

DEVELOPMENT & COMMUNITY SERVICES

CP.70 Donations, Sponsorships & Annual Allocations

<i>Responsible Department</i>	Development & Community Services
<i>Resolution Number</i>	C.5338
<i>Resolution Date</i>	18 June 2025
<i>Next Scheduled Review</i>	June 2027
<i>Related Shire Documents</i>	Shire of Northam Council Plan
<i>Related Legislation</i>	Local Government Act 1995 –s.5.3 Local Government (Administration) Regulations 1996 – Reg 12

OBJECTIVE

To provide guidance with regards to:

- Donations.
- Sponsorship.
- Community/Progress Association Allocations; and
- Community Event Annual Allocations.

provided by Council to the community.

SCOPE

All individuals and groups that meet the eligibility criteria are eligible to apply for donations, sponsorships and annual allocations.

DEFINITIONS

For the purpose of this Policy:

A **donation** refers to the provision of cash or items of value, towards an initiative that aligns with key objectives with no return benefit expected.

A **sponsorship** is a commercial arrangement in which a sponsor provides a financial contribution or in kind support to an activity in return for certain specified benefits.

An **annual allocation** is a financial contribution determined by Council that is made to a Progress Association or community group to be included in the budget on annual basis, to be used for community development or events (as determined by this Policy).

POLICY

Council provides ad hoc and ongoing donations and sponsorships aimed at strengthening the capacity of the community through fundraising initiatives, events and other inclusive and community spirited activities.

Council also provides an annual budget allocation to Community and Progress Associations and community groups to assist achieve community projects.

The following donation, sponsorship and allocation opportunities are available through the Shire:

- a. In Kind Contribution.
- b. General Donations.
- c. Education Prize & Donations.
- d. Travel Sponsorship.
- e. General Sponsorship.
- f. Community/Progress Association Annual Allocation.
- g. Community Event Annual Allocation.

1. General Conditions – Donations, sponsorships and allocations

- Donations, sponsorships and allocations are subject to an annual budget approval process. Submission of an application does not guarantee approval.
- The Shire reserves the right to withhold the administration or availability of any of the following donation, sponsorship and allocation programs based upon the long term and annual financial position of the Shire.
- All decisions made under this Policy are final and will not be reconsidered. Applicants may choose to resubmit their applications where permissible under this Policy.
- Any unspent donations, sponsorship or allocation monies are to be returned to the Shire within 60 days of notification, unless otherwise permissible under this Policy. If funds are not returned to the Shire, the organisation will be ineligible to apply for any future donations, sponsorships, annual allocations or grants under CP.32 Community Grants Program Policy. The Shire may take steps to recover the funds.
- This Policy excludes gifts given and received by the Shire.
- Approved projects or events under this Policy are ineligible to apply for categories under the CP.32 Community Grants Program for that particular project or event.
- Applicants may apply for more than one donation or sponsorship outlined in this Policy each year, however only one donation or sponsorship request will be considered per project or event.
- Any approved donations or sponsorships over the value of \$500 must be registered in the publicly available Donations & Sponsorship Register.

2. Donations

2.1 Eligibility

To be eligible to apply for any Shire donation the following criteria must be met:

- Must live and/or operate within the Shire of Northam.
- Activities should provide opportunity to meet the social, economic, and/or environmental aspirations as outlined in the Shire's Council Plan.

- The program/event must be of benefit to the whole community, and/or diverse/specific target groups within the community.
- Funds must be for an activity, event or program with a charitable, fundraising or community service oriented purpose and must not be used for private or commercial gain.
- Businesses and unincorporated bodies are eligible to apply for donations provided it is clearly stated that the donation relates to community or not-for-profit projects and/or events occurring in and directly serving the Shire of Northam community.

