

Policy

Donations and Sponsorships

Responsible portfolio	Strategy	Document Register ID	250.2019.501.4
Policy owner	Coordinator Governance	Review date	17 March 2025
Date of Council Meeting	15 June 2023	Resolution Number	135/23
Legislation, Australian Standards, Code of Practice	The Local Government Act 1993 Section 356.		
Aim	<p>Snowy Monaro Regional Council (SMRC) acknowledges the contributions made by not-for-profit community based organisations in the Local Government Area (LGA) and, where possible, commits limited funds to help these organisations achieve their objectives.</p> <p>The purpose of this policy is to:</p> <ul style="list-style-type: none"> • establish a consistent, equitable and transparent response to requests for financial assistance; • ensure that all conforming applications received, are given equitable consideration for funding; • ensure that the funding of donations and sponsorship represents value for money to Council and the community; and • ensure that money provided by Council to community organisations are allocated in the most fair and reasonable manner. 		

Version History

Revision No.	Date	Reviewed by	Change Summary	Resolution Ref
03	15 February 2024	Coordinator Governance	Section 3.Provision of traffic control funding for Anzac Day events on recurring basis. Amendment to administration of recurring hall fee payments.	Council 19/24
02	15 June 2023	Coordinator Governance	Section 8 .Unspent grants amount changed from \$200 to \$50	Council 135/23
01	17 March 2022	Coordinator Governance	Adoption of policy	Council 63/22

Scope

This policy applies to requests for financial assistance from not-for-profit community based organisations, groups and individuals that meet community needs and benefit residents in our community.

The purpose of the Donations & Sponsorship policy is to enable Council to support local projects and activities put forward by those organisations who offer a significant contribution to community outcomes and goals as outlined in the Community Strategic Plan. In doing so, financial assistance is to be provided in a consistent, equitable and transparent manner.

Policy

1 Eligibility Criteria

To be eligible for consideration to receive financial assistance, applicants must:

- Be an incorporated not-for-profit and/or charitable organisation, group or individual based or residing in the Snowy Monaro LGA ;
- Provide a budget (income and expenditure);
- Target the local community;
- Fit within Councils Delivery & Operations Program
- Have met any previous Council financial assistance acquittal requirements;
- Have no outstanding debts of any kind to Council; and
- Submit the application form by the applicable cut-off time and date.

In-kind support for the waiver of rates, fees, charges and goods is considered financial assistance within this policy and therefore may be eligible for consideration.

Donations & Sponsorship Management Process

1 Applications

The donations and sponsorships program is conducted annually. The application process sets out an equitable process for council to consider each application on its merits.

Applicants will need to re-apply each year, notwithstanding that they may have received assistance in previous years, except for the approved recurring donations (see 3).

All applications are to be completed on the provided forms. These can be accessed from the SMRC website or collected from one of the four office locations. Forms may be submitted electronically, posted or hand-delivered to any office location of SMRC.

2 Budget

\$50,000 per annum is allocated for a competitive round of donations. This sum excludes the payment of approved recurring donations (see 3).

This policy does not apply for donations and sponsorship requests for events funded from other sources.

3 Approved recurring donations

There are four categories of approved recurring donations. These are donations towards Australia Day events, Anzac Day events, schools presentation days, show events and race days.

Council may determine any additional categories or recipients that are deemed to be recurring.

3.1 Australia Day

There are two categories of Australia Day events: major and minor.

Major events

Equal funding of \$1,500 is allocated to Australia Day events in the three larger population centres. Funding a larger event is provided based on the largest population centre necessary to ensure less than 1 hour travel to the event from all towns and villages. Smaller population centres will be provided funding for a smaller event based on the eight recognised town/village locations across the LGA, upon request.

Minor events

The smaller population centres can request \$200 by email to Governance if they wish to hold an event.

3.2 Anzac Day

Funding for Anzac Day events is strictly limited to cover the cost of traffic management services and limited to a total of \$5,000 for all events in each year.

3.3 Schools

Schools, recognised by the Department of Education and within the LGA, each receive \$100 to contribute to their end of year presentation day.

3.4 Major show events and race days

Major show events receive \$2,000 to cover DA fees, waste management and facility hire.

Race days receive \$2,000 to cover waste management and compost.

3.5 Hall reimbursement of rates

Council reimburses some halls for their rates. The reimbursements have been determined because the facilities are either located on parcels of land not owned by council or because of standing agreement. The payment of these rates will be made directly by Council as an internal process.

3.6 Contribution to Yamaga Sister City Exchange program

Council provide further funding when the reserves have dropped below \$5,500, as the nominal amount determined to be provided to undertake an exchange or host and exchange.

4 Assessment

All applications received are assessed and scored by Councillors for consideration unless they declare a conflict of interest.

The applications will be considered on their respective merits and will be assessed in conjunction with all other requests received, against the following criteria relative to the amount of funding requested:

- Degree of benefit to the community aligned with the Community Strategic Plan;
- Amount of resident participation;
- Evidence of community support;
- Level of consultation and collaboration with other local groups;
- Whether the funding is for new and innovative community projects or programs;
- Consideration of future budget implications resulting from maintenance or asset management on new additions to council's facilities;
- Organisational capacity to deliver the program or project;
- Does the project address local issues by attempting to meet a community need or shortcoming;
- Previous financial assistance to the applicant and the reasons for that assistance; and
- Applicant's access to alternative sources of funding.

5 Approval

All requests for financial assistance will be considered by the elected Council who will be provided with a report on a yearly basis to consider which applications will be funded and to what amount.

6 Acknowledgement of Council's Contribution

Where feasible, recipients are requested to give public recognition and acknowledgement of Council's financial assistance on any related printed and/or promotional material in either hard copy or digital formats (e.g. social media, newspaper, event signage). Applicants can seek assistance from the SMRC Communications team to achieve this requirement.

7 Acquittal Requirements

To ensure financial assistance is used for the specified purpose, all recipients must submit acquittal reports to Council in accordance with the funding agreement. Acquittal of funds must be provided within 30 days of the completion of the event/project.

Governance team will provide acquittal forms for all successful funding applicants to complete.

8 Unspent Grants

Unspent funds exceeding \$50 are required to be returned to council in accordance with the funding agreement.

9 Privacy

Applicants should be aware that copies of applications for financial assistance may be included in a report to Council which will be published in the Council Business Paper and will be publicly available as well as being published on Council's website.

10 Timetable

Schedule	Action
2 weeks	Pre-advertise
6 Weeks	Applications open. Advertising commences and continues for the period the applications are open. Submissions close
2 weeks	Governance collate applications
4 weeks	Councillors are provided with applications and score cards.
	Councillors return score cards to governance
	Governance collate returned score cards
	Score cards and applications are published in business paper, of the next scheduled council meeting, for council's determination of successful application by resolution.
	Successful applicants advised, published on council's website, and funds distributed.
Ongoing	Acquittals provided by applicants within 30 days of event/project completion.

Version History

Variation

Council reserves the right to review, vary or revoke this policy and should be reviewed periodically to ensure it is relevant and appropriate.