

	Council Policy Funding Assistance	
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1. Policy scope

Council is committed to providing accessible funding assistance programs that benefit the Lake Macquarie community.

The *Local Government Act 1993* allows councils to provide funding and donations to individuals or organisations for the purposes of exercising its functions.

Funding assistance programs covered by this Policy are:

- Donations and Financial Assistance Program;
- Sponsorship Program;
- Community Events Funding Program.

2. Objectives

Council's objective is to provide funding assistance in a consistent, equitable and transparent manner that meets the requirements of the *Local Government Act 1993*.

3. Policy statement

This Policy forms the framework for an accessible, equitable, and open process for providing funding assistance to external entities and groups, and for Council to accept funding for events and programs.

There are three specific funding programs, each with its own set of eligibility, approval and reporting requirements.

Proposed projects, activities and events seeking funding must fall within one of the programs outlined in this Policy.

Financial assistance will only be granted from one funding program per event/activity, per financial year for up to the following maximum amounts:

- \$2000 for Donations and Financial Assistance;
- \$20,000 for Sponsorship Funding;
- \$10,000 for Community Event Funding.

3.1 Requests for assistance outside of the policy

Nothing in this Policy prohibits Council from considering funding assistance or in-kind support outside the scope of this Policy. Council will consider each case on its merits and any assistance provided will not be considered a precedent for future requests.

3.2 Receiving funding assistance

Funding recipients will be required to:

- use funds for the purpose for which the assistance was awarded, unless written permission for variation has been obtained from Council prior to the activities being undertaken;
- obtain all appropriate permits, approvals, and insurance relating to funded activities;
- acknowledge the assistance of Lake Macquarie City Council in all promotions for funded activities. The Council logo must appear on all promotional material e.g. advertising, flyers, event programs. Note: artwork featuring the Council logo must be approved by Council's Marketing team;
- invite Councillors or their representatives to any events or functions celebrating the launch or implementation of the funding outcomes; and
- if the funded activity is an event, produce a post-event report to Council, including an event expenditure summary.

4. Donations and Financial Assistance Program

4.1 Eligible categories

Council will consider donation requests in the categories detailed below.

4.1.1 Not-for-profit groups and organisations

Not-for-profit groups and organisations that have significant local membership or participation, and/or are undertaking a project that shows significant local benefits, may be eligible for assistance.

Council will consider each request on an individual basis against the eligibility and criteria requirements of this program. The maximum allowable donation per financial year under this program is \$2,000.

4.1.2 Individuals - maintenance of Council land

One additional domestic residential green waste service may be granted to an individual who elects to maintain a parcel of Council-owned or Council-managed land. Individuals are required to complete the Donations and Financial Assistance Program application form in accordance with this Policy to be eligible for the donation.

A green waste service donation can be granted for a period of up to two financial years. Residents can reapply for the donation once this timeframe has ended.

Reimbursement for any Council fee or charge relating to the disposal of waste at any of Council's Waste Management Facilities will not be considered under this program.

By accepting the donation, each resident acknowledges that maintenance of the additional area is at their discretion and does not entitle the individual to any further benefits or preferable treatment by Council.

4.1.3 Individuals - domestic waste services

Residents with an ongoing medical condition that results in a higher volume of waste may apply for a donation to vary or increase their kerbside waste collection services.

Individuals will be required to complete the Donations and Financial Assistance Program application form in accordance with this Policy and provide supporting evidence including a medical certificate.

The domestic waste services donation can be granted for a period of up to two financial years. Residents can reapply for the donation once this timeframe has ended. Services that eligible residents may apply for are:

- one additional fortnightly 240L garbage collection service including the temporary provision of a serviceable bin; or
- one weekly 240L garbage collection service; and/or
- the upfront fee for a fortnightly 360L recycling service.

Note: A serviceable bin may include a new bin or second-hand bin. At the resident's request, Council will retrieve the bin when the donation timeframe has ended.

4.1.4 Council development fees

Council may grant a donation equivalent to Council's development application fees at the time of Council's assessment of the development application, where the:

- a) applicant is (or is applying on behalf of) a charity; and
- b) development is for a charitable purpose, as defined under the Charities Act 2013.

This clause applies to Council fees only.

4.2 Assessment criteria

Applications must meet the assessment criteria :

- the activity or project must commence in the financial year in which funding is sought; and
- applications for funding must be for a specific purpose, and not to be considered as a recurrent source of future funding.

