



COMMUNITY
FINANCIAL
ASSISTANCE
POLICY
P3.0099.2

COMMUNITY FINANCIAL ASSISTANCE POLICY

DIVISION: CUSTOMER AND CORPORATE SERVICES

BRANCH: ECONOMIC AND COMMUNITY DEVELOPMENT

CATEGORY: 2

PART 1 - INTRODUCTION

BACKGROUND

The mechanisms that Council uses to provide financial assistance to the Camden Community are the programs which operate under this policy. Programs operate annually and on an ad hoc basis to best meet the needs of the community. Each of these programs has guidelines and operating procedures which are endorsed by Council. The programs are:

- Community Small Grants Program (Annual)
- Support for Special Achievers (Ad Hoc)
- Civic Centre Cultural Performance Subsidy (Annual)
- Annual Subsidy Program (Annual)
- Donations for Charitable Purposes (Ad Hoc)
- Community Sponsorship Program (Biannual).

OBJECTIVE

The purpose of this policy is to ensure that financial assistance provided by Council is consistent with principles of community wellbeing, promotes a sense of place and belonging and is able to facilitate greater opportunities for a culturally vibrant, equitable and inclusive community.

PART 2 - POLICY STATEMENT

This policy addresses financial assistance provided by Camden Council to “not for profit” community groups or organisations providing services or programs to residents within the Camden Local Government Area. It also provides support to identified individuals who have been selected, via a merit based system, to be a state or national representative based on their particular talent or capability.

Council recognises and values the strengths of the Camden community, including the strong sense of belonging, demonstrated through participation in a range of community and cultural activities. Council aims to draw on these strengths and provide support to assist them to continue to grow. Council acknowledges the important role of community organisations in developing projects and coordinating and managing funded activities which help to further develop these strengths in the community.

Council recognises the importance of encouraging endeavours of excellence and the role that representation at a state and national level can play in the development of community pride and in creating a sense of belonging and place.

Council recognises the importance of access to a broad and varied range of local cultural performances that offers opportunities to experience the widest possible cultural experiences for all community members.

Council recognises the potential for situations to arise where one off assistance to a group or individual can have long term benefit to residents and the community, especially for those involved in undertaking activities for charitable purposes which have direct benefit to residents of Camden LGA.

The funding and support are also mechanisms for Council to further the aims identified in Council's strategic, social, cultural, economic and environmental plans and policies. Applications are assessed against these policies and plans.

COMMUNITY SMALL GRANTS PROGRAM GUIDELINES AND OPERATING PROCEDURES

The Community Small Grants Program provides funding up to \$6,500 per project to support work done by local community organisations based in, or providing events or services for, the benefit of residents of the Camden Local Government Area (LGA). The Community Small Grants Program is open for application annually. There will be a CPI rounded increase each financial year.

The program guidelines and operating procedures ensure that monetary or in-kind donation requests to Council are dealt with in a fair and equitable manner, and are consistent with the principles of community wellbeing.

POLICY STATEMENT

Council recognises and values the strengths of the Camden community, including the strong sense of belonging, demonstrated through participation in a range of community and cultural activities. Council aims to draw on these strengths and provide support to assist them to continue to grow. Council acknowledges the important role of community organisations in developing projects and coordinating and managing funded activities which help to further develop these strengths in the community.

The funding and support are also mechanisms for Council to further the aims identified in Camden 2040 and policies and applications are assessed against broad Council objectives and outcomes.

ELIGIBILITY

To be eligible for funding, an organisation must:

- be not-for-profit; or
- be a charitable organization;
- be an incorporated body or be auspiced (sponsored) by an incorporated body;
- offer a project in the Camden LGA, or primarily for the Camden community (minimum of 75% participants from the LGA); and
- acquit any previous Camden Council grants (excluding any grants within a twelve month period) and have no outstanding debts to Council.

INELEGIBILITY

Council does not provide grants for:

- projects that duplicate existing services or programs;
- projects that do not meet the identified priority needs;
- projects that directly contravene existing Council policy; and
- projects previously funded.