The following are not eligible to receive donations:

- Retrospective, contingency or on-going operational costs, e.g., salaries, rent, insurance, admin costs.
- Council Members or Shire of Northam staff (however, the Council Member or employee may be a part of the group who is applying).
- Activities that are unlawful or will cause an environmental hazard, or do not positively reflect the Shire's values and brand.
- Donations pertaining to the purchase or consumption of alcohol (or any alcohol associated licences).
- Donations for a political or religious purpose.
- Applicants with outstanding debts or acquittals due to the Shire.
- To cover shortfalls in funding by state or federal government departments.
- For major/capital equipment purchases or works, property or maintenance projects.

2.2 Application Requirements

Applicants must make a request to the Chief Executive Officer in writing detailing:

- The event or project taking place.
- When it is taking place.
- Why the donation is required; and
- What is being sought in the form of a donation.

Items as outlined in Item 2.1 should be considered in the letter.

The provision of a donation by the Shire of Northam is of a charitable nature and acquittals are not required. Recognition is not required (unless stipulated in this Policy); however, it may be requested if appropriate to the circumstances.

The Chief Executive Officer has authority to assess and make a determination of donations requests under this Policy.

In Kind donations can be approved by the relevant department Executive Manager, provided work schedules allow for the reallocation of resources without impacting other services.

Donation Name	Description	Eligibility & Donation Specific Information	Grant Frequency	Level of Support (Ex GST)
<u>In Kind Contribution</u>	<p>In-kind contributions refer to the provision of Shire equipment, services or products at no cost to the applicant.</p> <p>Examples of in-kind contributions include but are not limited to:</p> <ul style="list-style-type: none"> • Use of equipment. • Wet hire of plant/machinery. • Shire staff resources. <p>In-kind contributions may be made by the Shire where there is a significant community benefit associated with the request, or a financial contribution does not represent best value for money/obtain the most desirable outcome.</p>	<p>See <u>2.1 Eligibility</u>.</p> <p>If the request is for assistance with preparing for an event, applications must be made at least 30 days in advance of the event.</p>	All year round.	These contributions represent a cost to the Shire. The value and timing of the in-kind contribution is to be determined by the Shire based on resource availability.
<u>General Donation</u>	The purpose of a general donation is to assist community and charitable organisations to undertake events, projects and programs to benefit the Shire of Northam community.	<p>See <u>2.1 Eligibility</u>.</p> <p>Any requests received within 10 working days of the event will not be considered.</p>	All year round.	\$200.
<u>Educational Prize and Donations</u>	<p>To recognise young people who have made an outstanding achievement or contribution at their school/institute and/or shown strong leadership skills within the community.</p> <p>Council recognised Schools and education institutions:</p>	<p>See <u>2.1 Eligibility</u>.</p> <p>Any requests received within 10 working days of the event will not be considered.</p> <p>In addition to section 2.1:</p>	Once per year.	<ul style="list-style-type: none"> • \$200 for each recognised primary school. • \$500 for each recognised secondary school. • \$500 St Joseph's School Indigenous Scholarship. • \$200 Clontarf Program.

	<ul style="list-style-type: none"> • Wundowie Primary School. • Bakers Hill Primary School. • Avonvale Primary School. • Avonvale Education Support Centre. • Northam Primary School. • West Northam Primary School. • St Joseph's School. • Northam Senior High School. • Clontarf Program. • Waalitj Foundation - Deadly Sista Girlz Program; and • Central Regional TAFE. <p>Any other schools or institutions not listed above can apply in writing to the Chief Executive Officer to request an educational prize donation, provided they can prove they are an education institution/school and are based in the Shire of Northam.</p>	<ul style="list-style-type: none"> • Evidence of being one of the recognised education institutions, or proof of being an educational facility/school in the Shire of Northam. • Prize, award or scholarship to a nominated student in recognition of outstanding contribution or leadership. • Shire of Northam to be recognised as donor on Certificate. • Council representative to be invited to make presentation. 		<ul style="list-style-type: none"> • \$200 Avonvale Education Support Centre. • \$200 Waalitj Foundation - Deadly Sista Girlz Program • \$1,100 Central Regional TAFE. • \$100 for each recognised school community association, e.g. P&C or P&F Association.
--	---	---	--	---

