

AMENDED REPORT



Item No: 2.10
Title: Sponsorship Program Round 2 2019-2020
Department: Connected Communities

9 June 2020 Ordinary Council Meeting

Reference: F2020/00039 - D13967272
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Summary

This report outlines the recommendations of the Sponsorship Review Panel for Round two of the Sponsorship Program 2019-20.

Recommendation

- 1 That Council allocate \$33,100.00 for Round 2 from the sponsorship budget, to be paid over the 2019-20 and 2020-21 financial years to the applicants outlined in the table (Attachment 1).**
- 2 That Council decline the Sponsorship program applications for the reasons indicated in the Tables (Attachment 1), and the applicants be advised and where relevant, directed to alternate funding.**
- 3 That Council withdraw \$5,000.00 of pre-committed funds from Round 1, from the sponsorship budget to be paid in 2019-20, due to COVID-19 restrictions for one (1) pre-committed sponsored initiative.**
- 4 That Council request the Chief Executive Officer (or their delegate) to review the proposals and identify those that may not be able to proceed at this stage due to the COVID-19 pandemic and only allocate to those able to deliver proposed initiatives.**

Background

Sponsorship is a commercial arrangement in which Council provides a contribution in money or in-kind to support an activity in return for a certain specified benefit. Sponsorship is provided to assist groups, organisations and businesses seeking support for initiatives that provide benefits to our community.

The Program was revised in July 2018 which now features two categories for funding available for up to three years:

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Category 1 - Hero / Signature Initiatives – negotiated amount

This Category aims to encourage major, high profile events or initiatives to be established on or relocated to the Central Coast. Initiatives under this Category may be one-off or recurrent.

Category 2 - Regional Initiatives – up to \$50,000 per applicant

Initiatives under this Category may be one-off or recurrent noting up to 3 years funding is available. This Category aims to encourage:

- a new, regionally significant events or initiatives for the Central Coast or
- b existing events or initiatives to expand and become regional.

Sponsorship can be allocated for one year or multi-year. The current status of allocation 2019-2020 is outline in table 1. Available funding for 2019-2020 is \$59,050.

Table 1: Total amount of sponsorship funds currently pre-allocated to Sponsorship Category 2

Year	Amount pre-allocated from prior Council decisions	Amount available for new allocation
2019-20	\$140,950	\$59,050
2020-21	\$77,250	\$122,750

Submissions

Round 2 of the Sponsorship Program 2019-2020 opened for applications on 1 February 2020 and closed on 29 February 2020.

Assessment

Round two of the Awarding Sponsorship Program in 2019-20 received ten applications requesting a total of \$453,852.23 in funding over two years.

Eligible applications were reviewed and weighted by staff against the selection criteria.

Based on this analysis, three applications for a total funding of \$19,900 has been recommended in 2019-2020 and \$13,200 in 2020-2021.

Seven applications were not recommended for funding.

All Sponsorship applications were assessed by the Central Coast Council Grants and Sponsorship Review Panel on 15, 16 and 22 April 2020 and presentations from five applicants undertaken on 15 April 2020.

In addition, implications from COVID-19 restrictions were assessed for all pre-committed sponsored initiatives with one pre-committed initiative making changes that required a

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funding review. This review recommends that \$5,000 previously committed be withdrawn as noted in Meeting Record of the Sponsorship Review Panel meeting 22 April 2020, item 6 (refer to Attachment 2).

Table 2: Summary of annual Sponsorship commitments if recommendations endorsed

Totals per year	Pre-committed by earlier Council decisions	Recommended funding for Round 2 2019-2020	Recommended funding withdrawals for pre-committed earlier Council decisions	Total if Round 2 recommendations approved	Remaining Budget for Round 2 2019-2020
2019-20	\$140,950	\$19,900	(\$5,000)	\$155,850	\$44,150
2020-21	\$77,250	\$13,200		\$90,450	\$109,550

Consultation

Council's Sponsorship funding programs were open for applications from 1-29 February 2020. Throughout the open period the following promotion and consultation was conducted:

- Promotion on Council's web site and social media
- Print advertising in the Central Coast Express Advocate, Coast Community News, Peninsular News and Wyong Regional Chronicle
- Radio advertising on Central Coast radio stations
- Council screen savers at administration buildings, libraries and leisure centres
- Emails sent to Council's databases of previous Grant and Sponsorship applicants; Sports Association contacts; Events Team contacts; NSW Business Chamber contacts; This Is The Life partner list; and Access and Inclusion list
- Emails sent to Central Coast tourism industry via Tourism Central Coast
- Phone support offered by Council staff throughout the application period.