GRANT CATEGORIES

Grants are available in the following categories:

- **Minor Works**
Projects which enhance community infrastructure (excluding Council owned premises) by aiding in the development of facilities, improvements or maintenance to existing facilities. Grant applications must not be requesting more than fifty percent of the total cost of the project. No projects over a total cost of \$13,000 will be considered. Any buildings subject to heritage approval must have prior approval for the grant to be considered. Any projects subject to DA approval are the responsibility of the applicant and proof of lodgment and approval should be included with the application. DA fees must not be part of the funding request.
- **Culture and Inclusiveness**
Projects involving events or activities that foster Camden's cultural and community identity and activities that support an accessible, diverse and inclusive range of community building including artwork, performance, writing and other cultural activities.
- **Health & Community Well Being**
Projects which support access to physical and social resources to promote quality of life and create an inclusive and cohesive community.
- **Sport and Recreation**
Programs which increase or maintain participation within sport and recreation as well as projects which improve the quality, education/training, safety or range of participation.

ASSESSMENT OF APPLICATIONS

Council will consider all applications and determine successful requests in line with its budget and priorities. Applications will be assessed on their merit. All grant applications received by Council are assessed by a panel of at least three relevant Council officers and recommendations are made to Council for allocation of funds and approval. If considered relevant, some applications may be assessed by external parties who have skills and professional expertise that beneficially adds to the assessment process.

While the following will form the basis for assessment, applicants and projects will not necessarily have to meet all criteria to be successful:

- demonstrate a considerable benefit to the community;
- establish new and innovative community projects or programs;
- demonstrate coordination with other groups in the community;
- show evidence of community support;
- demonstrate an ability to manage the project through allocation of effective planning, clear goals and evaluation processes;
- address local issues by attempting to meet a community need or short coming;
- show the contribution of the organisation applying to the project or activity through cash, in-kind or volunteer support; and
- demonstrate the organisation's ability to manage and deliver community or cultural services and not become dependent on ongoing financial assistance from Council.

CONDITIONS OF GRANT

The following conditions apply to all financial assistance allocated through the program.

- to use the funds only for the purpose approved;
- to notify Council and seek approval for any changes to the project for which assistance has been approved. If the project is cancelled or modified without approval, Council reserves the right to seek full reimbursement of Funds. Successful applicants shall finalise the project within 12 months of notification from Council or with approval within 18 months of notification. If the project is not finalised within this time all unspent monies may be requested to be returned to Council;
- should the project exceed the budgeted amount, applicants will be required to meet any additional costs; and
- to ensure acknowledgement of Council is included in all promotional material and/or publications relating to the project.

Successful applicants shall undertake an acquittal process when the project is finalised and provide Council with:

- A completed evaluation form and written report;
- financial statements/invoices; and
- a copy of any promotional/media material, booklets etc.

SUPPORT FOR SPECIAL ACHIEVERS GUIDELINES AND OPERATING PROCEDURES

The Support for Special Achievers Program is to support gifted and talented people who live in the Camden LGA. The program provides up to \$750 to assist to meet the costs of participation in a cultural, academic or sporting event representing Australia or \$500 for representing NSW or 10% of total cost of participation for both. Applications are received at any time and each applicant may be eligible for the grant each Council term (every 4 years).

The program guidelines and operating procedures ensure that monetary or in-kind donation requests to Council are dealt with in a fair and equitable manner, and are consistent with the principles of community wellbeing.

POLICY STATEMENT

Council recognises the importance of encouraging endeavours of excellence and the role that representation at a state and national level can play in the development of community pride and in creating a sense of belonging and place.

The support shall be towards defraying the expenses of the gifted and talented person relative only to the particular event in which he/she is participating.

ELIGIBILITY

- the cultural/academic/sport activity shall be of amateur status and generally promoted by a non-profit organisation;
- a special achiever, for the purposes of this program, is one who has been selected on merit, to represent NSW or Australia in their chosen field of endeavour. This definition includes people with disabilities;
- evidence of selection involving a merit based process must be provided;
- Council may grant a donation to an applicant under this program at least once every Council term
- the recipient must be a resident of Camden Local Government Area;
- payments under the policy will be calculated on the basis of 10% of costs with a maximum payment of \$750 for any one request for a national team representative or \$500 for a state team representative;
- evidence of the costs incurred must be provided with the request; and
- applications can be made retrospectively within 12 months of the event.

APPLICATIONS

- Applications must be made via the form available on Council's website. Applicants are required to meet the eligibility criteria and provide supporting documentation as outlined in the application form;
- Applications are assessed by Council officers against the eligibility criteria and approved by the Mayor and General Manager; and
- Details of approved support are provided in a report to Council annually.

