

AMENDED ITEM



Item No: 4.7
Title: Community Grants and Sponsorship Program Review
Department: Connected Communities

27 August 2018 Ordinary Council Meeting

Trim Reference: F2017/00816 - D13281557

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Summary

This report provides the findings and recommended program changes to Council's (CCC) Community Grants and Sponsorship Program following a review undertaken between May and July 2018 on the program's first 12 months of implementation.

The review involved stakeholder consultation, independent assessment and internal evaluation to identify areas for improvement that would better enable the program to meet community needs and align with priorities as identified in *One - Central Coast Community Strategic Plan 2018-28 (CSP)*.

Recommendation

- 1** *That Council receives the Community Grants and Sponsorship Program Review Report.*
- 2** *That Council endorse the recommended changes to the Community Grants and Sponsorship Programs.*
- 3** *That Council endorse the recommended changes to the Policy for Community Grants and Policy for Sponsorship Management to reflect the recommended Program changes.*
- 4** *That should Council wish to implement Budget Option A, that an increase of \$300,000 be allocated to the Community Infrastructure Fund.*

Context

Council at its meeting of 26 July 2017 resolved as follows or part thereof:

484/17 That Council review the newly adopted (Community Grants and Sponsorship Program) program following its first year of operation.

In 2017-18 Central Coast Council (CCC) delivered a \$1.48 million grants and sponsorship funding program to give the community opportunities to apply for funding to support their events, programs and initiatives. This followed a formal review conducted in 2017 which combined the former Wyong Shire Council and Gosford City Council community grants and sponsorship programs, resulting in a new CCC Grants and Sponsorship Program structure, a new CCC Policy for Community Grants and a new CCC Sponsorship Management Policy.

In 2017/18 CCC received over 347 Community Grant and Sponsorship applications and awarded \$1,263,965.32 of the \$1.4 million allocated in the budget. CCC allocated \$1,064,585.32 to 163 different projects through its Community Grants program. These figures exclude funds distributed through ClubGRANTS, the Chain Valley Colliery/Lake Coal Community Fund and Stronger Communities Grant Program administered by CCC. The Sponsorship program awarded \$199,380 to 7 different projects.

The annual budget allocation for three programs, Community Development Grant, Community Partnership Grant and Sponsorship (Tier 2 and 3), was 100% expended and awarded to less than 50% of applications (see Attachment 1 - Tables 2 and 2.1). This indicates a higher demand than can be met by the funds, emphasising the requirement for rigorous selection within an increasingly competitive Community Grants and Sponsorship Program.

The Grants and Sponsorship Program was to be reviewed within 12 months of its commencement. The aim was to evaluate CCC's Grants and Sponsorship Program and guide the implementation and delivery of the program throughout 2018/19 to ensure that the Program meets the needs the community.

Current Status

CCC's Community Grants and Sponsorship Program are currently closed and will be reopened in September 2018 following Council's consideration of the Community Grants and Sponsorship Program Review recommendations.

Assessment/Report/Proposal/

The Community Grants and Sponsorship Program Review was conducted between May and July 2018. Key findings and recommended changes are summarised below with the review report included in Attachment 1.

Review Scope

The Review scope was to assess and benchmark the Programs against other Councils and community feedback and provide recommended changes to:

- Internal processes for management and delivery of Community Grants and Sponsorship programs.
- Program Guidelines and Definitions for the funding categories.
- Program Categories.
- Processes for assessment of Community Grants and Sponsorship programs.

The Review excluded ClubGRANTS, Chain Valley Colliery/Lake Coal Community Fund and Stronger Communities Fund as these are grant programs administered, but not funded, by Council on behalf of other agencies and organisations.

The Review involved four research and consultation processes.

A desktop review of the program was undertaken including reviewing the total number of funding applications received per program, total funding allocated, and development of the review scope and plan.

Consultation was undertaken with internal and external stakeholders via workshops and an online survey (see Consultation below).

Independent expert assessment of the Community Grants and Sponsorship Program was undertaken by external consultant 'Jill Davis Collaborating'. The two consultants involved in the evaluation of the program included Ms Jill Davis of Jill Davis Collaborating and Professor Stephanie Short, Discipline of Behavioural and Social Sciences in Health, University of Sydney. Their assessment included an evaluation of the past 12 month's program structure, guidelines and processes as well as benchmarking with other Local Government grants and sponsorship programs.

The Council Grants and Sponsorship Review Panel met with the Director Connected Communities and Unit Manager of Community Partnerships in July to the Review findings and proposed changes. The Panel's feedback has been included in the final proposed changes to the Grants and Sponsorship Program.

Review Key Findings

Key findings from the combined Review processes are as follows:

- The CCC Grants and Sponsorship Program is comprehensive when compared with programs of other Local Government Areas of similar composition.

- Overall positive feedback gained about the program from the community.
- The timeframe between submission, notification and allocation of funding is considered too long.
- The Program Guidelines require review to address a number of definitions to better define what is eligible and ineligible, including 'retrospective funding', 'personal benefit' and 'cash prizes'.
- The need for a weighted assessment tool was identified to rank and score Grant and Sponsorship applications more efficiently and effectively according to Expected Program Outcomes.
- There is a need to better define for CCC the distinction between a 'Grant' and 'Sponsorship' as well as provide clearer practical distinction between program categories, especially Community Development and Community Partnerships.
- There was a gap identified in smaller scale Regional events, such as NSW sporting titles, which have economic value but don't meet either of the current Community Partnership Grant or Sponsorship criteria.
- There was a gap for businesses that wish to apply for less than the Community Partnership Program threshold of \$5,000 but are ineligible to apply under the Community Support program.
- The Program (being the first unified CCC Grants and Sponsorship Program) succeeded in bringing all community funding including in-kind under the one identifiable and reportable area in Council, making it easier for Council to run a fair, open and transparent process that meets ICAC guidelines. Previously some in-kind monies went directly to community groups from various business units, often with no written agreements in place. This kind of funding is now all channelled through the formal program, a positive result. However, programs are now oversubscribed, with lower success rates for applicants due to greater demand through the centralised fund. There is a need to consider increasing the overall amount of funding available.
- There is a need to consider increasing some funding thresholds to meet requirements, such as Heritage and Social Enterprises.
- There is benefit in having the capacity for the program to move funds between programs to address shortfalls.
- A number of applications were considered poor quality because they didn't demonstrate community benefit adequately or did not meet the eligibility criteria

for reasons such as not providing financial accounts or the minimum number of quotes as required evidence.

Review Recommended Program Changes

The Review provides a number of responses and recommended changes to the existing CCC Community Grants and Sponsorship Program in response to the findings. The recommended changes aim to ensure:

- Simplified program structure and information to improve community and business understanding of, and access to, the grants and sponsorship programs;
- Greater efficiency and streamlining of administrative and assessment process;
- Improved customer communication regarding the status of applications and assessment decisions; and
- Alignment with, and achievement of, the program aims and the One - Central Coast Community Strategic Plan 2018-2028.

Recommended Change 1: Internal Process Refinement

The review identified a need for internal process refinement in the following areas to improve efficiency, accuracy and reduce the timeframe from funding application to notification for grant applicants:

- Guidelines and Definitions
- Assessment Process
- Timeframes
- Technology
- Information and Communications
- Payments

Recommended Change 2: Revised Program Structure

A revised Community Grants and Sponsorship Structure is proposed with key changes as follows:

- Establishing a new Community Infrastructure Program (formerly part of Community Development Program) with proposed increased level of source funds.
- Maintaining the Community Development Program for non-infrastructure community projects, excluding events.

- Establishing a Community Events and Place Activation Program (formerly Place Activation Program and Community Partnership Programs) for all community events and increasing the maximum funding per project for Place Activation from \$5,000 to \$20,000.
- Establishing a Social and Creative Enterprise Program (combining former Social Enterprise and parts of former Place Activation) and increasing the maximum funding per project from \$5,000 to \$20,000.
- Increasing Heritage Program maximum funding per project from \$5,000 to \$10,000 and removing requirement for individual and community applications to match funding.
- Modifying Sponsorship for smaller Regional initiatives that provide economic return.
- Changes to Eligibility.

A table comparing the proposed new existing Grants and Sponsorship program structure with the current program structure is provided in Attachment 2

Policy Changes

The recommended changes to the program require an updating of the Policy for Community Grants and Policy for Sponsorship Management in order to reflect the modified program categories. The updated Policies with recommended changes are attachments to this report. (see Attachments 3 and 4).

Consultation

Internal consultation consisted of six (6) workshops conducted with units of CCC who participate in the grants and sponsorship process including Community Partnerships Unit, Place Activation Section, Marketing and Tourism Section, Heritage (Strategic Planning Unit), Finance Services Unit and Art and Culture Section.

External Consultation consisted of two stakeholder targeted workshops and an online survey. The workshops were conducted with seventeen (17) community representatives from a range of community interests including sport, community, art and culture, heritage, business, events and festivals and the environment. The online survey was extended to all community groups who applied for CCC funding in 2017-18 with eighty five (85) community groups responding with feedback.

Options

- 1 Council may resolve to endorse the recommended changes to the Grants and Sponsorship Program including the allocation of an additional \$300,000 funding. This option will provide improvements to the CCC Community Grants and Sponsorship Program to better serve the Central Coast community, as identified by internal and independent analysis and stakeholder consultation, as well as to meet the increased level of demand demonstrated in 2017/18 program (Budget Option A below).
- 2 Council may resolve to endorse the recommended changes to the Grants and Sponsorship Program within the current budget allocation and not allocate an additional \$300,000 funding. This option would provide improvement to processes, communication, guidelines and program structure as identified by internal and independent analysis and stakeholder consultation but will reduce the funding allocation to several community grants programs in order to fund the new Community Infrastructure Program (Budget Option B below).
- 3 Do Nothing. This option would result in the existing CCC Community Grants and Sponsorship Program to continue in the same form as per the last 12 months with the same limitations and without responding to the findings for internal and independent analysis and stakeholder consultation.