In addition, general Grant and Sponsorship information sessions and drop-in sessions were held during February at:

- Council's Wyong administration building
- The Erina Centre, Erina Fair
- Woy Woy Library
- Blue Haven Community Centre

In assessing applications, the Sponsorship team consulted with Council's debtors to determine that applicants:

- Did not have an outstanding debt to Council
- Had satisfied all previous funding acquittal requirements

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- Had not already received funding from another Council source for the initiative applied for under either Grants or Sponsorship Program.

Individual consultation was also undertaken with some applicants to clarify various aspects of their application if required.

Options

- 1 Approval of all recommended applications as submitted will provide a community benefit to residents of the Central Coast Local Government Area.
- 2 Non approval of some or all applications, as recommended, may result in projects not being undertaken if the respective proponents are unable to secure alternate funding.

Financial Impact

There is an available budget of \$59,050 for Round 2 of the Awarding Sponsorship Program in 2019-20. With the addition of the recommendation to withdraw \$5,000 of funding the amended available budget from the 2019-20 sponsorship budget is \$64,050. Allocation of \$19,900 will leave \$44,150 un-allocated in 2019-2020.

Allocations for 2020-21 are also within budget leaving \$109,550 to be allocated in 2020-21 Sponsorship Program.

Link to Community Strategic Plan

Theme 2: Smart

Goal C: A growing and competitive region

S-C1: Target economic development in growth areas and major centres and provide incentives to attract businesses to the Central Coast.

Risk Management

All Sponsorship programs have a written agreement detailing the deliverables required in timeframes and include requirements to provide acquittal in line with Council's policy and ICAC guidelines.

All successful grant applications will receive a letter of offer outlining Council's requirements of funding, service delivery and accountability for both Council and the funded organisation.

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All successful applicants are required to submit a final project acquittal report no later than twelve weeks after the agreed completion date of the activity/project with copies of any photos, promotional materials and evidence of payment/purchase for each funded item.

Critical Dates or Timeframes

Many of these Grant and Sponsorship applications are dependent upon support via Council's Grants and Sponsorship Programs. Should decisions be delayed or not supported, projects may not be undertaken.

Attachments

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| 1 | Sponsorship Program 2019-20 Round 2 Panel recommendations | D13981952 |
| 2 | Sponsorship Review Panel Meeting Record 22 April 2020 - Excerpt | D14000412 |

Recommended for Funding

Applicant	Title	Requested Amount	Funding Recommendation	Reason for Recommendation
Australian Sailing Limited	2020 NSW Youth Championships and Coaching Clinic	\$10,000 2020/21	\$4,500 in 2020-2021	<p>The Panel recommends funding for this event as it demonstrates community benefit drawing tourism to the region.</p> <p>Return on Investment demonstrated through attracting visitors, activating place, as well as providing exposure and positively profiling the region. The applicant has detailed the initiatives path to self-sustainability as a permanent fixture on the Central Coast event calendar.</p> <p>The funding recommended is less than requested due to the cancellation of the Coaching Clinic but meets the priorities as nominated by the applicant.</p> <p>Recommendation is conditional on content generated in the promotion of Central Coast region which must highlight local sailing clubs and competitors can be used by Council for promotion opportunities prior to funds being released.</p>
Maximum Adventure Pty Ltd	Bouddi Coastal Trail Run 2020	\$30,000 2019/20	\$19,900 in 2019 – 2020	<p>The Panel recommended the event for funding as it provides community benefit, will attract visitors out-of-region, activating place, as well as providing exposure and positively profiling the region.</p> <p>Return on Investment demonstrated through media exposure and reach and partnerships with local businesses.</p> <p>The application has detailed the initiatives path to self-sustainability as a permanent fixture on the Central</p>