ANNUAL SUBSIDY PROGRAM

GUIDELINES AND OPERATING PROCEDURES

The Annual Subsidy Program is the way Camden Council provides annual subsidies to a number of community organisations.

POLICY STATEMENT

Council recognises and values the strengths of the Camden community, including the strong sense of belonging demonstrated through participation in a range of community and cultural activities. Council aims to draw on these strengths and provide support to assist them to continue to grow. Council acknowledges the important role of community organisations in developing projects and coordinating and managing funded activities which further develop these strengths in the community.

ELIGIBILITY

To be eligible for funding, an organisation must:

- Be not-for-profit;
- Be an incorporated body or be auspiced (sponsored) by an incorporated body;
- Offer a project in the Camden LGA, or primarily for the Camden community (minimum of 75% participants from the LGA); and
- Have no outstanding debts to Council.

APPLICATIONS

Any eligible group may apply in writing for an annual subsidy. The annual subsidies are considered by Council each year as part of the annual budget process.

ASSESSMENT OF APPLICATIONS

While the following will form the basis for assessment, group and activities will not necessarily have to meet all criteria to be successful:

- demonstrate a considerable benefit to the community;
- demonstrate coordination with other groups in the community;
- show evidence of community support;
- address local issues by attempting to meet a community need or short coming; and
- demonstrate the organisation's ability to manage and deliver community or cultural services and not become solely dependent on ongoing financial assistance from Council.

Successful applicants shall undertake an acquittal process each year and provide Council with:

- information on how the subsidy was spent;
- membership/participation rates information; and
- copies of any promotional material.

DONATIONS FOR CHARITABLE PURPOSES PROGRAM GUIDELINES AND OPERATING PROCEDURES

The Donations for Charitable Purposes Program addresses monetary and in-kind donations to individuals, not for profit community groups and organisations in the Camden Local Government Area. It is intended to provide a clear and consistent process for the determination of requests for one-off monetary and in-kind donations from Council to individuals, community groups or organisations for charitable purposes. Applications will be accepted throughout the year for amounts of up to \$700.

The program guidelines and operating procedures ensure that monetary or in-kind donation requests to Council are dealt with in a fair and equitable manner, and are consistent with the principles of community wellbeing.

POLICY STATEMENT

Council recognises the strengths of the Camden community, including the strong sense of belonging demonstrated through participation in a range of community and cultural activities. Council aims to draw on these strengths and provide support to assist them to continue to grow. Council acknowledges the important role of community organisations in developing projects and coordinating and managing funded activities.

Council recognises the potential for situations to arise where one off assistance to a group or individual can have long term benefit to residents and the community especially those involved in undertaking activities for charitable purposes which have direct benefit to residents of the Camden LGA.

ELIGIBILITY

Applications will be accepted from individuals, not-for-profit community groups or organisations working or residing within the Camden Local Government Area (LGA), or where the donation is to provide benefit to residents of the Camden LGA. The application must demonstrate direct benefit to residents of Camden LGA. Applications are to be for one-off donations. Applications for recurrent funding, including operating expenses, refundable bonds or insurance will not usually be considered.

Donations may not be made directly to individuals although Council may also at its discretion choose to provide assistance in extraordinary circumstances. Council may pay invoices for services related to costs incurred for a charitable purpose, including fundraising to assist individuals or where a local resident is facing hardship as a result of a Council fee or action (e.g. Women suffering domestic violence).

Primary and Secondary Schools in the Camden LGA are eligible to apply for the Mayoral Citizenship Prize under this program. This prize consists of a certificate and book prize to one student at each school who is nominated by their school and the prize is awarded at the end of each school year.

APPLICATIONS

Written applications should provide information required to meet the eligibility criteria and forms are available on Council's website.

The following information needs to be provided:

- Name and address of the individual, group or organisation applicant;
- Name and contact details of office bearer, or authorised contact person;
- Amount requested;
- Purpose of the donation;
- Benefit to residents of Camden LGA;
- Copy of an accepted Authority to Fundraise through the Office of Charities, NSW Department of Gaming and Racing; or for individuals, completion of a Statutory Declaration stating that the funds are to be solely used for charitable purposes;
- Relevant incorporation details and copy of incorporation documentation; and
- Bank account details.

