

Warringah Council Policy

Policy No. PL 011 Grants

Grants and Sponsorship Policy

1. Purpose of Policy

To support and encourage local community organisations and other organisations to deliver projects and events that provide social, economic or environmental benefits to the Warringah Community through the provision of grants and sponsorship.

2. Policy Statement

The Policy provides the framework for an equitable, open and orderly process for providing assistance to the community. It allows for greater accessibility to funding and ensures transparency around the provision of financial assistance across Warringah. It also provides for greater recognition of the contribution Council makes to supporting organisation that contribute to improving the social, economic or environmental fabric of Warringah.

Financial support is provided across five programs with the level of funding set annually through the Strategic Community Plan and Budget. The Programs facilitate a diverse range of services and projects that directly benefit the community and contribute to the quality of life in Warringah.

The provision of grants and sponsorships is a mechanism for Council to further the directions highlighted in the Strategic Community Plan, Social Plan, Economic Development Plan, Environment and Sustainability Strategy and Cultural Plan. The contribution of the community organisations to developing, coordinating and managing these activities is recognised and respected.

3. Grants, Sponsorship and Donations

A grant is money or goods provided to recipients through formally recognised programs for a specific purpose and outcome.

Grants involve a competitive process where applications are assessed against a set of criteria and funding is determined against:

- quality of the application
- merit of the project
- available funding

Sponsorship is financial or value in-kind support for an event, project, service or activity, in return for agreed commercial and other benefits. It is a business transaction that involves an exchange that has a measurable value to each party in commercial,

communication or philanthropic terms.

A Sponsorship involves a financial contribution where there is a direct cost to Council in providing the service and the fees are waived or income foregone. This applies to services such as cleansing and waste, development applications, health inspections, life guard services, Warringah Aquatic Centre, Glen Street Theatre and parking. Value in-kind sponsorship is a service where there is no direct cost to Council but the opportunity cost of earning income is foregone such as hiring of parks and community centres.

Sponsorship is valued at the price which would have been charged if financial or in-kind assistance was not available.

Donations are not supported as they are discretionary with no agreed outcome or expected return.

4. General Eligibility Requirements

Who can apply generally

To be eligible for funding or support, an organisation must:

- offer a project or service in Warringah, or primarily for the Warringah community (minimum of 75% participants from the LGA)
- be not-for-profit (see exception in 5 of the *Sponsorship and Discretionary Grant Program*)
- be an incorporated body or be auspiced (sponsored) by one

Who can't apply?

The following will be ineligible to apply for grants:

- Individuals
- Government or semi-government organisations
- Public and private education institutions i.e. primary, secondary and independent schools, or tertiary institutions
- For profit businesses (see exception in 5 for Sponsorship and Discretionary Grant Program)
- Political parties
- Industry peak bodies or organisations that as part of their charter do not provide a direct community benefit;
- Applicants that have outstanding rates or other debts to Council
- Applicants that have not acquitted previous grants.

Only one successful application is eligible per organisation within a 12 month period, support for this Policy is not available for recurrent bookings. This is to ensure money is available to as many organisations as possible and that no organisation becomes dependent on Warringah Council for its continued existence

Ineligible activities

The following activities are ineligible for funding:

- Events for fundraising purposes where proceeds will be provided to a third party
- Events/projects of a political nature or incorporate political activities

- Events operated for commercial purposes (see exception in 5 for Sponsorship and Discretionary Grant Program)
- Events/projects that are overtly religious, could be perceived as divisive within the community and unable to demonstrate wider community benefit.
- Day-to-day operational funding for an organisation, including staff wages and insurances
- Projects which begin before Grants or Sponsorship is awarded (no assistance will be awarded retrospectively)
- Payment of debts
- Recurrent or ongoing projects
- Projects considered the core responsibility of other levels of government
- Events or activities in competition or conflict with Council
- Funding for prize money
- Projects that duplicate existing services or programs unless there is a demonstrated need
- Projects that directly contravene existing Council policy

5. Exceptions to General Eligibility - Who Can Apply?

Applications for the Sponsorship and Discretionary Grant Program can be made by organisations that satisfy the General Eligibility OR by organisations that operate for profit. Organisations operating for profit may apply provided:

- they have an appropriate business registration including that of a sole trader,
- offer a project or event in Warringah Council, or primarily for the Warringah community (minimum of 75% participants from the LGA) or where the economic and other benefits largely accrue to the LGA, and
- project or event must have economic or broad community benefit

6. Grant Categories, Funding Available, Approval and Administration

Funding is available for a wide range of projects under the following Programs:

Program	Funding available	Frequency	Approval process
Cultural Development Grants	Up to \$5,000	Annual	Approved by Council
Community Development Grants			
<ul style="list-style-type: none"> • One-off 	Up to \$5,000	Annual	Approved by Council
<ul style="list-style-type: none"> • Recurrent 	Based on need, merit of the application and funding available	Annual	Approved by Council
Infrastructure – Sporting Groups Capital Assistance Grants	Matching funding based on need, merit of the application and funding available	Annual	Approved by Council

Infrastructure - Development Assessment and Architectural Services Grants	Up to \$5,000	Annual	Approved by Council
Sponsorship and Discretionary Grants	Revenue forgone and negotiated case by case	Annual and ad hoc	Approved by Council

Applications for grants and sponsorship will be considered by staff and referred to Council for determination. The funding available is the maximum available for an applicant from the Program. The number of applications and the value of grants and sponsorships awarded will be at Council's discretion, reflecting the strength of the applications as well as the level of funding set annually through the Strategic Community Plan and Budget.