Applicant	Title	Requested Amount	Funding Recommendation	Reason for Recommendation
				<p>Coast event calendar and its correlation to the CSP.</p> <p>The funding recommended is less than requested due to the limited growth opportunities of the event, however funding provided recognises the increase in activities for the 2020, and meets the priorities as nominated by the applicant.</p> <p>Recommendation is conditional on content generated in the promotion of Central Coast region can be used by Council for promotion opportunities prior to funds being released.</p>
Roller Fit	RollerFit x Moxi Skate Fest	\$14,700 2020/21	\$8,700 in 2020 - 2021	<p>The panel recommends this event for funding as strong community benefit is demonstrated in the event successfully run in 2019.</p> <p>This event will generate a Return on Investment to the Central Coast by attracting visitors, supporting economic development, activating place, as well as providing exposure and positively profiling the region on the international stage. The event is run over a period of three days and supports local accommodation and small business.</p> <p>The funding recommended is less than requested due to some ineligible costs but meets the priorities as nominated by the applicant.</p> <p>Recommendation is conditional on content generated, in the promotion of Central Coast region can be used by Council for promotion opportunities prior to funds being released.</p>

Applicant	Title	Requested Amount	Funding Recommendation	Reason for Recommendation
Total			\$19,900 in 2019-2020 \$13,200 in 2020-2021 \$33,100 Overall total	Total sponsorship budget is \$200,000 annually. The total funding allocation for 2019/20 is \$155,850 which includes: <ul style="list-style-type: none"> • 2019/20 Round 2 recommendations as noted in this document (\$19,900), • pre-committed funding from approved sponsorships from previous rounds (\$140,950), and • funding changes due to COVID-19 (-\$5,000) Gosford Race Meet. There is a remaining allocation of \$44,150 from 2019/20.

TOTALS PER YEAR	Recommended from Round 1 2019-20 (As detailed below)	Pre-committed funding	Funding withdrawn due to COVID-19	Total if Round 2 recommendations are approved	Remaining Budget
2019-20	\$74,200	\$66,750	(\$5,000)	\$155,850	\$ 44,150
2020-21	\$65,000	\$12,250		\$90,450	\$109,550
2021-22	\$0	\$0		\$0	\$200,000

Not Recommended for Funding

Applicant	Title	Requested Amount	Staff and Panel Recommendation	Reason Not Recommended
Don't Hold Back Pty Ltd	Central Coast Oyster Farm Tours	\$48,090 2019/20	\$0	<p>Council Officers recommend this initiative is ineligible for funding as it has not demonstrated the return for investment to Council for the wider region.</p> <p>The outlined initiative seems worthwhile for further consideration, as the application does outline how the event could meet sponsorship program and CSP outcomes. It does however not establish the economic benefits of the initiative.</p> <p>Thus, it is the further recommendation of Council Officers that this initiative reapply during the Sponsorship Program 2020-21, Round 1.</p> <p>Relevant Sponsorship Guidelines criteria: The applicant was not unsuccessful due to eligibility. The applicant failed to adequately demonstrate a significant ROI for the proposed initiative in their application.</p>
Glenworth Valley Horse Riding Pty Ltd	Central Coast Wave Park Feasibility Study	\$50,000 2019/20	\$0	<p>The Panel recommend this initiative is not recommended for funding as the panel identified the limited benefit for broader Central Coast community.</p> <p>Thus, it is the further recommendation of Council Officers that this initiative consider reapplying in future Sponsorship Programs.</p> <p>Relevant Sponsorship Guidelines criteria: 8.3 Initiatives that have no expectation of a commercial return or benefit to the Central Coast community.</p>

Applicant	Title	Requested Amount	Staff and Panel Recommendation	Reason Not Recommended
Gridiron Australia	2020 Gridiron Australia National Championship	\$50,000 2019/20	\$0	<p>Gridiron Australia Limited advised Council Officers they wish to withdraw their current application due to the current COVID-19 environment.</p> <p>Gridiron Australia Limited will consider applying as part of Central Coast Council Sponsorship Program 2020-21 Round 1.</p>
Share with Oscar	Parking Activation Gosford City	\$77,244 2019/20 \$59,244 2020/21	\$0	<p>Council Officers recommend this initiative is ineligible for funding due to seeking funding of a private business. Reference 8.9, in Sponsorship Guidelines.</p> <p>Relevant Sponsorship Guidelines ineligibility criteria: 9.14 Application is for funding of the core business of the organisation.</p>
Style Vine Events	CoastFest	\$50,520 2019/20	\$0	<p>Council Officers recommend this initiative is ineligible for funding due to lack of supporting documentation being provided.</p> <p>Thus, it is the further recommendation of Council Officers that this initiative reapply during the Sponsorship Program 2020-21, Round 1 with relevant documentation provided.</p> <p>Relevant Sponsorship Guidelines ineligibility criteria: 9.1 Late or incomplete applications.</p>

