



SHIRE OF YORK

APPLICATION FOR SPONSORSHIP

GUIDELINES

1. The Council will maintain a Community Funding budget in the Long Term Financial Plan and Annual Budget which will comprise the available funding pool under this Policy on an annual basis.
2. The Community Funding budget will be used for:
 - allocation of direct financial support;
 - funding of fees waiver against the revenue requirements for community facilities;
 - re-imburement of Council labour costs and payment of any 'use fee' for any Council equipment where in-kind support is provided by the Council.
3. If the fund is exhausted before the end of the financial year, this will be notified to the community and applications will be closed for the remaining period.

If you have any questions after you have read these guidelines, please contact the Deputy Chief Executive Officer on (08) 9641 2233 or email records@york.wa.gov.au.

HOW TO APPLY

1. The Community Funding process will be advertised.
2. Applications may be made to Council on a quarterly basis, or according to any timeframe approved by resolution of Council. The Council will consider applications at the next available Ordinary Council meeting, provided that the application is received fourteen working days before the advertised meeting.
3. Applicants will be required to fill in the attached application form.



Shire of York Sponsorship Application Form

ALL SECTIONS OF THIS APPLICATION FORM MUST BE COMPLETED

Section A: APPLICANT DETAILS

Surname:	<input style="width: 95%;" type="text"/>	First Name:	<input style="width: 95%;" type="text"/>
Organisation:	<input style="width: 95%;" type="text"/>	ABN:	<input style="width: 95%;" type="text"/>
Address:	<input style="width: 95%;" type="text"/>		
Town:	<input style="width: 95%;" type="text"/>	Postcode:	<input style="width: 95%;" type="text"/>
Phone (h):	<input style="width: 95%;" type="text"/>	Phone (w):	<input style="width: 95%;" type="text"/>
Phone (m):	<input style="width: 95%;" type="text"/>	Fax:	<input style="width: 95%;" type="text"/>
Email:	<input style="width: 95%;" type="text"/>		
Website:	<input style="width: 95%;" type="text"/>		

Section B: ABOUT YOUR ORGANISATION

Statement of principal activities:

Organisational status (eg sporting club, business, not-for-profit, etc):

Have you ever received sponsorship from Council for a project? Yes No If 'Yes', please provide details below

Current Executive Members of your organisation and/or relevant staff:

Name:	<input style="width: 95%;" type="text"/>	Position:	<input style="width: 95%;" type="text"/>
Phone:	<input style="width: 95%;" type="text"/>	Email:	<input style="width: 95%;" type="text"/>
Name:	<input style="width: 95%;" type="text"/>	Position:	<input style="width: 95%;" type="text"/>
Phone:	<input style="width: 95%;" type="text"/>	Email:	<input style="width: 95%;" type="text"/>
Name:	<input style="width: 95%;" type="text"/>	Position:	<input style="width: 95%;" type="text"/>

Phone: Email:

Are you requesting use of any Council venue/facility and/or equipment as part of your sponsorship request for your project? Yes No

If 'Yes', please advise details:

Section C: SPONSORSHIP DETAILS

Project to be sponsored (please reference if this project has been undertaken previously):

Date or timeline of project:

Location of project:

Brief overview of the project (including no. of participants and/or target audience):

Is this an annual/ongoing project (provide details)?

Do you envisage you will require ongoing support from Council to continue the project (annually/ in the future)?

Has Council previously sponsored this project (provide details)?

Benefits to Council and/or the community from Sponsorship:

Sponsorship or itemised request for support (provide full details of financial and/or in-kind support, including how the cash sponsorship will be used):

Total cost of project:	\$
Amount of cash sponsorship requested:	\$

ACCESS TO ADDITIONAL SUPPORT

Are there other avenues available to the project organiser to seek support for the project (eg are there relevant grant programs that can be applied for)?

SUCCESSFUL APPLICANTS - REQUIREMENTS

Successful applicants will agree to:

All successful applicants will be required to report to the Council on their project, event or individual activity on its completion. This acquittal process can occur in the following ways:

- speaking briefly at a Council meeting and providing visual record where appropriate;
- if attendance at the meeting is not possible, sending in a brief report by letter to the Shire President for circulation to all Councillors.

Note: attendance to speak at a Council meeting is encouraged for all applicants, especially young people, as a way of learning about Council and Council processes.

On completion of the project, successful applicants will provide:

A detailed **Acquittal Form** within **30 days** of the conclusion of the project outlining how the sponsorship monies have been expended. The Acquittal Form can be found as Appendix A of this Application Form.

DECLARATION

I certify that, to the best of my knowledge, all the details supplied in this Sponsorship Application Form and in any of the attached/supporting documents are true and correct and that the application has been submitted with the full knowledge and agreement of the organisation as detailed in Section A.

I have read and understand the Shire of York Community Funding Donations, Grants, Sponsorship and Waiver of Fees Policy (C 1.3).

I hereby undertake that any and all funds granted to the organisation (as detailed in Section A) by the Shire of York will be expended on the project for which the sponsorship was sought and applied for in this Application.