ASSESSMENT

Requests up to an amount of \$700 will be considered on an individual basis by a Committee comprising of the Mayor and General Manager, with an assessment and recommendation from Council Officers.

The following criteria will be applied in assessing requests:

- Purpose of the donation;
- Previous donations made to applicant and the reason for the donations requested;
- Annual Council budget allowance and availability;
- Amount requested;
- Applicant's access to alternative sources of funding; and
- Any documentation relevant to the request (e.g. quotes).

The following requests will be referred to a full council meeting for determination:

- Requests over \$700; and
- The distribution of funds outside the Local Government Area for events/causes relating to appeals of a regional, state or national significance.

A detailed summary of all funds allocated will be presented to Council annually.

CIVIC CENTRE CULTURAL PERFORMANCE SUBSIDY PROGRAM GUIDELINES AND OPERATING PROCEDURES

The Civic Centre Cultural Performance Subsidy Program provides an amount of funds to provide Civic Centre fee relief for not for profit performance groups. Events subsidised under the policy form part of the annual Camden Civic Centre cultural program.

The program guidelines and operating procedures ensure that monetary or in-kind donation requests to Council are dealt with in a fair and equitable manner, and are consistent with the principles of community wellbeing.

The program aims to:

- To increase accessibility to the Civic Centre venue for not for profit community performance groups;
- To enhance community awareness and involvement in cultural performances and heighten the profile of community performance groups; and
- To enhance community wellbeing, sense of belonging through exposure to high quality cultural events and activities that are of interest to key demographic groups.

POLICY STATEMENT

Council recognises the importance of access to a broad and varied range of local cultural performance that offers opportunities to experience the widest possible cultural experiences for all community members.

ELIGIBILITY

- Applications for cultural performances scheduled to be held at Camden Civic Centre in the July to June period, dates must coincide with availability of the facility;
- Funds will be available to non government organisations who are not for profit and or community groups either based in the Camden LGA or undertaking a performance of direct benefit to the community and people of Camden LGA; and
- Applications may be for a portion of venue hire costs up to the value of and not exceeding \$1,200 (excluding GST). (Funds provide for either the cost of the Auditorium on a Saturday evening, or a day hire of the Auditorium and Gallery for six hours from Sunday to Friday).

ASSESSMENT

Proposed events must:

- Demonstrate value to both the Camden community and Camden Council through the provision of high quality cultural performances;
- Involve participation and audience from local residents;
- Indicate local support either financial or in-kind;
- Show evidence that the proposed activity is well planned and likely to attract the target audience; and
- Contribute to the Annual Civic Centre cultural program.

Preference is given where:

- Funding will provide opportunity for the community to access high quality entertainment;
- There is limited opportunity for funding to come from other sources;
- Partnership arrangements are in place between organisations; and
- Events are scheduled to fall within the July to June period, immediately following the June funding round.

INELIGIBLE APPLICATIONS

- Political parties;
- For profit, government, business or private organizations;
- Reoccurring events within the funding period, (note that an organisation is entitled to stage self funded events in the same funding period and it also recognised that some groups provide a broad range of performances which may target different sections of the community which may be considered);
- Events not planned to be held within the Civic Centre facilities;
- An organisation with substantial unallocated resources; and
- For events to be staged in consecutive funding rounds.

CONDITIONS

- Successful applicants must not vary the purpose or date of the grant without written approval from Council;
- The applicant must provide a copy of their most recent audited financial statement where available;
- Successful applicants must acknowledge Council's financial contribution through:
 - o Joint promotion;
 - o Acknowledgement of Council's support;
 - o Invitation extended to Council representatives to be present;
 - o The inclusion of Council's logo on all promotional material; and
 - o A brief evaluation on the outcome of the event is required within one month of the event.

FUNDING

- One funding round will be held in June each year, with amounts of up to \$1,200 allocated to events scheduled to be staged within the July to June period following the funding round;
- Funding applications will be assessed against the policy objectives with recommendations to Council for endorsement;
- Where the full funding allowance and/or a broad program of events has not been supported, Camden Civic Centre management will source an additional three events to meet the needs of the community, ensuring key demographic groups are catered for within the funded program and calendar of events;
- Any other remaining balance of funds will be utilised to fund one off events that meet the criteria outside of the funding round; funding will not exceed \$400 for any event funded;
- The program will be advertised broadly through local media, all Council websites, Let's Connect, Civic Centre publications, and direct target mail distribution; and
- Information packages including applications will be provided to applicants on request.

