

Sponsorships Policy

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1. Purpose

This Policy covers the principles and criteria guiding the implementation and evaluation of sponsorship arrangements that Council may enter into. It provides a framework to determine sponsorship decisions in a transparent manner with the aim of progressing Council's strategic objectives for the benefit of the municipality.

The City of Greater Dandenong has a strong commitment to community sustainability. This Policy will build on Council's work in developing a Community Plan and supporting activities that enhance the municipalities, social, economic, cultural or environmental benefits through sponsorship arrangements.

2. Background

Council plays a significant role in supporting and improving the image of Greater Dandenong as a great place to live, work and invest. It also has a role in encouraging social, community engagement and wellbeing as well as economic activity within the municipality. In addition, Council seeks to promote certain messages to the community that are consistent with the Community Plan, Council Plan and the Community Wellbeing Plan. Providing Sponsorships to appropriate groups or agencies allows Council to support initiatives that enhance Council's strategic directions and profile the City.

Council organises a range of events and activities for the benefit of the community and in line with its strategic goals and priorities. Seeking incoming Sponsorships from external parties provides Council with additional or unique resources that can enhance outcomes for the community.

3. Scope

This Policy covers outgoing Sponsorship arrangements whereby Council provides financial or in-kind support to external parties for a specific activity.

This Policy also covers incoming Sponsorship arrangements where Council is the recipient of financial or in-kind resources provided by external parties for specific Council activities.

These arrangements are assessed and managed according to the Sponsorships Program Operating Procedures and Guidelines.

4. Human Rights and Responsibilities Charter – Compatibility Statement

This Policy does not directly affect people's rights and responsibilities as specified in the Victorian Human Rights and Responsibilities Charter. However, the aims of this Policy support and uphold the intentions of the Human Rights and Responsibilities Charter.

5. References

- Greater Dandenong Imagine 2030 Community Plan 2010-30
- Council Plan 2013-17
- Community Wellbeing Plan 2013-17

6. Definitions

Sponsorship A Sponsorship is a mutually beneficial arrangement negotiated and agreed between two parties in which financial or in-kind resources are exchanged for promotional opportunities.

7. Council Policy

Policy Statement

It is intended that the Sponsorships Policy will build on Council's commitment to working in partnership with others to support activities or events to achieve significant outcomes in line with Council's strategic objectives.

Sponsorship is a reciprocal arrangement with support to Council from a group or from Council to a group in return for the right to use a particular event, activity or program to achieve recognition that enhances mutually strategic objectives.



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It is expected that the benefits of a sponsorship arrangement will create significance recognition of the City of Greater Dandenong and achieve the aspirations of the Community Plan. Priority will be given to Sponsorships proposals where Council's reputation and standing significantly enhance community outcomes.

Sponsorship offers Council the opportunity to be recognised as a strong 'corporate citizen' through support for events or programs whether they are international hallmark events, local, community or special events, festivals or local activities that enhance the City of Greater Dandenong, Council's strategic objectives and the attributes of community sustainability across the social, economic, cultural or environmental sectors.

Council will provide outgoing Sponsorships to external parties to support specific events and activities that meet the objectives of the Sponsorships Program.

Council will seek incoming Sponsorships from external parties to support specific Council events and activities where this meets the objectives of this Policy.

Outgoing Sponsorships – Sponsorships Program

The objectives of the Sponsorships Program are to:

- Support and improve the image of Greater Dandenong as a great place to live, work, and invest
- Promote positive messages that are in line with the Community Plan, Council Plan or Community Wellbeing Plan
- Draw visitors to the City of Greater Dandenong to generate activity within the local economy and provide a range of health and wellbeing and social benefits for the wider community.

Sponsorships are not intended to fund activities that provide a direct benefit only for the local community, but are intended to benefit the City of Greater Dandenong through image enhancement, promotion of key messages to the community and through boosting the local economy.

All requests made to Council for Sponsorship will be assessed and all Sponsorships awarded will be managed according to the Operating Procedures (attached) of the Sponsorships Program.

Each financial year Council will determine the amount available for allocation through the Sponsorships Program in the annual budget.

The process of administering the Sponsorships Program will be accountable and transparent. The process will stand up to scrutiny by the citizens of the City of Greater Dandenong and will meet compliance requirements and best practice standards.

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Council officers and Council will be involved in the review of applications for the Sponsorships Program in accordance with the operating procedures.

Sponsorships awarded through the Sponsorships Program will be subject to conditions which must be agreed to prior to payment.

Sponsorship recipients will be required to submit reports regarding the performance and outcomes of their sponsored activity.

Sponsorships awarded through the Sponsorships Program will be listed in the Council Annual Report.

Incoming Sponsorships

Council will consider Sponsorships from external parties to support the organisation of activities, celebrations and events for the local community where this Sponsorship will provide a net benefit to the residents of Greater Dandenong.

The objectives of Incoming Sponsorships are to:

- Provide significant benefit to the City of Greater Dandenong as a whole or for specific communities
- Provide additional resources to enhance the community's enjoyment of an activity, celebration or event
- Provide additional benefits of cultural diversity, community respect and harmony for the Greater Dandenong community.

When seeking Sponsorship from commercial enterprises Council will consider advertising or promoting this opportunity to a range of suitable parties.

Preference will be given to Sponsorship arrangements that are consistent with the theme of the activity or event and will provide additional entertainment or activities that will enhance the event (for example a sporting goods retailer providing sporting equipment at a community come and try event).

Incoming Sponsorship decisions can be made at any time during the year in response to circumstances. Consideration will depend on the appropriateness of the request and how the proposal meets the objectives for Incoming Sponsorships.

Sponsorship arrangements will be considered in accordance with this Policy and the operating procedures (attached).

8. Related Documents



Greater Dandenong Policy

- Sponsorships Program Operating Procedures
- Sponsorships Program Guidelines
- Incoming Sponsorship of Council Events and Activities – Sponsorship Agreement