Financial Impact

\$1.48M has been allocated in the 2018/19 Operational budget for the Community Grants and Sponsorship Program. Implementation of the recommended changes to the Community Grants and Sponsorship Program would require the allocation of an additional \$300,000 for the proposed new Community Infrastructure Program category or otherwise reduce the current allocation to other programs areas which are already exhausted.

Two budget options are provided for Council consideration as part of the proposed new Community Grants and Sponsorship Program.

Budget Option A (recommended): An additional \$300,000 is allocated to fund the new Community Infrastructure Program without reducing the financial allocation to community grant programs.

Budget Option B: The community grants program is delivered within existing budget with reduction in financial allocation to Community Support, Community Development and Community Infrastructure and Community Events and Place Activation.

Table 1: Proposed Community Grants and Sponsorship Program Structure with Funding Options

Program	Funding Option A	Funding Option B	Grants and Sponsorship	Funding Rounds
Community Support Grant	\$300,000	\$300,000	\$0 - \$5,000	Ongoing
Community Events and Place Activation	\$400,000	\$400,000	\$0 - \$20,000	Two Rounds per year
Community Infrastructure	\$300,000	\$150,000	\$0 - \$75K Matched 1:2	Two Rounds per year
Community Development <i>(Excludes Events and Infrastructure)</i>	\$300,000	\$200,000	Community Projects: <i>(Excluding Events)</i> \$0 - \$30,000	Two Rounds per year
Social and Creative Enterprise	\$150,000	\$100,000	\$0 - \$20,000	Two Rounds per year
Heritage Grant	\$130,000	\$130,000	Up to \$10,000 Matched for private and businesses	Two Rounds per year
Sponsorship Categories Category 1 - Hero Initiatives Category 2 – Regional Initiatives	Category 1 – negotiated Category 2 - \$200,000	Category 1 – negotiated Category 2 - \$200,000	<i>Single to multi-year available (Max 3 year)</i> Category 1 – Negotiated Category 2 – up to \$50,000	Ongoing Two Rounds per year
TOTALS	\$1,780,000	\$1,480,000		

Link to Community Strategic Plan

Theme 1: Belonging

Goal A: Our community spirit is our strength

A1: Work within our communities to connect people, build capacity and create local solutions and initiatives.

Risk Management

Nil impact

Critical Dates or Timeframes

The Review recommendations are required to be endorsed by Council in August to ensure the program is able to reopen in September. This will allow grants and sponsorship to be reported to Council and funding awarded by the end of 2018.

Attachments

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| 1 | Attachment 1 Grants and Sponsorship Review Report | D13303503 |
| 2 | Attachment 2 Program Structure Comparison Table | D13303504 |
| 3 | Attachment 3 Policy for Community Grants | D13303505 |
| 4 | Attachment 4 Policy for Sponsorship Management | D13303506 |

Central Coast Council

Community Grants and Sponsorship Program Review

Report

2 August 2018

Overview

This document is a Report on the Central Coast Council Community Grants and Sponsorship Program Review.

In 2017-18 Central Coast Council (CCC) delivered a new \$1.4 million grants and sponsorship funding program to give the community opportunities to apply for funding to support their events, programs and initiatives. This followed a formal review conducted in 2017 which combined the former Wyong Shire Council and Gosford City Council community grants and sponsorship programs, resulting in a CCC Policy for Community Grants and a CCC Policy for Sponsorship Management.

This Review is in response to Council Resolution 484/17 that CCC reviews the newly adopted program following its first year of operation, made at the CCC meeting on 26 July 2017. The aim of this 12 month review is to evaluate CCC's Grants and Sponsorship program and guide the implementation and delivery of the program throughout 2018/19 to ensure that the Programs meet the needs of CCC and the community.

Community Grants and Sponsorship Program Review Scope and Process

The Community Grants and Sponsorship Program review was conducted between May and July 2018.

Review Scope

The Review scope was to assess and benchmark CCC Programs against other Local Government areas and community feedback and provide recommended changes to:

- Internal processes for management and delivery of Community Grants and Sponsorship programs.
- Program Guidelines and Definitions for the funding categories.
- Program Categories.
- Processes for assessment of Community Grants and Sponsorship programs.

Process

The Review was implemented via four complimentary research and consultation processes.

1. Desktop Study

A desktop review of the program including total number of funding applications received per program, total funding allocated, and development of the review scope and plan.

2. Internal consultation

Six (6) workshops were conducted with units of CCC who participate in the grants and sponsorship process including Community Partnerships, Events, Marketing and Sponsorship, Heritage, Finance, Art and Culture. The following CCC staff were directly consulted as part of this review:

- Unit Manager Community Partnerships
- Unit Manager Community Engagement
- Section Manager Partnerships and Planning
- Section Manager Marketing and Tourism
- Team Leader Marketing and Brand
- Team Leader Community Planning and Funding
- Team Leader Events
- Heritage Officer
- Contractor Heritage Advisor
- Section Manager Arts and Culture
- Team Leader Programs (Gosford Regional Gallery)
- Disability Inclusion Officer
- Community Enterprise Officer
- Grants Officers.

The Grants and Sponsorship Review Panel members were also consulted.

3. External Consultation Meetings and Online Survey

Two (2) targeted workshops were conducted with seventeen (17) community representatives from a range of community interests including sport, community, art and culture, heritage, business, events and festivals and the environment. An online survey of all community groups who applied for CCC funding in 2017-18 was conducted in June with eighty five (85) responses from community groups (14% response rate).

4. Expert Assessment

CCC engaged an external consultant 'Jill Davis Collaborating' to conduct an independent evaluation of the Grants and Sponsorship program. The two consultants involved in the evaluation of the program included Ms Jill Davis of Jill Davis Collaborating and Professor Stephanie Short, Discipline of Behavioural and Social Sciences in Health, University of Sydney. The independent assessment consisted of an evaluation of the past 12 month's program structure, guidelines and processes against best practice to;

- Assess the effectiveness of the program in meeting its Policy intentions
- Recommend changes to address any identified shortcomings

The evaluation involved desktop study of documents and systems including administrative documents and processes, interviews with relevant Council staff and benchmarking comparison with other Local Government grants and sponsorship programs.

Program Results 2017-18

In 2017/18 CCC received over 347 Community Grant and Sponsorship applications and awarded \$1,263,965.32 of the \$1.4 million allocated in the budget. CCC allocated \$199,380 to 7 different projects through its Sponsorship program in 2017-18 and \$1,064,585.32 to 163 different projects through its Community Grants program (see Attachment 1: 2017/18 Community Grants and Sponsorship Data). These figures exclude funds distributed through ClubGRANTS, the Chain Valley Colliery/Lake Coal Community Fund and Stronger Communities Grant Program administered by CCC.

Of note is the fact that the annual budget allocation for three programs, Community Development Grant, Community Partnership Grant and Sponsorship (Tier 2 and 3), was 100% expended and awarded to less than 50% of applications (see Attachment 1 - Tables 2 and 2.1). This indicates a higher demand than can be met by the funds, emphasising the requirement for rigorous selection within an increasingly competitive Community Grants and Sponsorship program.

Review: Key Findings and Identified Issues

An overall summary of the key findings from the combined Review processes is as follows:

- The CCC Grants and Sponsorship Program is comprehensive when compared with programs of other Local Government Areas of similar composition.
- Overall positive feedback gained about the program from the community.
- The timeframe between submission, notification and allocation of funding is too long with 58% of survey respondents rating timeliness as 'Average', 'Poor' or 'Very Poor'.
- Guidelines required review to address a number of definitions to better define what is eligible and ineligible, including 'retrospective funding', 'personal benefit' and 'cash prizes'.

- The need for a weighted assessment tool was identified to rank and score Grant and Sponsorship applications more efficiently and effectively according to Expected Program Outcomes.
- There is a need to better define for CCC the distinction between a 'Grant' and 'Sponsorship' as well as provide clearer practical distinction between program categories, especially Community Development and Community Partnerships.
- There was a gap identified in smaller scale Regional events, such as NSW sporting titles, which have economic value but don't meet either of the current Community Partnership Grant or Sponsorship criteria.
- There was a gap for businesses that wish to apply for less than the Community Partnership Program threshold of \$5,000 but are ineligible to apply under the Community Support program.
- The Program (being the first unified CCC Grants and Sponsorship Program) succeeded in bringing all community funding including in-kind under the one identifiable and reportable area in Council, making it easier for Council to run a fair, open and transparent process that meets ICAC guidelines. Previously some in-kind monies went directly to community groups from various business units, often with no written agreements in place. This kind of funding is now all channelled through the formal program, a positive result. However, programs are now oversubscribed, with lower success rates for applicants due to greater demand through the centralised fund. There is a need to consider increasing the overall amount of funding available.
- There is a need to consider increasing some funding thresholds to meet requirements, such as Heritage and Social Enterprises.
- There is benefit in having the capacity for the program to move funds between programs to address shortfalls.
- A number of applications were considered poor quality because they didn't demonstrate community benefit adequately or did not meet the eligibility criteria for reasons such as not providing financial accounts or the minimum number of quotes as required evidence.

Key Findings/Issues by Program Category

Community Support Grant Program

- Program had a high (80%) application success rate and was well received, and accessed, by the Community.
- Designed to be a 'quick response' grant program, however, this was not always the case throughout 2017-18 when CCC meeting items were deferred.
- Some items funded through the program did not meet programs intended outcomes due to refinements needed in the Program Guidelines definitions of 'personal benefit', 'retrospective funding' and 'cash prizes'.