3. Sponsorship

3.1 Eligibility

To be eligible to apply for any Shire sponsorship the following criteria must be met:

- Activities should provide opportunity to meet the social, economic, and/or environmental aspirations as outlined in the Shire's Council Plan.
- Sponsorship arrangements should enhance the Shire's reputation and reinforce the Shire's brand.
- The event or project must be predominantly held within the Shire of Northam.
- Businesses with a current ABN and incorporated community (not-for-profit or otherwise) groups are eligible to apply for a General Sponsorship.
- Entities must have Public Liability Insurance of at least \$20,000,000 if holding an event to be eligible for a General Sponsorship.
- Individuals aged 18 years or under who are still at school can apply for a Travel Sponsorship if they have been selected for representation at a State, National or International level competition or event endorsed by the relevant State association or governing body.
- Recognition of the Shire as a sponsor must be included in promotional material, at a minimum the Shire logo will be provided to be included on written materials, however promotion can also include:
 - a. Written materials.
 - b. Videos and digital media.
 - c. Verbally in any radio broadcasts; and
 - d. Visually on any clothing or merchandise.

The following are not eligible to receive sponsorship:

- Retrospective, contingency or on-going operational costs, e.g., salaries, rent, insurance, admin costs.
- Council Members or Shire of Northam staff, with exception of the Travel Sponsorship when applied for on behalf of an eligible child in their care (however, the Council Member or employee may be a part of the group who is applying).
- Activities that are unlawful or will cause an environmental hazard, or do not positively reflect the Shire's values and brand.
- Sponsorship funds cannot be used to put towards the purchase or consumption of alcohol (or any alcohol associated licences).
- Sponsorship for a political or religious purpose.
- Applicants with outstanding debts or acquittals due to the Shire.
- Are for the sole purpose of general fundraising activities.
- To cover shortfalls in funding by state or federal government departments.
- For major/capital equipment purchases or works, property or maintenance projects.

3.2 Application Requirements

Applicants must make a request to the Chief Executive Officer in writing detailing:

- The event or project taking place.
- When it is taking place.
- What is being sought in the form of sponsorship; and
- How the Shire will be recognised.

Items as outlined in Item 3.1 should be considered in the letter.

The provision of sponsorship from the Shire of Northam requires recognition of the Shire's support, and specific acquittal requirements (see Item 3.3).

The Chief Executive Officer has authority to assess and make a determination of sponsorship requests under this Policy.

3.3 Sponsorships

Sponsorship Name	Description	Eligibility	Level of Support (Ex GST)	Acquittal requirements
Travel Sponsorship	To support individuals 18 years or under, who are still at school and have qualified to participate in recognised State, National or International level competitions or events.	See 3.1 Eligibility. Guardian or caregivers must be able to consent to their child's information (as required under the <i>Local Government Act 1995</i>) being made publicly available on the website. Any requests received within 10 working days of the event will not be considered.	\$500 Travel sponsorship funds must be spent within 7 days after the event.	Acquittal is required within 60 days of expenditure. <ul style="list-style-type: none"> • Financial statement (income and expenditure). • Evidence of acknowledgement of Shire support. • Completed evaluation form.
General Sponsorship	Activities suitable for granting sponsorship are generally non-core, non-operational activities relevant to the Shire, including but not limited to: <ul style="list-style-type: none"> • Sporting (or other) tournaments and/or events. • Award Ceremonies. 	See 3.1 Eligibility. Any requests received within 10 working days of the event will not be considered.	\$1,000	Acquittal is required within 60 days of expenditure. <ul style="list-style-type: none"> • Financial statement (income and expenditure). • Evidence of acknowledgement of Shire support (e.g promotional opportunities in media (print, radio, TV, online)) • Completed evaluation form.