All payments under this policy will be limited to one hall hire donation in any financial year and will be paid directly to the Camden Civic Centre account.

APPROVALS PROCEDURE

- Funding submissions received in June will be assessed by Civic Centre management against the policy with a recommendation provided to Council for endorsement; and
- Details of events sourced by Centre Management or one off applications for funding outside of the funding round will be provided to a committee comprising of the Mayor and General Manager for approval.

CANCELLATION

In the event that the performance is cancelled, 50% of costs incurred by the venue will be the responsibility of the hirer.

ALLOCATION OF FUNDS

Applications will be assessed and ranked, Low, Medium or High as a basis for consideration by Council.

Low = Application is outside the guidelines;

Medium = Application is within the guidelines however;

- Alternative sources of funding are available;
- Application is not considered as high a priority as other applications;
- Application's budget is outside the resources of this program; or
- The event would not enhance the cultural event calendar or provide an event of broad interest to the community.

High = Application meets the guidelines and is considered appropriate for Council to fund. The event will enhance the cultural program and provide an event of interest to the community.

COMMUNITY SPONSORSHIP PROGRAM GUIDELINES AND OPERATING PROCEDURES

PURPOSE

The purpose of this Program is to set out how Camden Council will administer incoming sponsorship requests through the Community Sponsorship Program.

Council recognises the contribution of individuals and locally based groups and organisations to the development of community spirit and the provision of community services/activities/events.

This Program is intended to provide encouragement and support to community based groups and organisations, based on the needs of such groups, by supplementing funds that groups themselves raise for their own activities either in-kind or monetary. The Program will provide a single point of contact and will improve evaluation and probity.

OBJECTIVE

This Program addresses all monetary and non-monetary sponsorship in relation to sponsorship from Council to community groups and organisations. It is intended to provide a clear and consistent process in the determination of sponsorship requests to Council.

Each year applications, seeking sponsorship from Council both monetary and in-kind, are invited from organisers of community activities/services/events. Applications are to be made twice per year during the following periods - 1 February to 1 March and 1 September to 1 October.

AIM

- To provide assistance for groups, organisations or individuals seeking to organise community events and activities;
- To ensure that a fair and transparent process is used in the allocation of sponsorship funds;
- To further develop the range of existing events to maximise economic and social benefits;
- To ensure that funding is allocated to a range of events with emphasis on those considered strategically important;
- To ensure that Council receives appropriate recognition for its sponsorship contribution;
- To ensure that all applications for sponsorship of community events, both monetary and in-kind, are held twice per year; and
- To provide guidelines and principles for Council in the pursuit and assessment of sponsorship to enhance the resources available to Council in providing for the needs of the community (incoming sponsorship).

DEFINITION

Sponsorship is a commercial arrangement in which a sponsor provides a contribution in money or in-kind support of an activity in return for specified benefits. Sponsorship can be provided:

- by the corporate sector, community organisations or private individuals, in support of a Council activity, or
- by Council in support of related and worthwhile private or public sector activities.

SPONSORSHIP PRINCIPLES

All proposals for sponsorship will take into consideration the following principles which are developed from the generic ICAC principles (ICAC Sponsorship in the Public Sector 2006):

1. A sponsorship agreement shall not impose or imply conditions that would limit, or appear to limit, Council's ability to carry out its functions fully and impartially.
2. There shall be no real or apparent perceived conflict between the objectives and mission of Council and those recipients of sponsorship. Accordingly sponsorship will not be sought or accepted where the sponsor has a legal or commercial dispute with Council.
3. Care shall be taken to ensure sponsorship does not affect regulatory or inspectorial responsibilities of Council during the life of the sponsorship.
4. Council will not endorse products or organisations in return for sponsorship.
5. No employee of Council shall receive a personal benefit as a result of a sponsorship.
6. Sponsorship benefits shall be documented.
7. Sponsorship benefits shall be commensurate with the level of sponsorship.
8. Council must ensure that sufficient resources are available to enable the committed sponsor benefits to be delivered.

OUTGOING SPONSORSHIP GUIDELINES & PROCEDURES

Council recognises and values the strengths of the Camden community, including the strong sense of belonging, demonstrated through participation in a range of community events/activities/services.