Community Partnership Grant Program

- The program name 'Community Partnerships' caused some confusion as it implies partnering or Council playing a greater role than the program provided.
- There was a gap for businesses looking to apply for funding less than \$5000 as they were too small for the Community Partnerships stream and not eligible to apply under the current Community Support program which is only open to not-for-profit organisations.

Community Development Grant Program

- The Community Development program had the lowest applicant success rate of all programs for a number of reasons:
 - Number of applications exceeded the allocated funding available.
 - Program Guidelines needed clearer definitions.
 - Needed a stronger weighted assessment to assist assessment panel especially to assess both infrastructure and community programs.
 - Applicants found it hard to distinguish if their project was applicable under Community Development or Community Partnerships.

Place Activation Grant Program

- The program title 'Place Activation' caused some confusion. This was partly due to the Social Enterprise category within the program as the community and staff noted that Social Enterprise projects are not necessarily related to 'Place Making'.
- Current funding available for Social Enterprises is not adequate enough to stimulate the creation of innovative projects or assist projects to launch a scalable and sustainable service or product.

Heritage Grant Program

- The budget was not fully allocated in 2017-18 which was attributed to the following:
 - Ongoing opening period did not give groups sufficient incentive to get applications submitted without a closing deadline.
 - The \$5000 limit was not adequate as heritage works tend to exceed the \$10,000 range
 - Many valuable heritage assets are run by not for profits. Not for profit community groups used to qualify for full grant funding, and not dollar for dollar. This is because they do not have the funds and therefore cannot meet the

conditions of the grants. Without continual up keep these heritage items can rapidly become neglected.

- "In kind" contributions should be supported where Heritage Officers are satisfied that expert tradespeople are not required for the project.

Awarding Sponsorship Program

- Comparison with other Councils found that each Council runs its Sponsorship program differently:
 - Some of them are aligned to their local Community Strategic Plan.
 - Some of their Sponsorship Programs were events focused and some of them are for broader project applications.
 - Some of them such as Wollongong, see sponsorship as support for Community Events only. Some of them, such as Sunshine Coast are focused on Major Events sponsorship aligned to the local Major Events Strategy under the Destination Management Plan.
 - Some of them fund business initiatives under Sponsorship, some cover business initiatives under Grants, and some do not fund business initiatives at all.
 - Co-Funding: some councils require co-funding from the applicant or from other sources. For example, Sunshine Coast requires co-contribution for any funding over \$7500.
- Stakeholder feedback indicated that the CCC Awarding Sponsorship Program would ideally be more heavily aligned to the new One - Central Coast Community Strategic Plan 2018 – 2028 (CSP). The previous 2017-18 Sponsorship Program was aligned with the Destination Management Plan and the requirements of Destination NSW funding programs, to support applicants to gain additional funding through DNSW for events.

It is recommended to refocus the CCC Sponsorship Program to align strongly with the new CSP in 2018-19 allowing applications for social initiatives; business and economic initiatives; or sporting, recreational and cultural initiatives to support CSP objectives. The CSP details the community's aspirations and is the leading document that drives Council's direction when developing its annual Delivery Program and Operational Plan.

- There was feedback that the Sponsorship Program structure must reflect that Sponsorship is different to a Grant in that under ICAC Sponsorship Guidelines, sponsorship is a commercial arrangement where there is an agreement between Council and an external party, where the external party receives from Council either money or an in-kind benefit and in turn, Council receives benefits or return on investment which could include but are not limited to branding, hospitality, economic development, marketing of the Central Coast region and advertising and promotion.
- Feedback during the analysis from stakeholders indicated that the CCC Sponsorship Program structure was too complex and should be simplified.

- Some applicants are not sure whether to apply for a 'Grant' or 'Sponsorship' or both because either the criteria were not defined clearly enough or their initiative fell into a gap area. It should be clarified which funding program events should apply for, and more clearly define what is classed as a grant-supported Community Event (non-ticketed) or a sponsorship-supported Regional Event (can be ticketed and for profit to help it to become self-sustaining within three years and therefore not require Council's ongoing support).
- It was identified that there is a gap in funding for smaller Regional initiatives – particularly in the sporting area - which are high value in terms of their visitor attraction or economic return, but which did not meet the TIER 2 sponsorship criteria of being 'regionally significant' (size) or the applicant being able to fund 75% of project budget; and also do not meet the current Community Partnership or Community Development Grant category. There needs to be capacity to support suitable Regional level initiatives that provide return on investment for the Central Coast community under Sponsorship.
- The Multi-year Sponsorship was seen as a positive for applicants in terms of providing certainty and sustainability for projects and supporting applications to other funding bodies by showing confirmed Council support. However for some applicants the requirement to decrease funding annually by 50% each year over the three years is not suitable, this is particularly where their initiative is more about the benefit to the Central Coast and there is an associated flow-on effect from showing 'goodwill from Council'.

Review Response and Recommendations

This Review provides a number of recommended changes to the existing CCC Community Grants and Sponsorship Program. These are proposed to ensure:

- Simplified program structure and information to improve community and business understanding of, and access to, the grants and sponsorship programs.
- Greater efficiency and streamlining of administrative and assessment processes
- Improved customer communication regarding the status of applications and assessment decisions; and
- Alignment with, and achievement of, the program aims and the One - Central Coast Community Strategic Plan 2018-2028.

Changes Proposed: Internal Process Refinement (summary)

The review identified a need for internal process refinement to improve efficiency, accuracy and reduce timeframe from funding application to notification for grant applicants.

Guidelines and Definitions

- Definition refinement to address 'retrospective funding', 'personal benefit' and 'cash prizes' to improve consistency across Grant programs and ensure funds are better directed towards achieving programs intended outcomes (see Page 13) for detailed changes).

Assessment Process

- Introducing a weighted assessment scoring tool to assist the Grants and Sponsorship Review panel to rank and score grant and sponsorship applications more efficiently and effectively according to Expected Program Outcomes.
- Updated and improved monthly monitoring and internal reporting of Grant and Sponsorship acquittals and improving quality of evidence supplied by applicants.

Timeframes

- Reducing timeframe from application to outcome notification through better use of technology, paperless approvals and monitoring.
- Improving communications with applicants throughout the Grant and Sponsorship applicant process.
- Measuring duration between each stage in the Grant and Sponsorship applicant process to identify inefficiencies and opportunities for management

Technology

- Maximising use of SmartyGrants automation and functionality to improve efficiency including automatic email generation, refined templates and bulk reporting
- Improving data management to improve accuracy by reducing use of spreadsheets and centralising input into SmartyGrants.
- Increasing use of paperless correspondence.
- Review of application and acquittal forms to ensure data is captured to better report on programs outcomes and impact.

Information and Communications

- Continue listing successful Grant and Sponsorship projects on CCC website to build capacity with community groups and facilitate collaboration.
- Case study development.
- Harmonising templates to improve consistency and reduce handling errors.

- Improving quality and tone of feedback to unsuccessful applicants to improve their future applications as well as perception of program and ongoing relationships with community groups.

Payments

- Moving from payment by Cheque to Electronic Funds Transfer to improve efficiency and reduce associated administrative effort to rectify missing or lost cheques in the mail
- Confirmation of Goods and Services Tax requirements to improve consistency.

Changes Proposed: Revised Program Structure (Summary)

This review proposes a revised Community Grants and Sponsorship Structure with key changes summarised below. Additional information outlining changes found in Tables 1 – 1.3.

Separating Infrastructure from Community Development

Changes

- Create a separate Grant program for Community Infrastructure projects and a separate grant program for Community Development projects (currently combined in Community Development Program)
- Community Infrastructure Grant Program with a range \$5,000 - \$75,000 with all projects requiring matched funding
- Community Development range of \$0 - \$30,000 not requiring matched funding

Benefits

- To distinguish between community infrastructure projects and community development programs and assess them independently
- Enable the community to have greater input into specific community infrastructure development
- To recognise and support the community benefit of community infrastructure
- Improve clarity for the community when deciding which program to apply for.
- Provide incentives for new investment in regional community infrastructure and increase potential to secure additional grants through complete funding program matched by Council
- Greater alignment with One Central Coast Community Strategic Plan Objectives:

Responsible Objectives:

- *G1 Build strong relationships and ensure our partners and community share the responsibilities and benefits of putting plans into practice.*

Liveable Objectives:

- L1 *Promote healthy living and ensure sport, leisure, recreation and aquatic facilities and open spaces are well maintained and activated.*
- L4 *Provide equitable, affordable, flexible and co-located community facilities based on community needs.*

Green Objective:

- E4 *Incorporate renewable energy and energy efficiency in future design and planning and ensure responsible use of water and other resources.*

Align Community Events with Place Activation activities

Changes

- Combine Place Activation and Community Partnership Program categories
- Change name from Community Partnerships to 'Community Events and Place Activation'

Benefits

- A clearly defined program area dedicated to events in recognition of their role in community benefit and the leveraging of opportunities for tourism and economic development.
- Increased funding for Place Activation and recognition of its close alignment to events based activity
- Improve the ability for Council to use data from the program for broader strategic uses
- Ensure event applications to be more efficiently targeted for capacity building and support by Council's events and community development teams
- Greater alignment with One Central Coast Community Strategic Plan objectives:

Belonging Objectives:

- A1 *Work within our communities to connect people, build capacity and create local solutions and initiatives.*
- B2 *Promote and provide more sporting, community and cultural events and festivals, day and night, throughout the year.*
- B3 *Foster creative and performing arts through theatres, galleries and creative spaces, by integrating art and performance into public life.*
- B4 *Activate spaces and places to complement activity around town centres, foreshores, lakes and green spaces for families, community and visitors.*