Funding requests that are not in accordance with this program may be accepted through other Council programs, or funding programs by other government bodies.

4.3 Exclusions

Council does not provide funding for:

- projects, activities or events that do not meet the program assessment criteria;
- ongoing operating expenses, such as rent, salaries, printing, etc. (except domestic waste service donations under 4.1.3);
- individuals or organisations raising funds on behalf of others. Council will however, consider applications received from local groups, organisations, or individuals who seek a donation for direct costs associated with an activity that aims to raise money for others, provided it is otherwise consistent with this policy;
- commercial groups or organisations;
- professional sporting teams and individuals;
- recurring functions or events of a primarily social nature organised by not-for-profit groups and organisations;
- government organisations, government-funded organisations, educational organisations or associated groups or individuals are not eligible; and
- individuals (except domestic waste service donations).

4.4 Application process

- The community group, organisation or individual seeking funding must complete an application form.
- The request must be in accordance with this program and all relevant information provided with the application.
- Application forms are available from Council's website www.lakemac.com.au or obtained by telephoning 02 4921 0333 or emailing council@lakemac.nsw.gov.au.
- Completed application forms can be posted to Box 1906, Hunter Regional Mail Centre, NSW 2310 or emailed to council@lakemac.nsw.gov.au.
- Once received, the application form will be assessed by Council officers against the application criteria for this program.
- In some circumstances, additional information may be requested.

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- Applications are determined by the elected Council, except for applications made under clause 4.1.3 of this Policy, which may be determined under delegation by the Chief Executive Officer.
- Applicants will be notified in writing of the application outcome.

4.5 Application process

- Council will invite applications for financial assistance during May or June each year.
- Council may accept applications at other times.
- Council officers will assess applications against the criteria specified in this Policy and make a recommendation for the consideration of the elected Council.

4.6 Information and documents required

Applicants are required to supply all information indicated in Council's Donations and Financial Assistance Program application form.

5. Sponsorship Program

5.1 Program objectives

The main outcome of the Sponsorship Program is to enhance opportunities for residents and visitors to participate in major community, cultural and sporting activities across the City. The main objectives of the program are:

- to increase visitation to Lake Macquarie City;
- to increase economic development in the City; and
- to raise the profile of Lake Macquarie City.

The provision and acceptance of sponsorship is a mechanism for Council to further the directions highlighted in the Community Strategic Plan and Delivery Plan.

To enhance, vary or reduce the cost of current activities, Council may enter into sponsorship agreements. These agreements can involve either granting or receiving of sponsorship. It can do this by providing some benefit to an individual, a private sector company, corporation or other government agency in exchange for goods or services to support its activities. The maximum amount of an individual sponsorship is \$20,000 per financial year.

5.2 Providing sponsorship

Council officers will assess sponsorship applications against the selection criteria and forward eligible applicants to Council's Sponsorship Committee for consideration. The Sponsorship Committee will make a recommendation to Council's Organisational Services Committee for approval of the provision of sponsorship funds.

- The Sponsorship Committee consists of the Mayor, three Councillors plus Director Service Delivery and Customer Support Coordinator.
- The Sponsorship Committee will meet as required.
- The Mayor will chair the Sponsorship Committee meetings.

Sponsorship applications will be accepted in two-rounds: one at the beginning of the financial year and a second half-way through the year. Retrospective funding is not available through this program.

Council is willing to consider applications for multi-year sponsorship agreements, up to a maximum of three years. When considering multi-year proposals, the following matters will be relevant in addition to the assessment criteria:

- international, national and interstate exposure;

- ability to continuously improve the event over multiple years;
- demonstrated financial stability through a robust business and marketing plan; and
- adherence to all commitments made in any previous sponsorship agreements with Council.

Table 1 – Criteria for sponsorship proposals

Criteria	Weighting
<p>Profile marketing and media opportunities:</p> <p>The extent to which the event or activity proposes to positively increase the profile of Lake Macquarie City, and the promotional strategies to be used, including branding, business partnering and value-add opportunities.</p>	30%
<p>Economic benefit:</p> <p>The degree to which the event or activity provides measurable economic benefit to Lake Macquarie City, including the capability of the event or activity to attract visitors to the City.</p>	25%
<p>Social capital:</p> <p>The degree to which the event or activity has the potential to have a positive social impact on the community, including cultural impact.</p>	15%
<p>Financial viability of the event:</p> <p>The degree to which the event or activity is financially viable and sustainable with or without Council sponsorship funding.</p>	15%
<p>Environmental sustainability:</p> <p>The degree to which the event or activity employs environmentally sustainable practices.</p>	10%
<p>Accessibility and inclusivity:</p> <p>The degree to which the event demonstrates accessibility for people of all ages, abilities and backgrounds, or provides free or low-cost activities.</p>	5%
Total	100%

Upon completion of a sponsored event, each recipient of sponsorship must provide Council with a written report outlining how Council benefited from the sponsorship agreement.