These guidelines and procedures ensure that monetary or in-kind sponsorship requests to Council are dealt with in a fair and equitable manner, and are consistent in their approach.

Applications for sponsorship will be invited twice per year for events and will be assessed by the Sponsorship Allocation Committee.

ELIGIBILITY FOR SPONSORSHIP

- Written applications will be considered from not-for-profit groups, organisations or individuals seeking to organise an event/activity/service within the Camden LGA that has demonstrable benefit to the wider community.
- Festivals, special events and activities that will enhance and promote community wellbeing, the lifestyle of residents and provide a service to the resident or business community of the Camden LGA.
- Organisations that encourage economic and/or tourism opportunities within the Camden LGA.
- Successful applicants must sign and comply with a Sponsorship Agreement, which includes the requirement for:
 - o Acknowledgement of Council (including logo) equivalent to other similar amount sponsors and/or stated within Council's Sponsorship Agreement;
 - o The applicant to obtain and comply with all certificates and approvals required by law in order to hold the proposed event;
 - o Council to have the opportunity to display banners (if deemed appropriate) and as supplied by Council at events;
 - o Invitation extended to Council representative to be present where applicable.
 - o Sponsorship is not to vary from the purpose under which it was granted without the written approval of Council; and
 - o A written evaluation to be provided within three (3) months of the conclusion of the event.

INELIGIBILITY FOR SPONSORSHIP

- The following will NOT be eligible for funding via this program:
 - o Council currently provides financial assistance to the community through a variety of avenues. Applications that are eligible under the policies/programs listed below are not eligible under the Community Sponsorship Program:
 - i. Community Small Grants
 - ii. Support for Special Achievers
 - iii. Civic Centre Fee Relief for Musical Performances
 - iv. Emergency Relief Funds
 - v. Donations for Charitable Purposes
 - vi. Annual Subsidy.
 - o Fetes (schools may be considered only if costs are incurred to comply with Council regulations for eg: traffic management plan);
 - o Political events;
 - o Any event with sponsorship assessed as actual, potential or perceived conflict of interest between Council and the applicant or another sponsoring individual or organisation for such event;
 - o Any event which is assessed as a risk management cost to Council; and
 - o Applicants who have received sponsorship from Council will be ineligible for further sponsorship funding if all requirements of the previous sponsorship, including reporting, have not been satisfactorily complied with and finalised.

ASSESSMENT OF APPLICANT

Eligible applicants will be prioritised according to the following assessment criteria:

- An event which encompasses the community of the whole of the Camden LGA;
- Local general community event (suburb based – a community event held in a particular suburb with the aim of bringing together the whole of the community of that suburb and opportunity for beyond); and
- Sporting events of State or National significance held within the Camden LGA.

In assessing applications, the Committee will also consider the following criteria:

- the event's social and economic benefit to the community;
- amount of funding being sourced;
- anticipated level of appeal to the general wider community;
- the expected outcomes of the event;
- demonstrated need for funding;
- demonstrated financial capacity and responsibility of applicant;
- availability of other funding sources, and appropriateness of the event; and
- level or recognition that Council will receive in response to any sponsorship provided.

In order to maximise community participation in sponsored events, applicants are encouraged to make attendance of their event free to the general public.

All sponsorship will be considered on a one-off basis and no guarantee is made for future sponsorship beyond the term described in the Sponsorship Agreement.

Note: A previous sponsorship does not indicate a commitment to future sponsorship by Council.

All applications will be ranked, Low, Medium, High as a basis for consideration by Council.

LOW	Applicant has not: fulfilled previous conditions of Sponsorship Agreement (if applicable), is a risk to Council, has received funding via other Financial Assistance Policy programs apart from the Community Sponsorship Program, has a conflict of interest, is political/fete.
MEDIUM	Application is within the guidelines however it is considered; <ul style="list-style-type: none"> • Alternative sources of funding are available • Application is not considered as high a priority as other applications; • Applications budget is outside the resources of this program; or • The event would not enhance Council's objectives and plans or provide an event of broad interest or benefit to the community.
HIGH	Application meets the guidelines and is considered appropriate for Council to fund and will enhance Council's objectives and plans and provide a broad interest and benefit to the community.