7. Assessment Criteria and Administration

All applications will be initially assessed against stage one criteria:

- Provided in writing with sufficient detail to make a detailed assessment
- Applicant meets the General Eligibility Requirements – where applying for the Sponsorship and Discretionary Grants Program may also meet the Exceptions to General Eligibility
- Allowing sufficient time before a decision is required
- Not in conflict with legal requirements
- Not controversial
- Not likely to adversely affect Council's image
- The applicant hasn't been successful in an application under this Policy in the last 12 months

If the proposal fails to meet these criteria, a letter of refusal will be sent outlining the reasons.

Once the initial assessment is completed successfully, the application will be assessed in detail against the stage two criteria:

A. Project Merit

The activity is well planned and will contribute to diversity, excellence and innovation, whilst addressing Warringah Council's Strategic Goals, including Council's Social Plan, Cultural Plan and/or Recreational Strategy, with minimal environmental impact.

B. Community Development and Participation

There are well developed strategies for engaging and building the capacity of the Warringah community. This is demonstrated by:

- A well developed, evidence based understanding of the needs and expectations of the targeted community and/or audience; and
- Strategies to meet the needs and expectations of the targeted community, increase opportunities for people who are not currently engaged, or who are only minimally engaged; and/or

- Appropriate measures to assess the success of these strategies and to integrate knowledge gained into future strategies.

And

The project effectively meets *one or more* of the policy directions below:

- Stimulates community, cultural and/or sports development in Warringah; and/or
- Provides opportunities for participation as creators, participants and audiences for *one or more* of the following:
 - Aboriginal & Torres Strait Islander people
 - Older people over 55 years
 - People from culturally and linguistically diverse (CALD) backgrounds
 - People with a disability, including those with HIV/AIDS
 - Women, children and families including men
 - Young people
- Builds community capacity, connectedness and sense of place.

C. Organisational Capacity

The applicant has:

- Aims and objectives which support the aims of the Grants Program
- The experience and expertise to deliver the activity effectively and efficiently
- A Board or Management Committee* that is appropriate to the needs of the organisation
- A history of appropriate financial management, including where relevant, previous Council funding
- Satisfactorily acquitted any previous Council funding (where relevant).
In exceptional circumstances Council may decide to fund an application that does not have a Board or Management Committee in place.

D. Project Budget

The proposed budget:

- Is cost effective
- Includes income and expenditure targets that are realistic and achievable
- Includes adequate provision for insurance and other liabilities
- Extent to which alternative and complementary funding sources have been explored or secured

Administration

All successful applicants will be required to enter into a contract before any grant funding can be released and before the project can commence. This contract will detail:

- The description of the project/activity for which funding is being provided
- The amount of cash funding to be received and the details of any value in kind support
- Specific performance criteria for each project – these should be provided when applying and can then be negotiated prior to the final signing of a contract
- Payment schedule
- Deadline for the submission of the project acquittal

8. Cultural Development Grants Program

The Program provides one-off cultural development grants for projects and programs that make a positive contribution to Warringah Community's quality of life whilst addressing Council's Strategic Goals, including the Cultural Plan. Applicants need to be a not-for-profit organisation and meet the General Eligibility Requirements.

Grants are available to organisations up to a maximum of \$5,000

The objectives of the program are:

- enhance existing cultural services and activities and develop new cultural services and activities;
- introduce cultural considerations as an integral part of the management and development of Warringah's natural and built environment;
- foster an informed literate and skilled community as the basis of an involved, productive and creative community;
- conserve and enhance Warringah's cultural heritage in its physical and social manifestations;
- establish partnerships for cultural development with the community, Council, the private sector, and with other local governments and government agencies, and to integrate culture into Council's Corporate Planning strategy; and
- demonstrate the current and potential economic benefits of cultural development to the local economy.

9. Community Development Grants Program

The Warringah community benefits from the work of local community organisations. These organisations enrich the lives of many in the community through the provision of community based services, resources, events, projects, experiences and activities. This Program provides one-off and recurrent grants for not-for-profit organisations that meet the General Eligibility Requirements. Initiatives funded align to Council's Social Plan goals and address community issues by building community capacity, community connectedness and by developing a sense of place.

The objectives of the Program are:

- support community projects, events and activities occurring within the Warringah Local Government Area.
- foster or provide new services, initiatives and resources which address the needs of the local community.
- improve awareness and use of community services and resources.
- create opportunities which develop the knowledge, skills and confidence of community members.
- encourage increased participation in local community and cultural activities, building a greater sense of community.
- contribute to a vibrant community life in Warringah.