4. Annual Funding Allocation

All allocation requests under items 4.1 and 4.2 will be assessed by the Shire of Northam Grants Committee for recommendation to Council.

Quote requirements, at time of application submission:

- Any quotes between \$500 - \$5000 require **one** written quote.
- Any quotes between \$5001 - \$30,000 require **two** written quotes.

4.1 Community Event Annual Allocation

This funding allocation assists community organisations achieve annual events available to the whole Shire of Northam community.

Community organisations may apply for an annual allocation, and if accepted, they will be required to enter into a three year contract with the Shire to deliver the agreed upon event.

At the expiry of the three year agreement a new application is required to be made for Council consideration.

\$30,000 is the maximum amount that can be awarded under section 4.1 of this Policy.

4.1.1 Eligibility

To be eligible to apply for a Community Event Annual Allocation the following criteria must be met:

- Activities should provide opportunity to meet the social, economic, and/or environmental aspirations as outlined in the Shire's Council Plan.
- The community group must live and/or operate within the Shire of Northam.
- Must be a community event held within the Shire of Northam that occurs annually.
- The event must have occurred at least 3 years consecutively before an allocation request can be made.
- The event must be of benefit or available to the whole community.
- Must be an Incorporated, not-for-profit community group or sporting club.
- The Shire updates documentation pertaining to Allocation Applications from time to time. Applications must be made on the appropriate Shire of Northam Community Event Allocation Application Form, made available on the Shire Website.
- The group may use the allocation to match funding when applying for an external grant.
- Organisations will be required to provide a statement of intent of what the funds will be allocated towards by the 31 July each year. This must include quotes.

The following will be deemed ineligible to receive funding through a Community Event Annual Allocation:

- Retrospective, contingency or on-going operational costs, e.g., salaries, rent, insurance, admin costs.
- Businesses/profit making ventures.
- State and Federal Government agencies including schools.
- Council Members or staff employed by the Shire of Northam (however, the Council Member or employee may be a part of the group who is applying).
- Activities that are unlawful or will cause an environmental hazard.

- Anything that will become the property of an individual.
- Purchase of alcohol, (or any alcohol associated licences), prizes, gifts or any activities with a fundraising outcome.
- Equipment not directly related to the event.
- Events with a political purpose.
- Faith based or activities for religious purposes (although welfare and community service events of faith-based groups can be considered).
- Activities that duplicate an existing event in the Shire.
- Applicants or auspice with outstanding debts or acquittals due to the Shire.

4.1.2 Assessment Criteria

Applications will be assessed against the following criteria, if applicable:

- Alignment with the Shire of Northam Council Plan, values and demonstrated community or organisation need for the event.
- Evidence of resources, management and financial capacity to deliver the event.
- Details of the anticipated outcomes which will benefit the community as a whole.
- Evidence that the event promotes access, inclusion, opportunity, and participation.
- Evidence that goods and services are being procured from Shire of Northam based businesses wherever possible.
- Details on how the organisation will recognise Shire of Northam support.
- Information pertaining to past success of the event (e.g attendance figures & growth).

4.1.3 Application Requirements

- Every 3 years, the Shire will advertise the opening of the Annual Allocation – Community Events application period.
- Applications must be received by the 1 March and will be considered as part of the annual budget deliberations. Any applications received after the 1 March will not be considered.
- Completed allocation application request form, including detailed event budget.
- Justification as to why the allocation is required.
- Copy of Certificate of Incorporation.
- Copy of Public Liability Insurance (minimum \$20,000,000).
- Copy of the latest financial statement and balance sheet detailing the current financial environment of the club.
- Quotes provided for goods and services must be provided at time of application.
- Applicants must seek the relevant approvals and permits if these are applicable to their project or event.