CONFLICT OF INTEREST

- Applicants must identify and declare any actual, potential or perceived conflict of interest (if applicable) in accordance with Council's Code of Conduct Policy which is available on Council's website.
- Any actual, potential or perceived conflict of interest posed by the potential sponsorship of an event will be identified as part of the assessment.
- No employee of Council may seek or receive a personal benefit or be perceived to receive a personal benefit as a result of sponsorship allocation from Council.
- Council has the discretion to decline offers of sponsorship where the sponsor's involvement could compromise, or be seen to compromise, Council's role and/or public image and public confidence.
- Council officers are discouraged from accepting sponsorship from businesses or organisations with which Council has a contractual relationship. If Council officers are to accept sponsorship from a business or organisation in which it has a contractual relationship, permission must be sought from the General Manager and Council's legal advisors and the reasons for acceptance recorded.
- All Council officers must, if necessary, declare any conflict of interest, pecuniary or otherwise posed by a potential sponsor to the General Manager.
- Council will not enter into any sponsorship arrangements where the business or organisations mission or objectives are in direct conflict with Council.

MULTI YEAR SPONSORSHIP

- Sponsorship arrangements for annual or ongoing events and activities may be subject to multi-year agreements over a period of up to four (4) years, at Council's discretion. Multi-year sponsorship is considered with a view to encouraging self-sufficiency for such events and activities, whilst at the same time maintaining a level of support which will guarantee their short term viability.
- If applicant is successful in obtaining a multi-year sponsorship they will still be required to provide Council with a yearly written evaluation report within 3 months of the conclusion of the event and abide by the Sponsorship Agreement.

IN-KIND SPONSORSHIP

- Applicants must identify any in-kind sponsorship requested, including facilities for waste services, rebate of fees and charges, or any other Council-provided services or facilities.
- Requests for in-kind sponsorship will be assessed based on the criteria outlined in this Program and will be given a dollar costing at the normal rate of Council for such services or facilities. This value will be considered by the Sponsorship Allocation Committee along with all other sponsorship applications.

PROCEDURE

- Applications for sponsorship will be invited twice per year for events/activities in the Camden LGA.
- Written applications must be lodged on the Sponsorship Application Form by the advertised closing date. Forms will be available on Council's website at ww.camden.nsw.gov.au or may be requested by calling Council's Event Officer on (02) 4654 7777.
- Applicants should lodge a copy of their Constitution or Articles of Association with each application, if applicable.
- All applications will initially be assessed and ranked by the Sponsorship Allocation Committee comprised of Manager Employee Relations, Events Officer, Finance representative, Community Services representative in conjunction with input from specialist staff in relation to development applications, traffic, waste management etc. where applicable.
- Applications will be prioritised in accordance with the assessment criteria and will be ranked as stated in the Assessment of Applicant within the Community Sponsorship Program.
- The Committee will recommend applications considered suitable for funding and meeting the Assessment Criteria, with the General Manager having final approval.
- Successful applicants will be advised of Council's sponsorship including conditions of sponsorship and the Sponsorship Agreement.
- All applications will be assessed within the Program, and applicants will be advised of the outcome.
- The applicants list will be reported to Council for information purposes.
- All applicants will be notified of the outcome of their application.
- Any application received which requires consideration outside of the parameters of this program will be submitted to Council for determination.
- All applications will be registered with Council and logged into a database for future reference and notification.
- A report will be submitted to Council for information only advising of applicants, the amount and kind of sponsorship received and the purpose of the sponsorship.

