

CO1 – Review of the Corporate Sponsorship Policy

COMMUNITY

CO1

Review of the Corporate Sponsorship Policy

271

TRIM 861

EXECUTIVE SUMMARY

- The purpose of this report is to advise that the Draft Corporate Sponsorship Policy has been publicly exhibited and no submissions have been received.
- It is recommended that Council adopt the Draft Corporate Sponsorship Policy.

REPORT

Council's Corporate Sponsorship Policy was first adopted in 2008 and establishes a probity framework for attracting and securing corporate sponsorship for Council events, activities and projects.

The policy was amended following an independent review by SINC Solutions and input from Councillors. The revised policy incorporates the principles from the ICAC publication "Sponsorship in the Public Sector". Minor administrative amendments have also been made.

Council resolved on 20 February 2017 to place the revised Draft Corporate Sponsorship Policy on public exhibition for 28 days for community input prior to adoption.

The exhibition period closed on Tuesday 21 April 2017 and no submissions were received.

CONSULTATION

Consultation has been undertaken with Councillors and senior Council staff.

FINANCIAL IMPLICATIONS

It is financially beneficial for Council to be able to attract sponsorship to support Council events, activities and projects. The policy provides a framework for future negotiations and acceptance of corporate sponsorships.

ATTACHMENT INCLUDED IN A SEPARATE BOOKLET

1. Draft Corporate Sponsorship Policy

RECOMMENDATION

That Council adopt the Draft Corporate Sponsorship Policy.