4.1.4 Other Terms and Conditions – Funding Agreement

In addition to 1. General Terms:

- The allocation must be expended by 30 June of the financial year that it is intended for. Funds cannot be carried forward.
- Failure to provide satisfactory acquittal by 30 June each year will breach the allocation agreement, and the organisation will be ineligible for future event allocations until such acquittal is provided to the satisfaction of the Shire.
- Monies can only be spent on the event activities that it was intended for. Monies spent on other or ineligible activities will be required to be reimbursed to the Shire.

4.1.5 Acquittal Requirements

Funding must be acquitted by 30 June of the relevant financial year.

The recipient will be required to provide the following:

- Declaration by the Chairperson/President that funding was utilised in accordance with the grant agreement and statement of intent.
- Financial statement (income and expenditure).
- Copies of invoices/evidence of expenditure.
- Evidence of project outcomes and acknowledgement of Shire of Northam support.
- Completed evaluation form.

4.2 Community/Progress Association Annual Funding Allocation

This funding occurs once per year and assists Community/Progress Associations undertake projects and programs to enhance and develop the infrastructure in their respective communities.

The following recognised Community/Progress Associations are:

- a. Wundowie Progress Association.
- b. Bakers Hill Progress and Recreation Association.
- c. Clackline Progress Association.
- d. Spencers Brook Progress Association.
- e. Grass Valley Progress Association.
- f. Southern Brook Progress Association.
- g. Quellington Progress & Sporting Association.
- h. Irishtown Agricultural Hall Club Incorporated.

4.2.1 Allocation Criteria

Allocations may be used for:

- Activities that provide opportunity to meet the social, economic, and/or environmental aspirations as outlined in the Shire's Council Plan.
- Allocations may be used for social functions if available to the whole of the Shire community.
- The Association may use the allocation to match funding when applying for an external grant.
- Allocations may be carried forward for up to 5 years for large scale projects. A statement of intention to carry funds forward must be submitted to Council by 1 March each year with a project progress report to secure the funds.
- Funds can only be allocated to third party community groups for infrastructure or equipment if it is of benefit to the wider community.
- Acknowledgement of Shire of Northam support is required.
- Associations must seek the relevant approvals and permits if these are applicable to their project or event.

Allocations may not be used for:

- Retrospective, contingency or on-going operational costs, e.g., salaries, rent, insurance, admin costs.

- Activities that are unlawful or will cause an environmental hazard, or do not positively reflect the Shire's values and brand.
- The purchase or consumption of alcohol (or any alcohol associated licences).
- A political or religious purpose.

4.2.2 Funding Calculations

Funding allocations will only be provided to the listed Progress/Community Associations and will be calculated based on population statistics provided by idcommunity, as published on the Shire's website.

1 – 100 residents:	\$3,300
101 – 500 residents:	\$5,000
501 – 1000 residents:	\$8,000
1000+ residents:	\$10,000

4.2.3 Application requirements

There are no application requirements for an Annual Allocation for Community/Progress Associations. The allocation amount is determined annually by Council in the Annual Budget for the Community/Progress Associations listed in item 4.2 and must be used in accordance with 4.2.1 Allocation Criteria.

Community/Progress Associations with outstanding debts or acquittals due to the Shire will not receive the annual allocation.

If the Community/Progress Association disbands, any outstanding allocations would require to be returned to the Shire in 60 days. Any spent funds would require to be acquitted.

4.2.4 Acquittal Requirements

Funds must be expended by 30 June of the relevant financial year, unless otherwise approved. The recipient will notify the Shire in writing of any delays to the proposed timeframe.

The recipient will be required to provide the following:

- Declaration by the Chairperson/President that funding was utilised in accordance with section 4.2.1 of this Policy.
- Financial statement (income and expenditure).
- Copies of invoices/evidence of expenditure.
- Evidence of project outcomes and acknowledgement of Shire of Northam support.
- Completed evaluation form.