

Purpose

The purpose of this policy is to provide a framework that defines the parameters under which Council will provide sponsorship to eligible community organisations, including measures that ensure risks are managed and commitments do not exceed annual budgetary limits, as well as protecting the reputation of Council.

Scope

This policy applies to all sponsorships where Council is the sponsoring entity. It applies to Councillors, employees of the Council and those organisations wishing to obtain a sponsorship from Council.

Policy Statement

Councillors and employees must be mindful at all times of their obligation to maintain public confidence in Council administration and must be aware that acceptance of any gift or benefit from an external party may, or may be seen to, affect the performance of official duties, or influence, or be seen to influence, their decision-making or behaviour.

Councillors and employees must not ask for or encourage the giving of any form of gift or benefit in connection with the performance of their official duties. This includes entering any discretionary competitions which involve a prize.

Any gift or benefit accepted, regardless of monetary value, implies, or may imply, a relationship which may interfere with objectivity and independence.

Guiding Principles

- 1.1 Council may invest in a sponsorship which provides identified benefits to the Whitsunday community and aligns with Council's Corporate Plan, statutory requirements and in accordance with budgetary allocations, policies and procedures.
- 1.2 If a request for sponsorship is received by Council, the request is to be assessed against the following key principles:
 - 1.2.1 Community Benefit - sponsorships must provide an identified economic, social, cultural or environmental benefit to the Whitsunday community.
 - 1.2.2 Corporate Plan - sponsorships must align with the Corporate Plan and Council policies.
 - 1.2.3 Risk Assessment - Council must consider issues such as reputational risk, potential conflicts of interest and financial investment versus return.
 - 1.2.4 Fairness and Consistency - sponsorship commitments will take into consideration the need to support activities or programs across all townships in the region.
 - 1.2.5 Not for Profit - Council will have the right to prioritise sponsorship commitments to activities or programs managed by not for profit groups.
 - 1.2.6 Sponsorship is separate from Council's other funding programs stipulated in the Community Grants Policy and the Community Donations Policy as grants and donations are provided to recipients with no expectation of a commercial return for Council and/or the community.

- 1.3 A Sponsorship proposal and associated documents must be submitted to Council for review at least eight (8) weeks prior to the event.
- 1.4 All sponsorship proposals with a value up to and including \$20,000 (including cash and/or in kind contributions), can be approved under delegation by the CEO and/or Director, provided that such sponsorship complies with this policy.
- 1.5 For all sponsorship proposals with a value over \$20,000 (including cash and/or in kind contributions), approval must be by Council resolution.
- 1.6 Submission of an agenda report will be provided to monthly Ordinary Council Meetings for noting of sponsorships that have been approved for the respective months.
- 1.7 Eligible Community Organisations may make no more than one (1) application for a sponsorship, including Community Donations and Community Grants per financial year.

2. Suitable Sponsorship Recipients

- 2.1 Council shall only enter into sponsorships with potential recipients if the objectives and activities of the potential recipients are compatible with Council's legislative requirements, vision, plans, policies and cultural values.

3. Eligible Activities/Events or Programs

- 3.1 Council may consider sponsorship for:
 - 3.1.1 Major sport/recreation events.
 - 3.1.2 Community/cultural events.
 - 3.1.3 Trade shows.
 - 3.1.4 Business awards/conferences; and
 - 3.1.5 Initiatives from other Government Agencies.

4. Ineligible Activities/Events or Programs

- 4.1 Council will not consider sponsorship for activities/events or programs that:
 - 4.1.1 Are organised by political or religious organisations (not including charities that are run by religious groups);
 - 4.1.2 Conflict with State or Federal legislation or directions.
 - 4.1.3 Excludes or offends minority community groups.
 - 4.1.4 Could present a hazard to the community or the environment.
 - 4.1.5 Promotes gambling, smoking and/or consumption of other addictive substances.
 - 4.1.6 May misrepresent Council's sponsorship motives.
 - 4.1.7 Are held outside the region's boundaries or, where the majority of the audience is external to the region.