Applicant	Title	Requested Amount	Staff and Panel Recommendation	Reason Not Recommended
Xabc Entertainment	The 6th Girrorakool Blues Festival	\$49,054.23	\$0	<p>Council Officers recommend this initiative is not recommended for funding as this initiative has previously been funded for a total of \$61,250 across three consecutive years (2018 / 2019 / 2020).</p> <p>Relevant Sponsorship Guidelines criteria: The applicant was not unsuccessful due to eligibility. The sponsorship program is merit based and given this initiative has previously been funded for three consecutive years, the applicant did not demonstrate strategies and measures for the project to be self- sustaining beyond the funding period.</p>
Precedent Productions	2020 Central Coast Local Business Awards	\$15,000 2020/21	\$0	The panel recommend that the initiative is not recommended for funding as the event had run successfully in the past without Council funding. The panel raised concern that there was little or no involvement of local Business Chambers.

Sponsorship Review Panel Meeting Record 22 April 2020
Attachment Two



Item 6 Finalisation of previous Sponsorship Recommendations affected by COVID-19

After consultation with relevant sponsorship recipients, staff recommends the following sponsorship agreement amendments:

Reference	Applicant	Project Title	Amount Committed
SP0009	Regional Youth Support Services (RYSS)	Comicon	\$3,250
Recommendation	Amount Recommended	Budget Year	
Recommend progressing with sponsorship in full.	\$3,250	2020-21	
Comments			
<ul style="list-style-type: none"> Event postponed from 1 May 2020 to November 2020 (date TBC) due to COVID-19. Low risk. Agreement drafted to go but recommend we engage with legal to include a clause around sponsorship in the event of cancellation/postponement due to COVID before signing amendments. In order to make recommendation staff have engaged with event organiser who is in agreeance with recommendation. 			
Special Conditions (if applicable)			
<ul style="list-style-type: none"> 			

Reference	Applicant	Project Title	Amount Committed
SP00023	Gosford Race Club	Gosford Standalone Race Meet	\$14,200
Recommendation	Amount Recommended	Budget Year	
Recommend progressing with partial sponsorship.	\$9,200	2019-20	
Comments			
<ul style="list-style-type: none"> 2020 event proceeding on 9 May 2020 but in Randwick (no spectators) due to COVID-19. Council had committed to funding a total of \$24,200 across two years - \$14,200 (\$9,200 for advertising and \$5,000 for entertainment) in 2020 and \$10,000 in 2021. Agreement not yet provided/not yet invoiced. Recommend providing sponsorship amount of \$9200 in 2020 as full advertising campaign was already in market at the time of COVID-19 event restrictions coming into play (Force Majeure). Recommend we engage with legal to update agreement accordingly. In order to make recommendation staff have engaged with event organiser who is in agreeance with recommendation. 			
Special Conditions (if applicable)			
<ul style="list-style-type: none"> 			

Sponsorship Review Panel Meeting Record 22 April 2020
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Reference	Applicant	Project Title	Amount Committed
SP00002	Glenworth Valley	Horses Birthday 2020	\$10,000
Recommendation	Amount Recommended	Budget Year	
Recommend progressing with sponsorship in full.	\$10,000	2019-20	
Comments			
<ul style="list-style-type: none"> At this stage event is proceeding on 1-2 August 2020 as planned. High risk of being cancelled/postponed due to COVID-19. Agreement drafted. Recommend staff engage with legal to include a clause around sponsorship in the event of cancellation/postponement due to COVID-19 before signing agreement. In order to make recommendation staff have engaged with event organiser who is in agreeance with recommendation. 			
Special Conditions (if applicable)			
<ul style="list-style-type: none"> 			

Reference	Applicant	Project Title	Amount Committed
SP00030	Naughty Noodle	Coastal Twist Festival	\$50,000
Recommendation	Amount Recommended	Budget Year	
Recommend progressing with sponsorship in full.	\$50,000	2019-20	
Comments			
<ul style="list-style-type: none"> At this stage event is proceeding on 2-6 October 2020 as planned. Medium risk of being cancelled/postponed due to COVID-19. Agreement drafted. Recommend staff engage with legal to include a clause around sponsorship in the event of cancellation/postponement due to COVID-19 before signing. In order to make recommendation staff have engaged with event organiser who is in agreeance with recommendation. 			
Special Conditions (if applicable)			
<ul style="list-style-type: none"> 			