Smart Objectives:

- *C2 Revitalise Gosford City Centre, Gosford Waterfront and town centres as key destinations and attractors for businesses, local residents, visitors and tourists.*
- *C4 Promote and grow Tourism that celebrates the natural and cultural assets of the Central Coast in a way that is accessible, sustainable and eco-friendly*

Enhance opportunities for 'Start up' Social and Creative Enterprises

Changes

- Create a distinct Social and Creative Enterprise category
- Increase maximum available funding from \$5,000 to \$20,000

Benefits

- Enhanced opportunities for sustainable social and creative enterprise
- A dedicated program to encourage and resource community driven innovation
- Provide opportunities for increased pathways and development aligned with Council specialist enterprise and arts and culture programs and facilities.
- Greater alignment with One Central Coast Community Strategic Plan objectives;

Belonging Objectives:

- *A1 Work within our communities to connect people, build capacity and create local solutions and initiatives*
- *B1 Support reconciliation through celebration for Aboriginal and Torres Strait Islander cultures.*
- *B3 Foster creative and performing arts through theatres, galleries and creative spaces, by integrating art and performance into public life.*

Smart Objectives:

- *D1 Foster innovation and partnerships to develop local entrepreneurs and support start-ups.*
- *D2 Support local business growth by providing incentives, streamlining processes and encouraging social enterprises.*

Increase Heritage maximum funding levels and reduce grant opening rounds

Changes

- Increase Heritage maximum funding level from \$5,000 to \$10,000
- Reduce application opening period to twice annually.

Benefits

- Better align with the actual costs of undertaking Heritage projects
- Meet the needs of not-for-profit groups responsible for maintaining valuable Heritage assets
- Promote future planning with Heritage Officer and provide greater incentive to submit grant submissions by funding round deadline.
- Greater alignment with One Central Coast Community Strategic Plan:

Responsible Objective:

- *I1 Preserve local character and protect our heritage and rural areas by concentrating development along transport corridors and town centres.*

Refocus Sponsorship Tier 1 Hero / signature events to align with CSP

Changes

- Change the way applications are assessed to focus on alignment with:
 - relevant One - Central Coast Community Strategic Plan 2018-2028 (CSP) objectives
 - Central Coast Tourism Opportunities Plan
 - Central Coast Destination Management Plan
 - Draft Central Coast Major Events Strategy.
- Undertake a marketing program for the purposes of targeted pitching – identifying suitable initiatives that could be moved to the Central Coast and approaching them with individual proposals - to attract them to the region.

Benefits

- Encourage attraction of mature Hero/Signature initiatives from outside the region to the Central Coast
- Provide for more evidence based assessment of proposals that have greater alignment with One Central Coast Community Strategic Plan Objectives:

Smart Objectives:

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

- *C3 Facilitate economic development to increase local employment opportunities and provide a range of jobs for all residents.*
- *C4 Promote and grow tourism that celebrates the natural and cultural assets of the Central Coast in a way that is accessible, sustainable and eco-friendly.*
- *D1 Foster innovation and partnerships to develop local entrepreneurs and support start-ups.*

Belonging Objectives:

- *B2 Promote and provide more sporting, community and cultural events and festivals, day and night, throughout the year.*
- *B4 Activate spaces and places to complement activity around town centres, foreshores, lakes and green spaces for families, community and visitors.*

Sponsorship Tier 2 and Tier 3 to be become one category for 'Regional Initiatives'

Changes

- Combine the Tier 2 and 3 sponsorship programs to create one sponsorship category for 'Regional Initiatives' encompassing social initiatives, business and economic initiatives, and sporting, recreation and cultural environmental initiatives where initiatives can be projects, programs and events.
- Reduce the applicant co-contribution amount (matched funds) to 50% from 75%.
- Make the 'Regional Initiatives' sponsorship funding threshold up to \$50,000 allowing applications for up to three years of funding, with the explicit understanding that awarding of multi-year funding is at the full discretion of Council and that Council can choose to award funding for one or more years based on the strength of the application meeting a range of criteria (including CSP objectives) to be outlined in the guidelines.
- Assess applications in relation to how they align to relevant objectives in the One - Central Coast Community Strategic Plan.
- Applications are accepted from businesses, not for profits, those auspiced by not-for-profits and individuals.
- The 'Regional Initiatives' sponsorship funding category is not suitable for activities that can be classed as 'Community Events' and these will be directed to the 'Community Events and Place Activation Grant' program. Community events are typically for community benefit only, are free to the community, and less focused on return on investment.

Benefits

- Simplify the application process by reducing the number of categories.
- Direct all Regional initiatives to apply under one category to be assessed together to enable more evidence-based ranking of applications based on of initiatives.

- Capture initiatives which have value but were not funded by either Community Grants or Sponsorship program in 2017-18 due to eligibility criteria
- Capture initiatives that would be beneficial to the Central Coast including sporting, recreational and cultural; social; and business and economic initiatives.
- Greater alignment with One Central Coast Community Strategic Plan Objectives:

Smart Objectives:

- *C1 Target economic development in growth areas and major centres and provide incentives to attract businesses to the Central Coast.*
- *C3 Facilitate economic development to increase local employment opportunities and provide a range of jobs for all residents.*
- *C4 Promote and grow tourism that celebrates the natural and cultural assets of the Central Coast in a way that is accessible, sustainable and eco-friendly.*
- *D1 Foster innovation and partnerships to develop local entrepreneurs and support start-ups.*

Belonging Objectives:

- *B2 Promote and provide more sporting, community and cultural events and festivals, day and night, throughout the year.*
- *B4 Activate spaces and places to complement activity around town centres, foreshores, lakes and green spaces for families, community and visitors.*

Changes to Eligibility

Changes

- Following changes to eligibility to Community Grant and Sponsorship Program guidelines:
 - Cash prizes and awards to be ineligible for funding with addition of "*Applications seeking funds for prize money, gifts and or awards including gift vouchers*" criteria.
 - Retrospective funding for the Community Support and Heritage Grants programs to be defined as "*Any activity commencing 6 weeks post the grant round closing date*" in criteria.
 - Retrospective funding for all other Community Grants and Sponsorship programs to be defined as "*Any activity commencing 2 months post the grant round closing date*" in criteria.
 - Funding budget items which could be considered as 'Personal benefit' to be ineligible in criteria.
- Above changes harmonised across all Program Guidelines.

Benefits

- Improved definition consistency across Grant and Sponsorship Programs
- Greater clarity for community when developing project plans and timelines of activities
- Greater clarity for community of eligible costs when forming project budgets
- Council funds better directed to items which contribute to community benefit and meet programs intended outcomes
- Assist Staff and the Grants and Sponsorship Review Panel to assess applications with greater consistency

Changes Proposed: Budget and Funding Allocations

Figures below are proposed only, pending ELT budget planning. The proposed new Community Infrastructure Program amount is not currently within Grants & Sponsorship budget. All the remaining programs utilise the total 2018/19 allocated budget.

Budget Option A (Recommended): An additional \$300,000 is allocated to fund the new Community Infrastructure Program without reducing the financial allocation to community grant programs.

Budget Option B: The community grants program is delivered within existing budget with reduction in financial allocation to Community Support, Community Development and Community Infrastructure and Community Events and Place Activation.

Table 1.0: Revised Community Grants and Sponsorship Structure (Summary)

Program	Total Funding	Grants and Sponsorship	Funding Rounds
Community Support Grant	A: \$300,000 B: \$300,000	\$0 - \$5,000	Ongoing
Community Events and Place Activation	A: \$400,000. B: \$400,000	\$0 - \$20,000	Two Rounds per year
Community Infrastructure	A: \$300,000 B: \$150,000	\$0 - \$75K Matched 1:2	Two Rounds per year
Community Development (Excludes Events and Infrastructure)	A: \$300,000. B: \$200,000	Community Projects: (Excluding Events) \$0 - \$30,000	Two Rounds per year
Social and Creative Enterprise	A: \$150,000	\$0 - \$20,000	Two Rounds per year

	B: \$100,000		
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Program	Total Funding	Grants and Sponsorship	Funding Rounds
Heritage Grant	\$130,000.	Up to \$10,000 Matched for private and businesses	Two Rounds per year
Sponsorship Categories		<i>Single to multi-year available (Max 3 year)</i>	
Category 1 - Hero Initiatives	Category 1 – negotiated	Category 1 – Negotiated	Ongoing
Category 2 – Regional Initiatives	Category 2 - \$200,000	Category 2 – up to \$50,000	Two Rounds per year

Table 1.1: Revised Community Grants and Sponsorship Structure A (Detailed)

