



City of Charles Sturt Business Recognition Awards Event Sponsorship Policy

Reference Number:	
Type:	Council Policy
Category:	Urban Projects
Relevant Community Plan Outcome:	<ul style="list-style-type: none"> • The Western Region economy is promoted through leadership and collaboration across all stakeholders and our community. • Local businesses and entrepreneurial activities flourish through the support, engagement and relationships that are developed and maintained.
Responsible Officer(s):	Economic Development Coordinator
First Issued/Approved:	March 2024
Minutes Reference:	CL 25/03/2024, Item 6.24
Last Reviewed:	N/A
Next Review Due:	March 2026
Applicable Legislation:	Local Government Act 1999
Related Policies:	Sports Awards Event Sponsorship Policy
Related Procedures:	

1. Purpose

The City of Charles Sturt recognises and values the role of organisations in contributing to the support and development of its diverse community, including the recognition of our local business community. The aim of this Policy is to guide and ensure the administration of sponsorship activities for Council's Business Awards is transparent and follows best practice principles of corporate governance, as detailed in this document's Policy Statement. The Policy will enable external sponsorship of the City of Charles Sturt Business Recognition Awards by approved sponsors.

2. Scope

The Policy is intended for use by the Urban Projects Business Unit to guide the selection and administration of event sponsorships (monetary or in-kind) received by Council in support of the Business Awards recognition program. All sponsors will be associated with relevant industry peak bodies and/or prioritised (where possible) from organisations local to the City of Charles Sturt.

3. Policy Statement

All sponsorship acquired by the City of Charles Sturt for the Business Recognition Awards Event will be considered through the established policy conditions outlined below. Sponsors must align to the City's Community Plan and add value to the community and the event. Council recognises the unique relationship it has with business through its economic development endeavours and as such will ensure that the following Policy Conditions are strictly adhered to in a transparent way.

4. Policy Conditions - Business Awards Sponsorship

- a) Council must use the sponsorship funds for the sole purpose intended in the sponsorship agreement.
- b) The value of the benefits package detailed in a sponsorship agreement should be commensurate with the level of financial and/or in-kind support.
- c) Council must ensure that sufficient resources are available and allocated to the delivery of all benefits as detailed in signed sponsorship agreements with the City of Charles Sturt.
- d) There should be no real or apparent conflict between the values, objectives and ethical standard of the Council and those of the sponsor. Council staff seeking sponsorship are responsible for undertaking adequate research and due diligence to minimise the risks to Council in relation to a sponsorship agreement with a company that may result in an inappropriate association being established and reputational damage to the Council.
- e) Council will not seek sponsorship from or provide sponsorship to any party engaged in current or pending legal proceedings involving the Council.
- f) Council will not accept sponsorship from or provide sponsorship to any party that have engaged in legal proceedings involving the Council in the previous six years.
- g) Council will not accept sponsorship from companies where there is a conflict of interest, or a perceived conflict of interest, including companies associated with land development and companies where their operations or affiliations are not aligned with Council's strategic plans, policies or legislative responsibilities.
- h) Council must not seek nor accept sponsorship from a company that has a current grant agreement or contract with Council or is engaged in a procurement process with Council.
- i) Council, at their discretion will not enter into sponsorship with external bodies who:
 - Undertakes any illegal or unethical activity that negatively impacts the community and/or natural environment;
 - Do not share Council's views on promoting a diverse, tolerant and inclusive community;
 - Are political parties;
 - Are considered to be an unsuitable partner by Council for reasons it sees fit to apply in the context of this Policy;
 - Contravene State and Commonwealth legislation or local laws
- j) Sponsorship, and sponsorship agreements, with the City of Charles Sturt should not impose or imply conditions that would limit, or appear to limit, Council's ability to carry out its functions fully or impartially, or impose any liability on Council in respect of the conduct of the activity or project being sponsored.
- k) There must be no suggestion that either explicitly or implicitly that any individual, organisation or company will be given any favourable or special treatment as a result of providing sponsorship support to Council. Council will enforce all and any processes as set out in its policies and regulations.
- l) No official, elected representative, employee or agent of Council is to receive, or solicit, a personal benefit from a sponsorship agreement with Council.
- m) The sponsor of the Business Recognition Awards may not claim through implied or explicit means that Council endorses their 'product' or company. Council must not seek nor accept sponsorship from

organisations or individuals who are, or may be, subject to inspection or regulation by Council during the period of the sponsorship agreement.

- n) Council, at their discretion, has the absolute right to refuse sponsorship if it believes the company and/or the company's objectives might conflict with Council's social responsibilities.
- o) Council will undertake an individual risk assessment before seeking or accepting sponsorship from a company.
- p) Council has the right to terminate a sponsorship agreement without prior notice or reason.

5. The Sponsorship Agreement

All sponsorships with the City of Charles Sturt must be formalised with a signed written agreement.

Full transparency of processes and documentation of all decisions and their reasons is considered best practice and is the most effective fraud and corruption risk control. The sponsorship agreement will be established through an open, transparent, and equitable process. The agreement will be documented such that there is no ambiguity and that both parties have the clarity and guidance to meet their terms and obligations.

Staff negotiating sponsorship packages will make recommendations to senior council administration who will make the final decision.

6. Definitions

Nil