Name: _____

Signature: _____

Date: _____

OFFICE USE ONLY

Assessment Criteria compliance – Refer to Council

Comments: _____

Officer Recommendation

Approve

Reject

Comments: _____

Council Resolution

Approved

Rejected

Name/Signature: _____

Date: _____



Shire of York Sponsorship Acquittal Form

Beneficiaries of Sponsorship from the Shire of York are to **complete this Acquittal Form** on completion of your project and return it to Council **within 30 days** of the conclusion of the project.

Organisation:

Primary Contact Name:

Phone: Email:

PROJECT DETAILS

Project Name:

Start Date: End Date:

Project Objectives:

Project Outcomes – did your project meet the set objectives?

Project Evaluation – how has your organisation evaluated the success of the project?

Publicity Evaluation – what, if any, publicity was used to promote the project?

PROJECT INCOME & EXPENDITURE

Please complete the table below for project income and expenditure pertaining to the Sponsorship amount received by your organisation from **the Shire of York only**:

INCOME	
Sponsorship amount received	\$
TOTAL INCOME:	\$

EXPENDITURE Breakdown of individual line items such as marketing, printing, venue hire, purchase of equipment, etc	
▶	\$
▶	\$
▶	\$
▶	\$
▶	\$
▶	\$
TOTAL EXPENDITURE:	\$
BALANCE REMAINING:	\$

FURTHER INFORMATION

Please attach other key project information you would like to share.

Council encourages you to provide copies of project evaluation summaries, photographs, stories and comments or quotes from project attendees.

RETURN DETAILS

Please return this **completed Acquittal Form within 30 days** of the conclusion of the project, as follows:

Shire of York

PO Box 22, YORK WA 6302

Email: records@york.wa.gov.au



C 1.3 COMMUNITY FUNDING: DONATIONS, GRANTS, SPONSORSHIP AND WAIVER OF FEES

Policy Objective:

To set out the parameters for Council support of one-off community activities and projects initiated for community benefit and enjoyment via donations, grants, sponsorship and the potential waiver of fees for hire and use of Council facilities.

Policy Scope:

This policy applies to one-off community driven not-for-profit activities including events, developed for general community enjoyment. Note: this includes individuals applying for funding to participate in external activities (e.g. sports events, arts events).

It does not apply to:

- community driven not-for-profit activities and events which occur year-on-year (recurring) and are developed for community enjoyment or community well-being which may be specifically funded via budgets or considered under the Economic Development Tourism Events Funding Policy;
- support funding budgeted for social services provided by the community or external organisations on a significant and/or recurring basis;
- support for civic functions;
- community managed halls funded as part of the public halls budget.

Policy Statement:

Introduction

Members of the York community are involved in a range of activities which support community wellbeing in some way or other. The Council recognises this collective and individual effort and wishes to encourage it as much as possible by providing financial assistance.

The Council will often want to make one-off allocations of support for specific projects individuals and community groups might want to advance. The reality is that on an annual basis, appeals for support generally outweigh the available funding. The Council needs a clear mechanism for allocating funding across competing demands.

In all cases, there is a need for accountability for use of funds by the community. This acquittal process needs to be transparent but also needs to be commensurate with the scale of the funding provided.

This policy sets out the parameters for Council assistance, processes and accountability requirements.

Principles

- (a) Projects developed by individuals and community groups which contribute to the life, vitality and activity of York, in particular activities which encourage people's involvement, are a valued part of community life.
- (b) Being accountable to the community for the use of public monies is essential but acquittal requirements should be commensurate with the scale of the assistance provided.
- (c) Access to funding should be equitable over time.
- (d) Assistance which involves in-kind support and/or waiver of fees has a value and is a cost to the Shire, such as: a time resource (labour), wear and tear on assets, or a loss of revenue. As such, the financial benefit to community groups and projects of this in-kind support needs to be understood and factored into decisions over time.

Provisions 1. The Community Fund

- 1.1 The Council will maintain a Community Funding budget in the Long Term Financial Plan and Annual Budget which will comprise the available funding pool under this Policy on an annual basis.
- 1.2 The Community Funding budget will be used for:
 - allocation of direct financial support;
 - funding of fees waiver against the revenue requirements for community facilities;
 - re-imburement of Council labour costs and payment of any 'use fee' for any Council equipment where in-kind support is provided by the Council.
- 1.3 If the fund is exhausted before the end of the financial year, this will be notified to the community and applications will be closed for the remaining period.
- 1.4 Should there be a remaining amount at the end of the financial year in the Community Fund, the Council may resolve to either:
 - (a) carry over that funding to the following financial year;
 - (b) allocate that funding to an agreed community project or initiative.

2. Applications for Assistance

- 2.1 The Community Funding process will be advertised.
- 2.2 Applications may be made to Council on a quarterly basis, or according to any timeframe approved by resolution of Council. The Council will consider applications at the next available Ordinary Council meeting, provided that the application is received fourteen working days before the advertised meeting.
- 2.3 Applicants will be required to fill in a simple application form. This will include providing information on;
 - who they are;
 - where relevant the nature, goals and mission of their organisation;
 - the nature of the planned project including where relevant, the planned budget,
 - information, where relevant, about experience in managing budgets;
 - how they propose to report back to acquit the project;
 - other sources of funding, if any, and whether the applicant has previously received assistance from the Community Fund.