Funding Program	Community Events and Place Activation <i>(Former Partnerships)</i> Option A: \$400,000 Option B: \$400,000	Community Development Option A: \$300,000 Option B: \$200,000	Community Infrastructure Option A: \$300,000 Option B: \$150,000
Program Objective	The Community Events and Place Activation Grant Program aims to support local organisations to deliver community events and activities that activate spaces and places to complement activity around town centres, foreshores, lakes and green spaces for families, community and visitors.	The Community Development Grant Program aims to support projects that enhance the quality of life of residents, provide community capacity building and protect and enhance the natural qualities of the Central Coast.	The Community Development Infrastructure Grant Program aims to improve or build on new or existing local community assets. This is to resource the community to have a input in infrastructure improvements that enable delivery of beneficial projects and activities.
Amount	\$0 - \$20,000	\$0 - \$30,000	\$5,000 - \$75,000 (matched 1:2)
Type of Activities	<input type="checkbox"/> Community events that play an important role in our local community and demonstrate community benefit and/or capacity building. <input type="checkbox"/> Activities that enhance our local neighbourhoods <input type="checkbox"/> Creation of public artwork linked to place	Non-event based community projects. Eligible costs including contractor fees, equipment purchase and hire, material purchase and venue hire	Projects to upgrade community infrastructure that provide reasonable benefit to the Central Coast community and draw additional funds to upgrade facilities on the Coast.
Link to Community Strategic Plan	<i>Belonging Objectives</i> A1, B2, B3, B4 <i>Smart Objectives</i> C2,C4	<i>Belonging Objectives</i> A1, A2, A3, A4, B1 <i>Green Objectives</i> E1, E2, E3, F1, F2 <i>Livable Objectives</i> L1, L2, <i>Responsible Objectives</i> I4 <i>Smart Objectives</i> D3,D4	<i>Livable Objectives</i> L1, L4 <i>Responsible Objective</i> G1 <i>Green Objective</i> E4
Eligible Applicants	A legally constituted not-for-profit organisation. A business partnering with a not-for-profit organisation or community group	A legally constituted not-for-profit organisation. An individual, group or business auspiced by a not-for-profit organisation	A legally constituted not-for-profit organisation. An individual, group or business auspiced by a not-for-profit organisation
Funding Rounds	Two rounds per year – February and August		

Table 1.2: Revised Community Grants and Sponsorship Structure B (Detailed)

Funding Program	Community Support Option A: \$300,000 Option B: \$300,000	Social and Creative Enterprise Option A: \$150,000 Option B: \$100,000	Heritage Grant Program Option A: \$130,000 Option B: \$130,000
Program Objective	The Community Support Grant Program aims to support community events, activities and programs which require assistance with accessing CCC services or require a small amount of funds. This addresses financial barriers for the high number of smaller scale community run projects in the region to achieve their aims.	The Social and Creative Enterprise Grant Program aims to support 'start up' creative industry practitioners and Social Enterprises which skill and equip practitioners with sustainable project business models and practices. This builds the capacity of emerging local enterprises to grow and become independent to deliver increased social and community outcomes.	The Heritage Grant Program aims to support local heritage of the Central Coast region to ensure privately and publically owned heritage buildings and places are maintained appropriately and the community is provided with opportunities to engage with, and maintain, local heritage.
Amount	\$0 - \$5,000 (combined cash and in-kind)	\$0 - \$20,000	Up to \$10,000, Unmatched for not-for-profits Matched on a dollar-for-dollar basis for private owners/operators
Type of Activities	Community projects, activities and events that require a small amount of assistance in cash or in-kind CCC services. Small scale equipment hire or purchase. Small scale community infrastructure.	For Social Enterprises that aim to generate economic sustainability in the social sector, increase the social and community outcomes generated by emerging local enterprises and support the development of innovative new enterprise models within the region. For individuals, artists, community organisations, and businesses to deliver activities in the areas of Creative Industry	Projects that show a focus on the retention and conservation of local heritage of the Central Coast.
Link to Community Strategic Plan	<i>Belonging Objectives A1, A2, A3, A4</i> <i>Livable Objectives L1, L4</i>	<i>Belonging Objectives A1, B1, B3</i> <i>Smart Objectives D1, D2</i>	<i>Responsible Objective 11</i>

Eligible Applicants	A legally constituted not-for-profit organisation A group auspiced by a not-for-profit organisation	A legally constituted not-for-profit organisation A group auspiced by a not-for-profit A business An individual	A legally constituted not-for-profit organisation. A business An Individual
Funding Rounds	Ongoing	Two rounds per year – February and August	

Table 1.3: Revised Community Grants and Sponsorship Structure C (Detailed)

Funding Program	Sponsorship Program Category 1 - Hero/Signature Initiatives Negotiated Amount	Sponsorship Program Category 2 - Regional Initiatives (former Tier 2 & 3) \$200,000
Program Objective	The Sponsorship Program Category 1 aims to encourage Hero / Signature initiatives, projects, programs and events to be established on or relocated to the Central Coast.	Sponsorship Program Category 2 aims to encourage Regional initiatives the generate return on investment to the Central Coast in terms of visitor attraction, branding and profiling out of region, activation of places and spaces or economic development. Category 2 initiatives can be projects, programs or events in the areas of social and environmental initiatives; business and economic initiatives; and sporting, recreation and cultural initiatives.
Amount	Negotiated on a case-by-case basis	Up to \$50,000
Applicant contribution	Requires 75% contribution	Requires 50% contribution
Type of Activities	Events or initiatives that attract significant numbers of visitors, participants and media from outside the region and have national or international recognition and support the below objectives of the CSP 2018-2028.	Initiatives or projects that have national, state or Greater Sydney / Newcastle recognition or business initiatives that have regional or state recognition, which support the below objectives of the CSP 2018-2028.
Link to Community Strategic Plan	SMART Objectives: C1, C3, C4, D1 BELONGING Objectives: B2, B4	SMART Objectives: C1, C3, C4, D1 BELONGING Objectives: B2, B4
Eligible Applicants	<ul style="list-style-type: none"> • A legally constituted, not-for-profit organisation. • A group auspiced by a not-for-profit organisation • A business • Individuals 	<ul style="list-style-type: none"> • A legally constituted, not-for-profit organisation. • A group auspiced by a not-for-profit organisation • A business • Individuals
Measure	Economic impact generally in excess of \$5 million net benefit. Economic value is measurable. Expected ROI ratio of at least \$1:\$10.	Economic impact of over \$300,000 net benefit. Economic value is measurable. Expected ROI ratio of up to \$1:\$6.
Funding Rounds	Open throughout the year	Two rounds per year – February and August

Conclusion

This Review underpinned the amazing benefits and return on investment of the CCC Grants and Sponsorship Program to the Central Coast community. Not only is it a worthy program it is well run and comprehensive in comparison to other Councils and greatly supports and benefits the community.

This Review identifies refinements and changes to the Program after its first year of operation to deliver material improvements addressing quality, processes and community feedback that will result in greater benefit to the Central Coast community.

The Review has been informed by independent analysis and local stakeholder feedback from people with direct experience using the program in 2017/18. The resulting feedback from community and businesses has driven the changes recommended to create genuine improvements for community opportunity.

Along with improvements to procedures and communication, the program's structural changes respond to the potential in growing areas important to the region's social and economic development, including creative community enterprise, community and commercial events, community infrastructure and living heritage.

The recommendations take into account the increased demand on the CCC Grants and Sponsorship Program funding budget in 2017/18 due to channelling all community funding requests including in-kind under the one identifiable, reportable and compliant area in Council, instead of the legacy approach of having in-kind provided direct from a variety of Council business units to community groups with no formal agreements. It is therefore recommended that the Grants and Sponsorship funding budget needs to be expanded as recommended, catering for this change.

There was also a significant increase in 2017/18 applications of merit that could not be funded within the existing budget and this report recommends separating Community Infrastructure from Community Development as a matched fund program with recommendation for additional funding allocation in 2018/19.

Attachments:

Attachment 1: 2017/18 Community Grants and Sponsorship Data

Attachment 1

2017/18 Community Grants and Sponsorship Data

Table 2: Community Grants and Sponsorship Program 2017-18 Application Success Rate

Program	Successful Application Average	Application Success Rate
Community Support Grant Program	\$2,603.01	80.46%
Chain Valley Colliery/Lake Coal Community Fund	\$10,139.46	68.42%
Heritage Grant Program	\$3,767.49	58.33%
Community Partnership Grant Program	\$8,434.26	49.30%
Awarding Sponsorship (2017-18 commitment only)	\$19,485.71	38.88%
Place Activation	\$3,866.40	38.46%
Community Development Grant Program	\$14,581.37	33.33%
Total	\$8,982.53	53.50%

Table 2.1: Community Grants Program 2017-18 Results

Program	Budget	Opening Period	Total No. of Applications	No. of Successful Applications	Total allocation
Community Support Grant Program	\$300,000	Ongoing	87	70	\$ 182,210.54
Community Partnership Grant Program	\$300,000	Twice annually	71	35	\$ 295,199.20
Community Development Grant Program	\$500,000	Twice annually	102	34	\$ 495,766.68
Heritage Grant Program	\$130,000	Bi Monthly	24	14	\$ 52,744.90
Place Activation	\$50,000	Twice annually	26	10	\$ 38,664.00
Chain Valley Colliery/Lake Coal Community Fund	Subjective	Once annually	19	13	\$ 131,813.00
Total			329	176	\$ 1,196,398.32

Table 2.2: Sponsorship 2017-18 Results

Program	Budget	Opening Period	Total No. of Applications	No. of Successful Applications
Tier 1	Negotiated	Ongoing	0	0
Tier 2	\$200,000	Twice annually	13	4
Tier 3		Twice annually	5	3
Total			18	7

Table 2.3: Total Annual Sponsorship Commitments:

Total Annual Sponsorship Commitments	
Total sponsorship budget 2017-18	\$200,000
Total of 2017-18 commitments	\$199,380
Total of 2017-18 budget remaining (returned to General Fund)	\$620
Total sponsorship budget 2018-19	\$200,000
Total of existing 2018-19 commitments (approved)	\$51,300
Total remaining for allocation 2018-19	\$148,700
Total sponsorship budget 2019-20	\$200,000
Total of existing 2019-20 commitments (approved)	\$23,250
Total remaining for allocation 2019-20	\$176,750