One-off grants are provided for specific projects, and are limited to a maximum of \$5,000 per application. Recurrent grants may be provided for a fixed period of up to three (3) and the amount provided is based on need, merit of the application and funding available

10. Sporting Groups Capital Assistance Grants Program

The Program provides one-off grants to sporting groups for matching funding for the construction of new or expanded facilities on sports grounds owned by the Crown or Council. Applicants need to be not-for-profit organisations developing facilities on Crown or Council land and meet the General Eligibility Requirement. Matching funding for up to 50 percent of expenditure is available.

The objectives of the program are:

- to support fund raising efforts of volunteers that manage the sporting groups clubs
- increase the availability of sporting facilities for use by the community to participate in sport, recreation and physical activity,
- improve the safety of sporting facilities for users, and
- improve opportunities for community groups to access sporting facilities.

11. Development Assessment and Architectural Services Grants Program

The Program provides one-off grants to assist community groups and sporting clubs engage architects, prepare concept plans for new or expended public facilities in consultation with local neighbours and lodge development application. Applicants need to be not-for-profit organisations developing facilities on Crown or Council land that meet the General Eligibility Requirements. A maximum of \$5,000 per organisation is available

The objectives of the program are:

- to encourage high quality designs of our public facilities,
- take the pressure off our local community and sporting groups in designing public facilities
- to engagement the local neighbours early in the design concept
- to consider sustainable and uniquely designed buildings that will service the organisation's needs into the future

12. Sponsorship and Discretionary Grants Program

Council sponsors local community organisations (General Eligibility Requirements) and organisations operating for profit (Exception to the General Eligibility Requirements) to provide support to large and small events in Warringah. These events range from sports to cultural events that build capacity for the community and promote local economic development.

Sponsorship provides financial or value in-kind support to organisations providing tangible and measurable commercial benefits to Council and the community. The purpose of the sponsorship program is to help promote a strong and involved community by helping support successful local events and activities.

A Sponsorship will involve a financial contribution from the grants program where there is a direct cost to Council in providing the service - fees are waived or income foregone. This applies to services such as cleansing and waste, development applications, health inspections, life guard services, Warringah Aquatic Centre and Glen Street Theatre where staff costs are incurred. It also applies to loss of regular income for instance where metered parking spaces are allocated to an event.

Value in-kind sponsorship is a service where there is no direct cost to Council and a financial contribution is not obtained from the grants program as a result of foregoing the opportunity of earning income for hiring of parks and community centres. Value in-kind sponsorship may be provided along side sponsorship involving a financial contribution in situations where the income from hire of the park is foregone as well as the cleaning and waste removal associated with the event.

Sponsorship is valued at the price which would have been charged if financial or in-kind assistance was not available.

The value of the sponsorship of any one event will be determined following an assessment of the economic and other benefits estimated to arise from the event.

Sponsorship benefits in return for a financial or value in-kind contribution may include featuring Council's logo in project signage, promotional material or advertising, site or exhibition space, public acknowledgements in speeches and media materials, invitations to participate in the opening ceremony, or including materials in information packs.

Council will only engage in sponsorship where it will assist in achieving the following outcomes:

- supports Outcomes in Council's Strategic Community Plan and related plans including the Social Plan, Economic Development Plan, Environment and Sustainability Strategy and Cultural Plan
- increases the effectiveness of Council's strategic programs
- communicates key messages to target audiences
- enhances Council's public image and reputation.

Council will not sponsor the following:

- recurrent bookings
- events where a financial contribution from the grants program is required and there is insufficient funds in the program.
- activities that compromise public confidence
- initiatives and/or events which compete or conflict with Council activities
- individual or political parties
- organisations or events where the sponsorship fee would be used to provide sponsorship or grants to third parties.

Council's preference is to receive and decide applications annually; however it will receive and consider applications throughout the year.

13. Complimentary or Concession Admission to the Warringah Aquatic Centre

Complimentary or concession admission to the Warringah Aquatic Centre is provided to a range of groups and individuals to promote equity of access and as a means of marketing and promoting the Centre or programs offered at the Centre. Admission to this Centre will be administered under Operational Management Standard, Warringah Aquatic Centre (OMS 004 WAC).

14. Authorisation

This Policy was adopted by Council on 13 December 2011.
It is effective from 14 December 2011.
It is due for review on 14 December 2014.

15. Amendments

This is Version 1. There have been no amendments.

16. Who is Responsible for Implementing this Policy?

Group Manager Marketing and Communications
Group Manager Buildings, Property and Spatial Information
Group Manager Parks, Reserves and Foreshores
Group Manager Community Services

17. Document owner

Deputy General Manager Strategic and Development Services

18. Related Council Policies

- a) Pricing Policy
- b) Corporate Sponsorship Policy
- c) ICAC Sponsorship in the public sector, May 2006
- d) Warringah Aquatic Centre (OMS 004 WAC)

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