- 2.4 Applicants will be encouraged to attend the relevant Council meeting where their application is being considered.
- 2.5 Should an application be received and it is clear that the application is more relevant to another Council budgeted funding pool, the applicant will be contacted to discuss the reassignment to that funding pool application process.

3. Categories for Support and Criteria for Decision-making.

- 3.1 The Council will consider applications made under the following general headings: ■ projects which:
- encourage general involvement in local activities including sport
 - assist a community group to expand their ability to provide support for community and individual health and wellbeing
 - increases community knowledge and understanding of their local built and natural environment
 - are focused on protection and restoration of the Shire's natural environment including the Avon River and the protection and restoration of the built environment
- events which have been developed for local community enjoyment. Note: these are events not developed to leverage tourism or economic development benefit but having more of a purely community enjoyment focus.
 - support for individuals, particularly for youth, who have been selected to be involved in regional, state or national cultural and sporting activities;
 - requests by community groups to procure assistance to develop applications for external grants.
- 3.2 The Council will not consider the following types of application under this Community Fund:
- applications involving commercial activities;
 - applications for events intended to leverage tourism and economic development benefits. These will be considered under other funding provisions;
 - requests for on-going operating costs;
 - individual requests for purchase of sports uniforms (team requests will be considered);
 - individual applications for support that do not show parallel efforts to fundraise;
 - retrospective applications;
 - more than one application from the same source in any one year.
- 3.3 The following general criteria will be used to assess applications:
- the individual or community group is Shire of York based;
 - any benefits arising from the activity accrue to the Shire of York community and/or environment in some form;
 - proposed events are open to all members of the Shire of York community;
 - a proposal, particularly for events, has been well thought through and the application for support is well ahead of any final decision to proceed;

4. Types of Assistance

- 4.1 Three types of financial assistance will potentially be available to community groups and community projects for initiatives:
- (a) direct monies paid over; (b) waiver of fees;

(c) in-kind assistance.

- 4.2 Where in-kind assistance and waiver of fees is provided, a \$ value will be placed on the assistance and a record will be kept of the value of the support provided to each applicant.
- 4.3 The setting of values for in-kind assistance will be set through the Annual Budget fees and charges review process.

5. Duration of Assistance

- 5.1 The preference will be for provision for support for a year only for each application. In exceptional circumstances the Council may consider support for a project for a maximum period of three years where it considers the project presents major benefits to the community and it is consistent with strategic direction. Consideration must include the cost/ benefit of effectively reducing the available funding pool for other applicants over this period.
- 5.2 Should the situation arise where the Council sees significant benefit to the community of maintaining support for a project or activity on an on-going basis, it may resolve to consider, via the Integrated Planning and Reporting Framework review cycle or the Annual Budget process, inclusion as a directly budgeted item. Consideration does not imply approval.

6. Level of Funding for Each Application

- 6.1 The Council may, in order to maximise the availability of funding to a range of applicants, decide via a Council resolution to impose a maximum financial support limit per application. If it does so, this will be advertised and will be made clear on the application form.

7. Rejected Applications to the Community Funding Pool

- 7.1 If an application is rejected the Council will:
- provide the applicant with the reasons why;
 - redirect the application, if the applicant agrees, to another Council funding pool if it is deemed more appropriate for the application.
- 7.2 If the application relates to a matter that might be better considered for budgeted resourcing and the Council directs that it be considered as part of review and budgeting processes, this will be followed up with the applicant. Consideration as part of the budgeting process does not imply approval.

8. Acquittal

- 8.1 All successful applicants will be required to report to the Council on their project, event or individual activity on its completion. This acquittal process can occur in the following ways:
- speaking briefly at a Council meeting and providing visual record where appropriate;
 - if attendance at the meeting is not possible, sending in a brief report by letter to the Shire President for circulation to all Councillors.

Note: attendance to speak at a Council meeting is encouraged for all applicants, especially young people, as a way of learning about Council and Council processes.

- 8.2 The Council may require more extensive acquittal information if the amount provided is significant. Such requirements will be identified as a condition at the time of granting the approval.

8.3 Where in exceptional circumstances support up to a three year maximum is provided, the successful applicant must:

- speak annually at the Council meeting to provide an update;
- provide an annual accompanying written summary of how the financial support was used, progress and final outcomes.

Key Terms/Definitions

Financial assistance includes:

- direct provision of money
- waiver of fees
- provision of in-kind support (e.g. assistance with lighting, access to Council owned tables and chairs, assistance with transportation)

Policy Administration

Responsible Directorate/Division: Deputy Chief Executive Officer

Contact Officer Position: Deputy Chief Executive Officer

Relevant Legislation:

Relevant Delegation:

Date Adopted:

Reviews/Amendments

21 March 2016