Funding Program	<p style="text-align: center;"><i>Current:</i> Community Partnerships \$300,000</p>	<p style="text-align: center;"><i>Proposed:</i> Community Events and Place Activation Option A: \$400,000 Option B: \$400,000</p>
Program Objective	The Community Partnership Grant Program aims to support existing local community events and projects.	The Community Events and Place Activation Grant Program aims to support local organisations to deliver community events and activities that activate spaces and places to complement activity around town centres, foreshores, lakes and green spaces for families, community and visitors.
Amount	\$5,000 and \$20,000	\$0 - \$20,000
Type of Activities	Activities and events that have grown and are of interest to a particular community or provide reasonable benefit to the Central Coast community.	<input type="checkbox"/> Community events that play an important role in our local community and demonstrate community benefit and/or capacity building. <input type="checkbox"/> Activities that enhance our local neighbourhoods <input type="checkbox"/> Creation of public artwork linked to place
Link to Community Strategic Plan	N/A <i>Created before One Coast Community Strategic Plan</i>	<i>Belonging Objectives A1, B2, B3, B4</i> <i>Smart Objectives C2,C4</i>
Eligible Applicants	A legally constituted not-for-profit organisation. A group auspiced by a not-for-profit organisation A business.	A legally constituted not-for-profit organisation. A business partnering with a not-for-profit organisation or community group
Funding Rounds	Two rounds per year – February and August	Two rounds per year – February and August

Funding Program	Current: Community Development \$300,000	Proposed: Community Development Option A: \$300,000 Option B: \$200,000	Proposed: Community Infrastructure Option A: \$300,000 Option B: \$150,000
Program Objective	The Community Development Grant Program aims to encourage new activities and projects that enhance the quality of life of residents or seek to improve or build on local community assets.	The Community Development Grant Program aims to support projects that enhance the quality of life of residents, provide community capacity building and protect and enhance the natural qualities of the Central Coast.	The Community Development Infrastructure Grant Program aims to improve or build on new or existing local community assets to resource the community to have a greater say in infrastructure improvements that enable delivery of beneficial projects and activities.
Amount	\$0 - \$75,000	\$0 - \$30,000	\$5,000 - \$75,000 (matched 1:2)
Type of Activities	New activities and events that are of interest to a particular community or provide reasonable benefit to the Central Coast community including projects to upgrade community infrastructure.	Non-event based community projects. Eligible costs including contractor fees, equipment purchase and hire, material purchase and venue hire.	Projects to upgrade community infrastructure that provide reasonable benefit to the Central Coast community and draw additional funds to upgrade facilities on the Coast.
Link to Community Strategic Plan	<i>N/A Created before One Coast Community Strategic Plan</i>	<i>Belonging Objectives A1, A2, A3, A4, B1</i> <i>Green Objectives E1, E2, E3, F1, F2</i> <i>Livable Objectives L1, L2,</i> <i>Responsible Objectives I4</i> <i>Smart Objectives D3,D4</i>	<i>Livable Objectives L1, L4</i> <i>Responsible Objective s G1</i> <i>Green Objective s E4</i>
Eligible Applicants	A legally constituted not-for-profit organisation. A group auspiced by a not-for-profit organisation	A legally constituted not-for-profit organisation. An individual, group or business auspiced by a not-for-profit organisation	A legally constituted not-for-profit organisation. An individual, group or business auspiced by a not-for-profit organisation
Funding Rounds	Two rounds per year February and August	Two rounds per year February and August	Two rounds per year February and August

Funding Program	Current: Community Support \$300,000	Proposed Community Support Option A: \$300,000 Option B: \$300,000
Program Objective	The Community Support Grant Program aims to support community events, activities and programs which require assistance with accessing CCC services or require a small amount of funds.	The Community Support Grant Program aims to support community events, activities and programs which require assistance with accessing CCC services or require a small amount of funds to achieve their aims.
Amount	\$0 - \$5,000 (combined cash and in-kind)	\$0 - \$5,000 (combined cash and in-kind)
Type of Activities	Community projects, activities and events that require a small amount of assistance in cash or in-kind CCC services. Small scale equipment hire or purchase. Small scale community infrastructure.	Community projects, activities and events that require a small amount of assistance in cash or in-kind CCC services. Small scale equipment hire or purchase. Small scale community infrastructure.
Link to Community Strategic Plan	N/A Created before One Coast Community Strategic Plan	Belonging Objectives A1, A2, A3, A4 Livable Objectives L1, L4
Eligible Applicants	A legally constituted not-for-profit organisation A group auspiced by a not-for-profit organisation	A legally constituted not-for-profit organisation A group auspiced by a not-for-profit organisation
Funding Rounds	Ongoing	Ongoing

Funding Program	Current: Place Activation Grant Program \$50,000	Proposed Social and Creative Enterprise \$150,000
Program Objective	The Place Activation Grant program is provided to support individuals, artists, community organisations, members and businesses to deliver activities in the areas of Place Making, Creative Industry and Social Enterprise.	The Social and Creative Enterprise Grant Program aims to support 'start up' creative industry practitioners and Social Enterprises to build the capacity of emerging local enterprises to grow and become independent to deliver increased social and community outcomes. The social and creative enterprise grant program aims to support 'start up' creative industry practice and social enterprise to skill and equip practitioners with a sustainable business model and practice. It aims to build the capacity of emerging local enterprises to grow and deliver increased social and community outcomes.
Amount	\$0 - \$5,000	\$0 - \$20,000
Type of Activities	A new activity that either: <input type="checkbox"/> Enhances our local neighbourhoods <input type="checkbox"/> Creates public artwork <input type="checkbox"/> Helps develop a social enterprise that is unique and creative	For Social Enterprises that aim to generate economic sustainability in the social sector, increase the social and community outcomes generated by emerging local enterprises and support the development of innovative new enterprise models within the region. For individuals, artists, community organisations, and businesses to deliver activities in the areas of Creative Industry
Link to Community Strategic Plan	<i>N/A Created before One Coast Community Strategic Plan</i>	<i>Belonging Objectives A1, B1, B3 Smart Objectives D1, D2</i>
Eligible Applicants	Community Groups Artists A business Individuals	A legally constituted not-for-profit organisation A group auspiced by a not-for-profit A business An individual
Funding Rounds	Two rounds per year – February and August	Two rounds per year – February and August

Funding Program	Current: Heritage Grant Program \$130,000	Proposed: Heritage Grant Program Option A: \$130,000 Option B: \$130,000
Program Objective	The Heritage Grant Program aims to support local heritage of the Central Coast region.	The Heritage Grant Program aims to support local heritage of the Central Coast region to ensure privately and publically owned heritage buildings and places are maintained appropriately and the community is provided with opportunities to engage with, and maintain, local heritage.
Amount	Up to \$5,000, Matched on a dollar-for-dollar basis	Up to \$10,000, Unmatched for not-for-profits Matched on a dollar-for-dollar basis for private owners/operators
Type of Activities	Projects that show a focus on the retention and conservation of local heritage of the Central Coast.	Projects that show a focus on the retention and conservation of local heritage of the Central Coast.
Link to Community Strategic Plan	<i>N/A Created before One Coast Community Strategic Plan</i>	<i>Responsible Objective 11</i>
Eligible Applicants	A legally constituted not-for-profit organisation. A business Individuals	A legally constituted not-for-profit organisation. A business An Individual
Funding Rounds	Open throughout the year	Two rounds per year – February and August

Funding Program	Current: Sponsorship Program Tier 1 - Hero/Signature Initiatives Negotiated Amount	Proposed: Sponsorship Program Category 1 - Hero/Signature Initiatives Negotiated Amount
Program Objective	The Sponsorship Program Tier 1 aims to encourage major events and initiatives to be established or relocated to the Central Coast.	The Sponsorship Program Category 1 aims to encourage Hero / Signature initiatives, projects, programs and events to be established on or relocated to the Central Coast.
Amount	Negotiated on a case-by-case basis	Negotiated on a case-by-case basis
Applicant contribution	Requires 75% contribution	Requires 75% contribution
Type of Activities	Events or initiatives that attract significant numbers of visitors, participants and media from outside the region and have national or international recognition.	Events or initiatives that attract significant numbers of visitors, participants and media from outside the region and have national or international recognition and support the below objectives of the CSP 2018-2028.
Link to Community Strategic Plan	<i>N/A Created before One Coast Community Strategic Plan</i>	<i>SMART Objectives: C1, C3, C4, D1 BELONGING Objectives: B2, B4</i>
Eligible Applicants	<ul style="list-style-type: none"> • A legally constituted, not-for-profit organisation. • A business • Individuals 	<ul style="list-style-type: none"> • A legally constituted, not-for-profit organisation. • A group auspiced by a not-for-profit organisation • A business • Individuals
Measure	High economic / tourism impact generally in excess of \$5 million net benefit. Economic value is measurable. Expected ROI ratio of at least \$1:\$10.	Economic impact generally in excess of \$5 million net benefit. Economic value is measurable. Expected ROI ratio of at least \$1:\$10.
Funding Rounds	Open throughout the year	Open throughout the year

Funding Program	Current: Sponsorship Program Tier 2	Current: Sponsorship Program Tier 3	Proposed: Sponsorship Program Category 2 - Regional Initiatives <i>(former Tier 2 & 3)</i> \$200,000
Program Objective	The Sponsorship Program Tier 2 aims to encourage investment in new, regionally significant events and other initiatives.	The Sponsorship Program Tier 3 aims to support business development initiatives.	Sponsorship Program Category 2 aims to encourage Regional initiatives the generate return on investment to the Central Coast in terms of visitor attraction, branding and profiling out of region, activation of places and spaces or economic development. Category 2 initiatives can be projects, programs or events in the areas of social and environmental initiatives; business and economic initiatives; and sporting, recreation and cultural initiatives.
Amount	Up to \$50,000	Up to \$20,000	Up to \$50,000
Applicant contribution	Year 1 – Allocation as approved by Council up to a maximum of \$50,000. Year 2 – 50% of the Year 1 allocation. Year 3 – 25% of the Year 1 allocation.	Year 1 – Allocation as approved by Council up to a maximum of \$20,000. Year 2 – 50% of the Year 1 allocation. Year 3 – 25% of the Year 1 allocation.	Requires 50% contribution
Type of Activities	Events or projects that have national or state recognition and focus on promoting the Central Coast region as a destination of choice.	Events or projects that promote business excellence and foster the local business community.	Initiatives or projects that have national, state or Greater Sydney / Newcastle recognition or business initiatives that have regional or state recognition, which support the below objectives of the CSP 2018-2028.