Any sponsorship applications that do not meet the selection criteria may be assessed for suitability for Council's other funding programs including the Community Event Funding Program and Donations and Financial Assistance Program.

5.3 Park hire fees

Council will waive park hire fees for not-for-profit and commercial organisations receiving Sponsorship funding through this Policy and conducting public community events on Council-owned and Council-managed land.

This excludes fees associated with additional costs such as electricity, waste and cleaning services or additional infrastructure. This does not include community events held in Council buildings, which have additional financial and risk implications.

5.4 Accepting sponsorship

The Chief Executive Officer (CEO), or an officer authorised by the CEO, has the authority to accept sponsorship funds to deliver a Council event, up to the value of \$50,000 a year, per sponsor.

Under the authority delegated by Council and in accordance with this Policy, the Sponsorship Committee must review incoming sponsorship agreements over the value of \$50,000 a year, per sponsor, before being reported to Council.

Council will use all sponsorship funds or in-kind contributions received for the sole purpose identified in the sponsorship agreement.

Council may accept alcohol-related sponsorships, providing there is no direct link between the sponsorship and activities, assets, facilities or services for people under the age of 18 years.

Suitable sponsorship arrangements will be entered into with people, groups or organisations wishing to provide funds to Council, who are of good reputation and public image, and whose products or services meet Council's expectations and are consistent with our values.

Sponsorship opportunities will be promoted to the open market. Where feasible, Council will publish on its website a list of known sponsorship opportunities of services, functions and programs.

5.5 Exceptions to usual process

In certain circumstances, Council may enter into sponsorship arrangements that have not followed the process described in this Policy. If interest for a particular sponsorship is poor, or an opportunity arises that will bring considerable benefit and requires quick action, Council may make other approaches for sponsorship to appropriate people, groups or organisations that could make a potential sponsorship a success. Council may also choose to consider unsolicited proposals. An unsolicited proposal is one that is initiated by a potential sponsor and is not in response to any action Council has taken. The sponsorship committee will normally review the request and report to Council.

5.6 Sponsorship agreements

Before securing a sponsorship agreement, Council will ensure that the proposed agreement will:

- consistently maintain Council's and the sponsor's professional image within the community;
- develop and maintain a positive relationship with the sponsor through regular communication and acknowledgement;
- ensure the sponsor's products or services meet Council's approval. Council accepts products on their merits, not because they are free;
- not conflict with the objectives and policies of Council and the sponsor;
- not impose or imply conditions that would limit Council's ability to carry out its functions fully and impartially;
- not involve explicit endorsement of the sponsor or its products;
- not control or influence any dealings between the parties;
- ensure sufficient resources are available to deliver the promised sponsor benefits; and
- ensure no employee is receiving a personal benefit from the sponsorship.

Approval from the CEO, or delegated officer, will be sought prior to formalising any Sponsorship agreements.

Sponsorship agreements to the value of \$50,000 a year will require a letter of agreement. The Corporate Legal Office will provide advice for more complex agreements or agreements of more than \$50,000 a year.

Sponsorship Guidelines and reference material documents are available in Council's Controlled Document Register for securing, delivering and managing sponsorship programs.

6. Community Event Funding Program

Lake Macquarie City Council has established the Community Event Funding Program in recognition of the vital contribution that community groups and organisations play in the development of our social capital and quality of life. The Community Event Funding Program is underpinned by a philosophy of partnership. Council provides support to encourage and assist individuals and groups in the community to make a positive and ongoing contribution to the community's wellbeing, cultural life, and environmental sustainability.

The Community Event Funding Program provides support through 'seed' or 'growth' funding, or under the banner of the Lake Macquarie Games.

6.1 Seed funding

Seed funding aims to encourage the development of new events in Lake Macquarie by providing not-for-profit organisations with the initial funding to help support and launch new or one-off event activities. This funding stream provides the Lake Macquarie community with the opportunity to experience new and fresh sporting, environmental or cultural events and activities. Seed funding also helps nurture new ideas, develops community spirit and pride, and supports the establishment of new or innovative event products in Lake Macquarie.

