council to the Policy for three financial years: 2013-2014, 2014-2015 and 2015-2016. For the 2013-2014 program a budget of \$135,000 was allocated as outlined in Table 1 below:

<b>Table 1: 2013-2014 Budget Allocation to Council Policy Community Funding and Events Sponsorship</b>			
<b>Program</b>	<b>Year 1 Funding Pool</b>	<b>Timing</b>	<b>Focus</b>
<b><i>Community Enterprise Grants</i></b>	\$50,000	Annual	Equipment, Capacity, Programs
<b><i>Community Leadership Grants</i></b>	\$5,000	Year round until funds exhausted	Travel and resources
<b><i>Regional Event Sponsorship</i></b>	\$50,000	Annual with multi-year options	Demonstrated tourism or economic impact
<b><i>Community Event Sponsorship</i></b>	\$30,000	Annual	Community event focused
<b><i>Total</i></b>	<b><u>\$135,000</u></b>		

6. A summary of total funds disbursed in each program for 2013-2014 is outlined in Table 2 below:

<b>Table 2: 2013-2014 Budget Total Funds Disbursed</b>			
<b>Program</b>	<b>Year 1 Funding Pool Available</b>	<b>Total Funding Disbursed</b>	<b>Program Summary</b>
<b>Community Enterprise Grants</b>	\$50,000	\$15,130	11 Applications Received 8 Applications Supported
<b>Community Leadership Grants</b>	\$5,000	~\$5,000 In progress	12 Applications Received 11 Applications Supported (TBC)
<b>Regional Event Sponsorship</b>	\$50,000	\$60,000	12 Applications Received 7 Applications Supported (TBC) Oversubscribed due to shortfall in other programs
<b>Community Event Sponsorship</b>	\$30,000	\$24,620	10 Applications Received 8 Applications Supported
<b>Total</b>	<b><u>\$135,000</u></b>	<b><u>\$104,750</u></b>	
<b>Over/Under Funded</b>	- <b><u>\$30,250</u></b>		

7. A total of \$300,250 remains for the Policy over the financial years 2014-2015 and 2015-2016.
8. The Policy notes that unallocated funds are to be carried forward and that the total budget to be allocated each financial year is to be determined on an annual basis.

#### **DELEGATED AUTHORITY**

9. Delegated Authority for Community Enterprise Grants, Community Leadership Grants and Community Event Sponsorship is as per the Register of Delegations No. 69:

#### **Financial - Authority to Approve Grants, Donations, Sponsorship, Community Funding, and Waiver Fees and Charges**

**Function and Delegation** (Authority to exercise the following functions and sub delegate is):

#### **Authority to:**

- (1) Approve donations, grants, sponsorship, financial assistance and waive fees and charges, the Local Government Act 1995, Section 6.7(2) and Section 6.12(1)(2)&(3).
- (2) Waive fees for goods, services and charges.
- (3) Determine eligibility of charitable or benevolent community based organisations within the City of Albany to qualify for the Waste Services Subsidy.
- (4) Appoint persons to administer any or all of the above functions.

**Conditions and Exceptions:** Nil

*Note: A local government may approve grants, donations or sponsorship and waiver fees and charges.*

**Conditions:**

- (1) *This authority does not extend to statutory charges, the municipal rate or service charges incorporated within the rate notice.*
- (2) *Subject to:*
  - a. *Conditions contained in Council Policies;*
  - b. *Funding being allocated in the City's Annual Budget; and*
  - c. *Funding/Donations limited to \$10,000.*

**Delegate(s):** *Chief Executive Officer*

**Sub-Delegates (Authorised Officers):**

- *Executive Directors*

**Legislative Powers (Reference):**

- *Local Government Act 1995, s6.7(2), s6.12 (1)(2) & (3)*
- *Council Policy – Community Financial Assistance & Events Funding Program Policy*
- *Delegator: Council*

10. A delegation for the Regional Events Sponsorship Program does not exist and recommendations must be approved by full Council.

**DISCUSSION**

**2013-2014 Allocation**

*Community Leadership Grants*

11. Community Leadership Grants remain open until the pool of funding is exhausted. Applications are assessed and approved as they are received, and funds disbursed accordingly. To date 12 applications have been received, of which 11 will be recommended for approval.
12. Applications are assessed by relevant City officers, and approved by the Executive Director Community Services.

*Community Enterprise Grants*

13. Community Enterprise Grants were substantially undersubscribed in 2013-2014. This was due to several factors, in particular the short period of notification of the funding to the community, and the short timeframe for applications to be received.
14. The funding program received 11 applications, of which eight were approved for funding.
15. Applications were assessed by City officers, and approved by the Executive Director Community Services.

*Community Event Sponsorship*

16. Community Event Sponsorship was also undersubscribed in 2013-2014. This was largely due to the short notification period, and the short timeframe for applications to be received. In addition, the program received applications for multiple long-term annual community events.
17. The sponsorship program received ten applications, of which eight were approved for funding.
18. Applications were assessed by City officers and elected members, and approved by the Executive Director Community Services.

*Regional Event Sponsorship*

19. Regional Event Sponsorship provides for broader support of larger-scale tourism related event activity, and was oversubscribed in 2013-2014. Concern has been expressed that this funding program may not be leveraging its full economic benefits because of the amount of funding allocated to it.
20. Applications were assessed by the Economic Development Committee, and recommendations submitted to Council for approval.