Funding Program	Current: Sponsorship Program Tier 2	Current: Sponsorship Program Tier 3	Proposed: Sponsorship Program Category 2 - Regional Initiatives (former Tier 2 & 3) \$200,000
Link to Community Strategic Plan	<i>N/A Created before One Coast Community Strategic Plan</i>	<i>N/A Created before One Coast Community Strategic Plan</i>	<i>SMART Objectives: C1, C3, C4, D1 BELONGING Objectives: B2, B4</i>
Eligible Applicants	<ul style="list-style-type: none"> • A legally constituted, not-for-profit organisation. • A business • Individuals 	<ul style="list-style-type: none"> • A legally constituted, not-for-profit organisation. • A business • Individuals 	<ul style="list-style-type: none"> • A legally constituted, not-for-profit organisation. • A group auspiced by a not-for-profit organisation • A business • Individuals
Measure	Moderate economic or tourism impact with a value of up to \$5 million net benefit. Economic value is measurable. Expected ROI ratio of up to \$1:\$8.	Low economic or tourism impact of over \$50,000 net benefit. Economic value is measurable. Expected ROI ratio of \$1:\$2.	Economic impact of over \$300,000 net benefit. Economic value is measurable. Expected ROI ratio of up to \$1:\$6.
Funding Rounds	Two rounds per year – February and August	Two rounds per year – February and August	Two rounds per year – February and August



POLICY NO:

POLICY FOR COMMUNITY GRANTS

AUTHORITY	NAME & TITLE	SIGNATURE	DATE
AUTHOR	Sharon Moore (V1) Stuart Slough (V2)		
UNIT MANAGER	Glenn Cannard		
DIRECTOR	Julie Vaughan		
CHIEF EXECUTIVE OFFICER	Gary Murphy		

CERTIFIED A TRUE COPY OF POLICY ADOPTED BY COUNCIL

AUTHOR SIGNATURE	
COUNCIL RESOLUTION DATE	

History of Revisions:

Version	Date	TRIM Doc. #
1	30 June 2017	
2	2 August 2018	

A. POLICY SUMMARY

- A1 This policy has been developed to provide guidance on managing Central Coast Council's Community Grant programs.
- A2 This policy is to be read in conjunction with the supporting guidelines for each of Central Coast Councils Community Grant Programs.

B. POLICY BACKGROUND

- B1 The Local Government Act 1993 permits Council, by resolution, to contribute money or otherwise grant financial assistance to persons for the purpose of exercising its functions.
- This policy provides a framework which guides the management of Council's Community Grant Programs in a manner that is in accordance with the Local Government Act NSW 1993.
- This policy and associated guidelines determines the types of organisations or industries that Council considers would be appropriate to partner with in regards to grant support.
- This policy and associated guidelines act as tools to ensure that decision-making around the provision of community grants complies with relevant legislation and enables an equitable, open and transparent process.

C. POLICY ADMINISTRATION

- C1 This Policy will be reviewed every three years.
- C2 This Policy is managed by the Community Partnerships Unit within the Connected Communities Directorate.

D. DEFINITIONS

- C1 **CEO** means the Chief Executive Officer of Council.
- C2 **Council** means Central Coast Council, being the organisation responsible for the administration of Council affairs and operations and the implementation of Council policy and strategies
- C3 **Grant** means a payment made by Central Coast Council to assist in meeting the local government area's strategic goals and objectives, encourages capacity building and provides a benefit to the local community.
- C4 **In-Kind** means the provision of receipts of goods and services to support or enhance an initiative to the value of the goods or services at a reduced rate or free of charge.
- C5 **Non-pecuniary Interest** are private or personal interests the person has that do not amount to a pecuniary interest as defined in the Act. These commonly arise out of family, or personal relationships, or involvement in sporting, social or other cultural groups and associations and may include an interest of a financial nature.

- C6 **Organisation** means any group, incorporated or unincorporated operating for a defined purpose or function.
- C7 **Pecuniary Interest - a person has a pecuniary interest in a matter if the pecuniary interest is the interest of:**
- (a) the person, or
 - (b) the person's spouse or de facto partner or a relative of the person, or a partner or employer of the person, or
 - (c) a company or other body of which the person, or a nominee, partner or employer of the person, is a member.
- C8 **Sponsorship** is a commercial arrangement in which a sponsor provides a contribution in money or in-kind to support an activity in return for certain specified benefits. (Source ICAC – Sponsorship in the Public Sector)
- C9 **Subsidy** means support provided in-kind in the form of the provision of receipt of goods and services to the community, or enhance an initiative to the value of the goods or service at a reduced rate or free of charge

D. POLICY STATEMENTS

Jurisdiction

- D1 This Policy applies to all grant funding, subsidies and in-kind assistance distributed by Council through its grants programs.
- D2 This Policy covers all elected members of Council, all employees of Council, any person or organisation contracted to or acting on behalf of Council, any person or organisation employed to work on Council premises or facilities and all activities of the Council.
- D3 This Policy does not apply to:
- a) Council's Sponsorship Program
 - b) Grants received by Central Coast Council.
 - c) Community service advertising support for events
 - d) Bequests and endowments; and
 - e) Joint ventures or consultancies and donations or gifts which are given for philanthropic reasons such as where a financial or in-kind donation is made without any expectation of any reciprocal or return benefit.
- D4 This policy does not confer any delegated authority upon any person. As per the Local Government Act 1993, any delegations will be through a resolution by Council.
- D5 All Community Grant allocations are endorsed by Council for final approval.

General

- D6 Successful applicants must operate within the Central Coast area and/or be able to demonstrate that the activity will benefit residents of the Central Coast community.
- D7 Council will consider application requests from a reputable organisation whose public image, products and services are consistent with the values, goals and specific policies of Council.

- D8 The following companies, partnerships, sole traders or individuals are not considered by Council as suitable for grant agreements, those include:
- a) Involved in the manufacture, distribution and wholesaling of tobacco-related products, pornography and/or addictive drugs;
 - b) Found guilty of illegal or improper conduct by ICAC or any similar authority;
 - c) Involved in political fields, eg. political parties;
 - d) Involved in a competitive tender or purchasing process, at, or around the time of negotiating a grant or funding agreement;
 - e) Unacceptable funding record with Council or with any other government authority.
- D9 A grant provided must not replace a service Central Coast Council is required to provide under the Local Government Act 1993 or other legislation.
- D10 Proposals from employees or Councillors of Central Coast Council (both in a paid or voluntary capacity), are not eligible to apply for funding in Council's Community Grants Programs.
- D11 Council must ensure all grant agreements do not compromise, be perceived to compromise or call into question the integrity and values of Council.
- D12 A grant agreement may be refused and/or terminated if deemed by Council as a real or perceived conflict, or where a breach of the terms of an agreement has occurred.
- D13 When granting funds, Council must also consider the provisions relating to the granting of financial assistance under the Local Government Act Section 356(2).
- D14 Council's grants programs will be advertised in Council notices published in a local newspaper and be available on Council's website where practical.
- D15 All applications for a grant requesting funds in the Community Development, Community Infrastructure, Community Events and Place Activation, and, Social and Creative Enterprise Grant Programs will be assessed by a 'Community Grants and Sponsorship Review Panel.' Recommendations of this Panel will be reported to Council. This Committee will consist of:
- a) Director Connected Communities or representative (1 Vote)
 - b) Councillor 1 (1 Vote)
 - c) Councillor 2 (1 Vote)
 - d) Councillor 3 (1 Vote)
- D16 In accordance with the Local Government Act, funds may not be transferred to applicants until a resolution of Council determining the application is made, with the exception of authorised emergency payments.
- D17 The CEO is authorised to approve emergency payments, provided the application meets the criteria set in this Policy and the matter is reported to the next meeting of Council.
- D18 Council staff and funding assessors are required to declare any potential pecuniary or non-pecuniary conflict of interest.
- D19 All approved grant requests will be described in a written agreement signed by Council's CEO or designated senior officer.
- D20 All approved grant program agreements will be reported annually through Council's Annual Report.
- D21 All approved grants must be reported on and all funds acquitted.

E. POLICY IMPLEMENTATION - PROCEDURES

- E1 Implementation of this policy is supported by guidelines for each Community Grant Program to guide staff in its implementation.
- E2 The guidelines will be reviewed annually and amended as required under the delegation of the Director Connected Communities.
- E3 It is the personal responsibility of all Council employees and agents thereof to have knowledge of, and to ensure compliance with this policy.