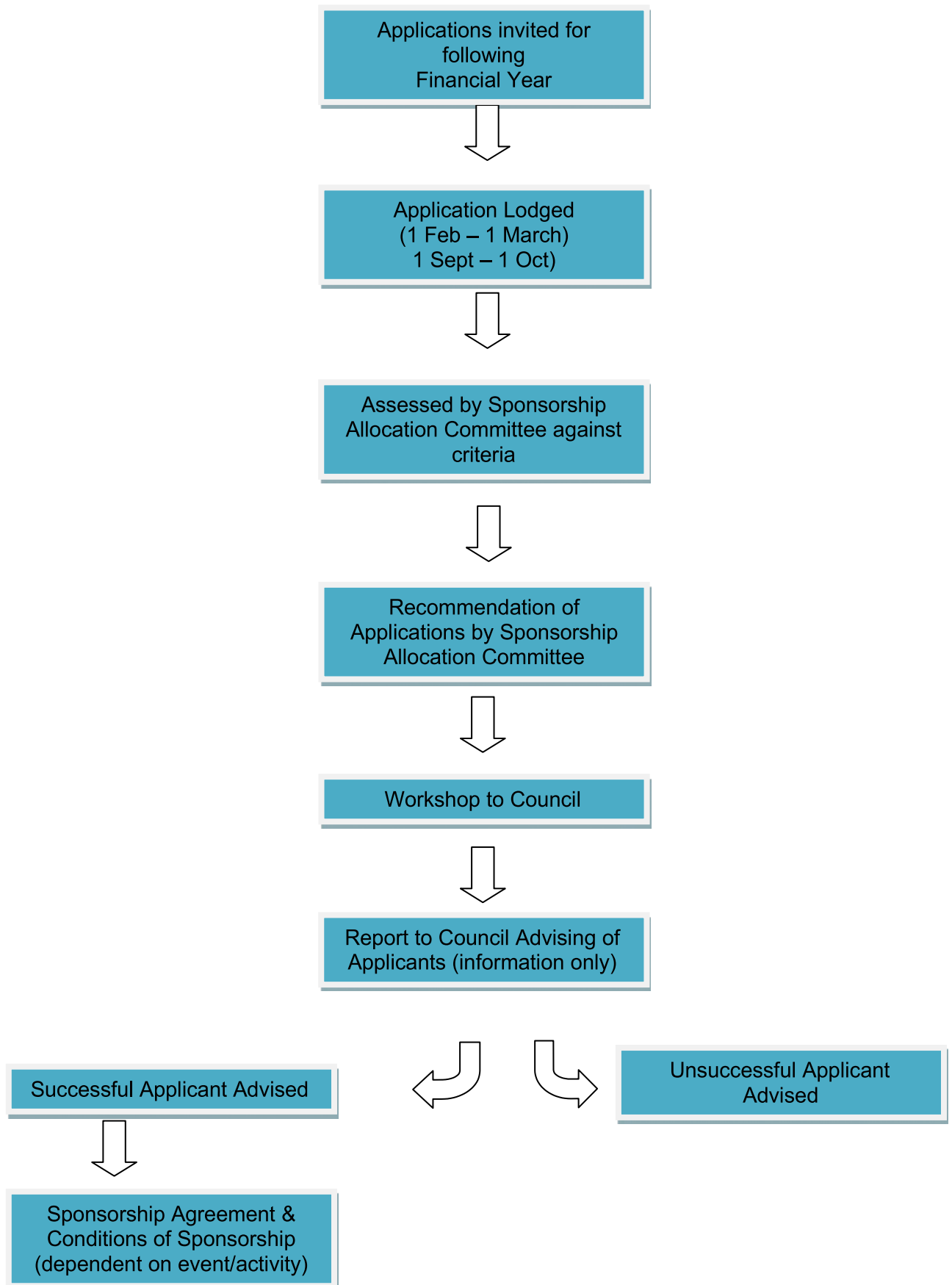
CONDITIONS OF SPONSORSHIP

The following conditions apply to all outgoing sponsorship allocated through the Community Sponsorship Program:

- To use the sponsorship for the purpose approved.

- To notify Council and seek approval for any changes to the event/activity/service for which sponsorship has been approved. If the event/activity/service is cancelled or modified without approval, Council reserves the right to seek full reimbursement of funds.
- To ensure acknowledgment of Council is included in all promotional material etc. or as specified in the Conditions sent to all approved applicants.

SPONSORSHIP (OUTGOING)



RELEVANT LEGISLATIVE INSTRUMENTS: *NSW Local Government Act 1993 (Section 356)*

RELATED POLICIES, PLANS AND PROCEDURES:

Community Well Being Policy

RESPONSIBLE DIRECTOR:

Director Customer and Corporate Services

APPROVALS:

ELG, Council

ATTACHMENTS:

Nil

NEXT REVIEW DATE:

April 2021

RECORD KEEPING NOTES:

All records relating to the policy are to be recorded in TRIM in accordance with Council's Records Management Policy.

HISTORY:

Issue	Approved by	Changes made	Date	TRIM Number
1	<i>Approved by ELG</i>	<i>Minor Amendments</i>	<i>10/11/2016</i>	<i>16/321862</i>
2	<i>Approved by Council</i>	<i>Nil</i>	<i>11/04/2017</i>	<i>17/121446</i>