**2014-2015 Proposed Allocation**

*Community Leadership Grants*

21. This funding program is working well, and the current administrative arrangements are appropriate for the nature of the applications, and the amount of funding per application. However, for 2014-2015 it is recommended the funding pool and individual amounts that may be applied for be increased to accommodate applications that were ineligible in other funding categories in 2013-2014. This would cater for funding requests that exhibit robust community benefits but do not meet any of the existing programs' guidelines - such as recurrent community events.
22. It is recommended that \$12,500 is allocated to Community Leadership Grants in 2014-2015. It is further recommended that applications for recurrent activity be eligible and guidelines be revised to support larger applications up to \$2,000.

*Community Enterprise Grants and Community Event Sponsorship*

23. Given these funding programs were undersubscribed it is recommended that their funding allocation be reduced in 2014-2015, to gauge community demand. In addition, it is recommended that applicants be given a longer timeframe to apply, and greater effort be given to raising community awareness of the funding program.
24. It is proposed to further enhance the transparency and accountability of the assessment process for these funding programs, that the assessment be undertaken by a panel of elected members.
25. To support community groups deliver Anzac Centenary Commemorative Events the Community Event Sponsorship program would be open to Anzac Centenary Commemorative Event applications endorsed by the Great Southern Anzac Centenary Events Committee (GSACEC). Opportunities to leverage additional funding to support Anzac Centenary Events will also be pursued.

26. It is recommended that \$30,000 is allocated to Community Enterprise Funding and \$30,000 to Community Event Sponsorship in 2014-2015.

*Regional Event Sponsorship*

27. Given the demand for this sponsorship program, and to maximise the benefits of the program, it is recommended that allocation is increased to \$75,000 in 2014-15. It is further recommended that the assessment arrangements remain unchanged.

*2014-2015 Proposed Allocation – Summary*

28. A summary of the proposed total funds for disbursement in each program for 2014-2015 is outlined in Table 3 below.

<b>Table 3: 2014-2015 Proposed Budget Allocation to Council Policy Community Funding and Events Sponsorship</b>			
<b>Program</b>	<b>Year 2 Funding Pool</b>	<b>Timing</b>	<b>Focus</b>
<i>Community Enterprise Grants</i>	\$30,000	Annual	Equipment, Capacity, Programs
<i>Community Leadership Grants</i>	\$12,500	Year round until funds exhausted	Travel, resources and recurrent community projects
<i>Regional Event Sponsorship</i>	\$75,000	Annual with multi-year options	Demonstrated tourism or economic impact
<i>Community Event Sponsorship</i>	\$30,000	Annual	Community event focused including Anzac Centenary Commemorative Events endorsed by the GSACEC.
<b>Total</b>	<b><u>\$147,500</u></b>		

**GOVERNMENT & PUBLIC CONSULTATION**

29. No public or government consultation relates to this report. Public consultation was facilitated by the funding submission process.

**STATUTORY IMPLICATIONS**

30. Nil.

**POLICY IMPLICATIONS**

31. *Council Policy: Community Funding and Event Sponsorship (2013)* applies, in particular the clauses relating to Budget Allocation and Timeframe.

**RISK IDENTIFICATION & MITIGATION**

32. The risk identification and categorisation relies on the City's [Enterprise Risk Management Framework](#).

Risk	Likelihood	Consequence	Risk Analysis	Mitigation
<i>Negative feedback from the community as to funding Pool allocations</i>	<i>Possible</i>	<i>Minor</i>	<i>Medium</i>	<p><i>The process for determining funding pool allocations for 2014-2015 has been undertaken over a number of years and considered substantial feedback from previous applicants.</i></p> <p><i>Feedback will be collated from community groups or members with negative feedback and this will be taken in to account when determining the 2015-2016 allocation.</i></p>

**FINANCIAL IMPLICATIONS**

33. Council has endorsed the *Council Policy: Community Funding and Event Sponsorship (2013)* which includes an allocation of \$405,000 for 2013-2014, 2014-2015 and 2015-2016.
34. The Policy specifies that unspent funding allocations shall be carried forward with the total budget to be allocated on an annual basis.
35. Implementing the recommendations of this report commit Council to allocating \$147,500 to the specified programs for 2014-2015 and if full funding is disbursed \$152,750 will be allocated to 2015-2016.
36. Management and oversight of funding and event sponsorship is undertaken using existing staff resources within the Community Services Directorate, within existing allocated budgets.

**LEGAL IMPLICATIONS**

37. Nil.

**ENVIRONMENTAL CONSIDERATIONS**

38. Nil.

**ALTERNATE OPTIONS**

39. Council could make alternative recommendations for funding allocations to each program.

**SUMMARY CONCLUSION**

40. The Council Policy Community Funding and Event Sponsorship (2013), inclusive of, guidelines, application, assessment and acquittal represents a greater level of transparency and accountability for Council.
41. The increase to funding for Community Leadership Grants will enable recurrent community events and community initiatives to be supported that deliver robust community outcomes, but are ineligible under other programs.

42. It is considered that undersubscription to Community Enterprise Grants and Community Events Grants is due to the short period of notification of the funding to the community, and the short timeframe for applications to be received. These issues will be resolved for the 2014-2015 program with longer leads times for communication and delivery.
43. Oversubscription to the Regional Events Sponsorship program will be resolved in 2014-2015 through an increase in funding from \$50,000 to \$75,000.
44. It is recommended that the Council endorse funding allocations as recommended and outlined in paragraph 28.

<b>Consulted References</b>	:	<ul style="list-style-type: none"> <li>• Community Funding and Event Sponsorship Program (2013). Synergy Ref: NP098841_4.</li> <li>• Delegated Authority Register: No. 69. Financial – Authority to approve grants, donations, sponsorship, community funding and waiver fees and charges.</li> </ul>
<b>File Number (Name of Ward)</b>	:	FM.SPO.4 (All Wards)
<b>Previous Reference</b>	:	OCM 21/08/2012 Item 3.1: 2012-13 Community Funding Recommendation Endorsement