5. Levels of Sponsorship

5.1 For the purposes of this policy, a sponsorship will be defined as:

5.1.1 Minor - the sponsorship has a value up to and including \$5,000 or

5.1.2 Major - the sponsorship has a value of more than \$5,000.6. The Agreement

6.1 For all sponsorships above \$5,000 the sponsorship recipient must enter into a contract with Council, in writing, that sets out:

6.1.1 The mutual benefits of entering into this agreement.

6.1.2 The terms and conditions of the sponsorship for both parties.

6.1.3 The financial accountability requirements.

6.1.4 The agreed performance measure for assessment, post the activity/event or program.

6.1.5 The consequences of change of circumstance of either party.

6.1.6 The provision for termination or suspension of the agreement; and

6.1.7 The acquittal requirements.

7. Recognition of Council's Contribution

7.1 As part of any sponsorship, Council will be publicly acknowledged as a contributor. This recognition may include, but is not limited to:

7.1.1 Acknowledgement in media releases and promotional activities.

7.1.2 Brand exposure at events or associated functions.

7.1.3 Opportunities for Council to do onsite promotion during events; and

7.1.4 Opportunities for Council participation in formal ceremonies.

8. The Acquittal Process

8.1 As part of any sponsorship, the successful recipient must acquit the use of Council's contributions in a method determined by Council. The acquittal will require, but is not limited to, the provision of a report to Council detailing:

8.1.1 How the sponsorship funds were expended; and

8.1.2 Council's recognition at the event.

The acquittal must be signed by two committee members of the organisation e.g. President and Treasurer. Failure to provide an acquittal by the given due date will exclude the sponsorship recipient from receiving funds from Council in the future.

Related Policies and Legislation

- Local Government Act 2009 QLD
- Local Government Regulation 2012
- Whitsunday Regional Council Sponsorship Agreement
- Community Grants Policy

- Community Donations Policy

Definitions

CEO refers to the Chief Executive Officer of the Whitsunday Regional Council appointed in accordance with the Local Government Act 2009.

Council refers to the Whitsunday Regional Council.

Employee refers to any employee, contractor, volunteer etc. of the Council.

Community/cultural events refer to larger sized events, such as festivals and exhibitions, that provide opportunities for the Whitsunday community to enjoy artistic endeavours including the arts, music, performance and/or those events that are of a cultural or heritage nature.

Initiatives from other Government Agencies refers to events/activities that may be of national or statewide significance that require Council's involvement.

Major sport/recreation events refer to those events that attract significant participation from outside the region and/or raise the profile of the region through the sport/recreation networks.

Sponsorship refers to a contractual business agreement under which a sponsor (Council) provides assistance, either through cash and/or in kind, in return for specified commercial benefits provided by the sponsorship recipient.

Sponsorship recipient refers to an individual or organisation that receives a contribution from Council, cash and/or in kind, as part of a sponsorship.

Trade shows refer to events specific to a particular type of industry or related groups of industries.

Eligible Community Organisation means a community organisation that:

1. is an incorporated not-for-profit organisation or a company limited by guarantee that has been endorsed by the Australian Taxation Office as a charity, tax exempt fund or deductible gift recipient.
2. Note - Unincorporated groups are eligible to apply, providing that their application is made through an eligible community organisation acting as an auspice.
3. has public liability insurance over \$20 million.
4. has acquitted all previous Whitsunday Regional Council funding support as required.
5. has no outstanding debt to Council.
6. has more than 80% of its members residing within the Whitsunday local government area

is not:

6.1 a State or a government entity, including a government entity or its subsidiary under the Government Owned Corporations Act 1993; or

6.2 a community organisation with a licence under the *Gaming Machine Act 1991*, a licence under the *Keno Act 1996* and/or a licence under the *Wagering Act 1998*;

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6.3 a community organisation with a liquor licence, other than a Community Club Licence and/or a Community – Other Licence, under the Liquor Act 1992 Queensland;

6.4 a political party under the Electoral Act 1992; or

6.5 a religious body or religious organisation declared by the Governor-General by proclamation pursuant to the Marriage Act 1961 (Cwlth) to be a recognised denomination for the purposes of the Commonwealth Act.

COUNCIL POLICY

Date Adopted by Council	18 June 2025	Council Resolution	SM2025/06/18.17
Effective Date	01 July 2025	Next Review Date	30 June 2026
Responsible Officer(s)	Director Community Services and Facilitation	Revokes	