6.2 Growth funding

Growth funding is offered to assist event organisers to improve their existing event and build strategic capacity within their event. The aim of Council's growth funding is to ensure existing events in Lake Macquarie continue to expand and prosper to diversify into new areas, demographics or target audiences. Through continuous improvement, we encourage event organisers to take a strategic approach to their event with a focus on multi-year funding or attracting other funding partners to build financial sustainability.

6.3 Lake Macquarie Games

Sporting and recreation clubs may host activities and events under the banner of the Lake Macquarie Games. The Games have been running since 1982 and lift the profile of the various sports to encourage active participation and healthy lifestyles. Lake Macquarie Games event organisers may request medals and certificates, and if additional infrastructure is required, Seed or Growth funding may be requested.

6.4 Funding eligibility

An organisation applying for community event funding from Council must:

- conduct the event within the Lake Macquarie region;
- be a not-for-profit entity, or have the project auspiced by a not-for-profit entity;
- clearly demonstrate that the funding will genuinely benefit the Lake Macquarie community generally, not just its members;
- hold current and relevant Public Liability Insurance to the value that Council requires;
- demonstrate environmental, social and economic benefits to the Lake Macquarie region; and
- be financially viable and sustainable.

6.5 Funding limits

The maximum funding amount that may be requested for an individual event each year is \$5000, or \$10,000 for a schedule/ program of events. An event budget justifying the requested amount will be assessed as part of the application.

Event funding for up to three years may be requested if event organisers can demonstrate through strategic planning how sustained funding is required for the continued improvement of their annual event. A maximum of \$5000 per event or \$10,000 per schedule/ program of events per year may be requested.

6.7 Assessment process

Funding submissions will be assessed by Council officers and reported to Council's Service Delivery Committee, and subsequently Council, for approval. Council may offer a lower funding amount than requested and place conditions or be specific about the items in the budget it is offering to fund. Assistance is highly competitive and as such, approval is dependent on available funds.

Funding assistance will not be considered for the following:

- capital expenses;
- ongoing operational or administrative costs;
- event coordinator fees;
- program funds;
- retrospective projects;
- government agencies;
- payment of debt or insurance premiums;
- committees of Lake Macquarie City Council;
- conferences or religious ceremonies;
- the core business of educational, religious and medical organisations;
- production of newsletters;
- activities that duplicate existing services;
- individuals and political parties;
- events of a political nature;
- academic research, coursework or fees, or projects seeking financial support for research, studio work or activities that will be submitted for academic assessment; and
- projects that demonstrate a significant budget surplus (it is possible to anticipate a modest surplus).

Controlled Document Information

Authorisation Details

Folder No:	F2017/00976	TRIM Record No:	D08873248
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Department:	Organisational Performance		
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REPOL Date of Endorsement:	10 September 2018	REPOL Report TRIM Record No:	D08939002
Authorisation - Council Adoption Date:	24 September 2018		

Related Document Information, Standards & References

Related Legislation:	(Legislation Name) <i>Local Government Act 1993</i>	(Relationship/Context) Council's authority to undertake works and services and ability to delegate authority
Related Policies (Council & Internal):	(Policy Name) Us of Council's Crest and Logo Policy	(Relationship/Context) Advises the conditions of use of Council's logo
Related Procedures, Guidelines, Forms, WHS Modules/PCD's, Risk Assessments, Work Method Statements:	(Document Name) Sponsorship Guideline	(Relationship/Context) Explains how to seek and maintain sponsorship relationships.
Standards COPs & Other References	(Standard, COP or Other References)	(Relationship/Context)

Definitions

Term / Abbreviation	Definition
Nil	

Consultation (update for each version created)

Key Departments, Teams, Positions, Meetings:	Sustainability, Manager Organisational Performance, Executive, Communications, Community Planning, Chief Financial Officer, Corporate Legal Office, Sponsorship Committee Meeting 25 June 2018
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Version History

Version No	Date Changed	Modified By	Details and Comments
1	August 2017	K. McNaughton	Created new Policy to incorporate Council's three funding programs Donations and Financial Assistance, Sponsorship and Community Event Funding.
2	June 2018	J. Munro	Updated document with minor grammatical changes. Amended document to include the ability to access extra funding opportunities for potential applicants.

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