

**CO1 – Review of the Corporate Sponsorship Policy**

**COMMUNITY**

**CO1**

**Review of the Corporate Sponsorship Policy**

249738

TRIM 861

**EXECUTIVE SUMMARY**

- The purpose of this report is to advise of an amended Corporate Sponsorship Policy which has been updated to incorporate recommendations from SINC Solutions Consultant following a policy review in 2016.
- The revised policy incorporates the ICAC Principles from the ICAC publication "Sponsorship in the Public Sector".
- Minor administrative amendments have also been made.
- It is recommended that the Draft Corporate Sponsorship Policy be placed on Public Exhibition for 28 days to allow for community input prior to being brought back to the April 2017 Council meeting for adoption.

**REPORT**

In March 2016 it was recommended by Executive that a probity review of the Corporate Sponsorship Policy, event and promotional activities be undertaken by an external body.

SINC Solutions were engaged and completed the review in April 2016.

Kath Roach, SINC Solutions Managing Director stated "The Corporate Sponsorship Policy (GOV0050) generally complies with current resources and best practice".

The review undertaken by SINC Solutions included:

- I. A review of Council documents and publically available website information
- II. Telephone conversations with key Council Officials
- III. Review of compliance of activities; and
- IV. Benchmarking with best practice.

The draft policy amendments are detailed in the Summary of Changes document.

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In accordance with section 361 of the Local Government Act Council is required to give public notice of its draft Code and place it on public exhibition for a period of 28 days with a further 14 days to be provided for submissions.

In giving public notice the object is to bring attention of the notice to as many people as possible and part of Council's practice to achieve this is to place advertisements in the local papers. The next opportunity for advertising in the local newspaper is 25 January 2017 meaning a report to adopt the draft Code cannot be brought back to Council until April 2017.

**CONSULTATION**

Consultation has been undertaken with the: Executive Director Community Services & Corporate Support, Manager Community Outcomes, Community Projects & Events Team Leader and Community Project Officer - Events.

**FINANCIAL IMPLICATIONS**

There are no further financial costs associated with this review. The review was costed and funded through the Governance Section. Once adopted the policy will influence future negotiations and acceptance of corporate sponsorships.

**ATTACHMENTS INCLUDED IN A SEPARATE BOOKLET**

1. Summary of Changes Table
2. Draft Corporate Sponsorship Policy

**RECOMMENDATION**

That the Draft Corporate Sponsorship Policy be placed on Public Exhibition for 28 days to allow for community input prior to being brought back to the April 2017 Council meeting for adoption.