

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

*Events Sponsorship* has two program streams:

- Regional Event Sponsorship; and
- Community Event Sponsorship.

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

<b>Program</b>	<b>Objective</b>	<b>Detail</b>
<b><i>Regional Event Sponsorship</i></b>	<ul style="list-style-type: none"> <li>To enhance tourism activity in the region.</li> <li>Significant positive economic, social and community benefits.</li> <li>To raise the profile of Albany.</li> </ul>	<ul style="list-style-type: none"> <li>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.</li> </ul>
<b><i>Community Event Sponsorship</i></b>	<ul style="list-style-type: none"> <li>To have a positive impact on the vibrancy, diversity of activity and liveability of Albany.</li> <li>To contribute positively to the image and economic development of Albany.</li> </ul>	<ul style="list-style-type: none"> <li>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.</li> </ul>

**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.

<b>Table 3: Community Funding and Events Sponsorship Link to Strategic Plan</b>
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Program	Strategic Plan Focus	Strategic Plan Detail
<b>Community Enterprise Grants</b>	Sense of Community	<ul style="list-style-type: none"> <li>• Vibrant accessible places and spaces</li> <li>• Sought after lifestyle destination</li> <li>• Community and volunteer support</li> </ul>
<b>Community Leadership Grants</b>	Civic Leadership Sense of Community	<ul style="list-style-type: none"> <li>• Community engagement</li> <li>• Community and volunteer support</li> <li>• Accessible support and services</li> </ul>
<b>Regional Events Sponsorship</b>	Smart Prosperous and Growing	<ul style="list-style-type: none"> <li>• Sought after visitor destination</li> <li>• Economic development</li> <li>• Major events and attractions</li> </ul>
<b>Community Events Sponsorship</b>	Sense of Community A Liveable Built Environment	<ul style="list-style-type: none"> <li>• Vibrant accessible places and spaces</li> <li>• Interesting events and festivals</li> <li>• Active and involved community</li> </ul>

**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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