Associated documents

- E4 Related Policies and Legislation:

Central Coast Council

- One Central Coast Community Strategic Plan 2018-2028
- Central Coast Council Code of Conduct CCC002
- Disability Inclusion Action Plan
- Local Environmental Plan
- Accessible Events Guide
- Development Control Plan
- Community Development Grant Program guidelines
- Community Infrastructure Grant Program guidelines
- Community Events and Place Activation Grant Program guidelines
- Heritage Grant Program guidelines
- Social and Creative Enterprise Grant Program guidelines
- Community Support Grant Program guidelines

NSW Government

- Local Government Act NSW 1993 (relevant section 356)
- NSW Anti-Discrimination Act 1977
- NSW Heritage Act 1977
- Environmental Planning and Assessment Act 1977

Federal Government

- Commonwealth Disability Discrimination Act 1992
- Commonwealth Disability (Access to Premises - Buildings) Standards 2010
- Australian Standards
- Building Code of Australia

Other

- The Australia ICOMOS Charter for Places of Cultural Significance, The Burra Charter, 2013.
- Independent Commission Against Corruption (ICAC) Guidelines for Sponsorship in the Public Sector



POLICY NO:

POLICY FOR SPONSORSHIP MANAGEMENT

AUTHORITY	NAME & TITLE	SIGNATURE	DATE
AUTHOR	Sue Ledingham, Manager, Community Engagement		
MANAGER	Sue Ledingham, Manager Community Engagement		
GROUP LEADER	Julie Vaughan, Group Leader Connected Communities		
CHIEF EXECUTIVE OFFICER	Gary Murphy		

CERTIFIED A TRUE COPY OF POLICY ADOPTED BY COUNCIL

AUTHOR SIGNATURE	
COUNCIL RESOLUTION DATE	

History of Revisions:

Version	Date	TRIM Doc. #
1	19 June 2017	

A. POLICY SUMMARY

- A1 This policy has been developed to provide guidance on:
- (a) sponsorship awarded to external parties by Central Coast Council and;
 - (b) sponsorship received from external parties by Central Coast Council.
- A2 This Policy is to be read in conjunction with the supporting guidelines for the Central Coast Council Sponsorship Program.

B. POLICY BACKGROUND

- B1 Council undertakes financial or in-kind sponsorship agreements with external parties. These agreements can involve either the awarding or receiving of sponsorship. Council can do this by a commercial arrangement where benefits are received by both parties under a written agreement.
- B2 External parties can be an individual, a private sector company, corporation or other government agency in exchange for goods or services.
- B3 This policy provides a framework which guides the management of Council's Sponsorship Program in a manner that is aligned to the outcomes Central Coast Council aims to achieve and in accordance with the Local Government Act NSW 1993 and the Independent Commission Against Corruption (ICAC)'s Sponsorship in the Public Sector guidelines.
- B4 This policy and associated guidelines determines the types of organisations or industries that Council considers would and would not be appropriate to partner with in regards to sponsorship.

C. POLICY ADMINISTRATION

- C1 This Policy will be reviewed every three years.
- C2 This Policy is managed by the Community Engagement Unit within the Connected Communities group.

D. DEFINITIONS

- D1 **Agreement** means a sponsorship agreement that governs the legal relationship between a Recipient and Sponsor.
- D2 **Awarded** means outgoing sponsorship funding is paid to the external party to assist in meeting the local government area's strategic goals and objectives and provides a benefit to the local community.
- D3 **CEO** means the Chief Executive Officer of Council.
- D4 **Council** means Central Coast Council, being the organisation responsible for the administration of Council affairs and operations and the implementation of Council policy and strategies.
- D5 **In-Kind** means the provision or receipts of goods and services to support or enhance an initiative to the value of the goods or services at a reduced rate or free of charge.

- D6 **Non-pecuniary Interest** are private or personal interests the person has that do not amount to a pecuniary interest as defined in the Act. These commonly arise out of family, or personal relationships, or involvement in sporting, social or other cultural groups and associations and may include an interest of a financial nature.
- D7 **Organisation** means any group, incorporated or unincorporated operating for a defined purpose or function.
- D8 **Pecuniary Interest** - a person has a pecuniary interest in a matter if the pecuniary interest is the interest of:
- (a) the person, or
 - (b) the person's spouse or de facto partner or a relative of the person, or a partner or employer of the person, or
 - (c) a company or other body of which the person, or a nominee, partner or employer of the person, is a member.
- D9 **Recipient** means an individual or organisation that, for a specified term, receives a contribution in cash and/or in-kind in return for providing negotiated commercial benefits to a sponsor. See also definition of "sponsor".
- D10 **Sponsor** means an organisation that, for a specified term, provides a contribution in cash and/or in-kind with the intention of receiving negotiated commercial benefits.
- D11 **Sponsorship** is a commercial arrangement in which a sponsor provides a contribution in money or in-kind to support an activity in return for certain specified benefits. (Source ICAC – Sponsorship in the Public Sector).
- D12 **The Act** means the Local Government Act NSW 1993.

E. POLICY STATEMENTS

Jurisdiction

- E1 This Policy applies to all Sponsorships awarded and received by Council.
- E2 This Policy covers all elected members of Council, all employees of Council, any person or organisation contracted to or acting on behalf of Council, any person or organisation employed to work on Council premises or facilities and all activities of the Council.
- E3 This Policy does not apply to:
- a) Council's Community Grants Programs
 - b) Community service advertising support for events
 - c) Bequests and endowments; and

- d) Joint ventures or consultancies and donations or gifts which are given for philanthropic reasons such as where a financial or in-kind donation is made without any expectation of any reciprocal or return benefit.
- E4 This policy does not confer any delegated authority upon any person. As per the Local Government Act 1993, any delegations will be through a resolution by Council.
- E5 When awarding sponsorship, Council must also consider the provisions relating to the granting of financial assistance under the Local Government Act in exchange for specified benefits that help meet Central Coast Council's objectives.
- E5 All awarded Sponsorship allocations are endorsed by Council for final approval.
- E6 Final approval for all received sponsorship rests with the Council CEO or senior delegated officer.

General

- E7 Successful applicants must operate within the Central Coast area and/or be able to demonstrate that the activity will benefit residents of the Central Coast community.
- E8 Council will consider application requests or receipt of sponsorship from reputable organisations whose public image, products and services are consistent with the values, goals and specific policies of Council.
- E9 The following companies, partnerships, sole traders or individuals are not considered by Council as suitable for sponsorship agreements, include those:
 - a) Involved in the manufacture, distribution and wholesaling of tobacco-related products, pornography and/or addictive drugs;
 - b) Found guilty of illegal or improper conduct by ICAC or any similar authority;
 - c) Involved in political fields, e.g. political parties;
 - d) Unacceptable sponsorship record with Council or with any other government authority.
- E10 A sponsorship agreement does not imply that Council endorses a recipient's organisation or its products or services. The Council logo may only be used according to the terms of the sponsorship agreement.
- E11 Sponsorship applications will be declined if the Council assessment concludes that the risks are unacceptably high or Council will receive insufficient value from the proposal.
- E12 Proposals from employees or Councillors of Central Coast Council (both in a paid or voluntary capacity) are not eligible to apply for funding in Council's Sponsorship Program.
- E13 Council must ensure all sponsorship agreements do not compromise, be perceived to compromise or call into question the integrity and values of Council.
- E14 A sponsorship agreement may be refused and/or terminated if deemed by Council as a real or perceived conflict, or where a breach of the terms of an agreement has occurred.

- E15 Where practicable, opportunities for external organisations and individuals to Sponsor Council programs and services will be advertised in Council notices published in a local newspaper and be available on Council's website.
- E16 Council's Sponsorship program will be advertised in Council notices published in a local newspaper and be available on Council's website where practical.
- E17 All applications for awarding of Sponsorship will be assessed by a 'Community Grants and Sponsorship Review Panel. The exception to this is applications for large scale signature events that are outside of the annual Sponsorship funding allocation. Recommendations of this Committee will be reported to Council. This Committee will consist of:
- a) Group Leader Connected Communities or representative (1 Vote)
 - b) Councillor 1 (1 Vote)
 - c) Councillor 2 (1 Vote)
 - d) Councillor 3 (1 Vote)
- E18 All incoming sponsorship proposals to Council must be received, assessed and managed in accordance with the 10 sponsorship principles detailed in the Independent Commission Against Corruption (ICAC) 2006 Guidelines for Sponsorship in the Public Sector.
- E19 All incoming sponsorships proposals to be received by Council will be approved by:
- 1. Business Unit Manager of the team receiving the sponsorship and within their delegation; and
 - 2. Unit Manager, Community Engagement (for sponsorships under \$30,000)
 - 3. Group Leader, Connected Communities (for sponsorships over \$30,000).
- E20 Council staff and funding assessors are required to declare any potential pecuniary or non-pecuniary conflict of interest.
- E21 All approved sponsorship requests will be described in a written agreement or proposal signed by Council's CEO or delegated senior officer.
- E22 All sponsorship program agreements will be reported annually through Council's Annual Report.
- E23 All approved sponsorship funds must be reported on and all funds acquitted.

F. POLICY IMPLEMENTATION - PROCEDURES

- F1 Implementation of this policy is supported by guidelines for the Sponsorship Program to guide staff in its implementation.
- F2 The guidelines will be reviewed annually and amended as required under the delegation of the Group Leader Connected Communities.

- F3 It is the personal responsibility of all Council employees and agents thereof to have knowledge of, and to ensure compliance with this policy.

Associated documents

- F4 Related Policies and Legislation:

Central Coast Council

- Central Coast Council Code of Conduct CCC002
- Sponsorship Program – Guidelines
- One - Central Coast Community Strategic Plan (2018-2028)
- CCC Disability Inclusion Action Plan
- CCC Planning Accessible Events Guide
- CCC Sustainable Events Guidelines
- Central Coast Tourism Opportunities Plan
- Draft Central Coast Major Events Strategy
- Central Coast Destination Management Plan

NSW Government

- Local Government Act NSW 1993 (relevant section 356)
- NSW Anti-Discrimination Act 1977

Federal Government

- Commonwealth Disability Discrimination Act 1992
- Commonwealth Disability (Access to Premises - Buildings) Standards 2010

Other

- Independent Commission Against Corruption (ICAC) Guidelines for Sponsorship in the Public Sector