



Sponsorship POLICY

Policy Version 1.0

Category: Management

Adopted: August 2025



Sponsorship Policy

Purpose

This Policy underpins Council's Mission and Vision and provides the framework for delivery of Winton Shire Council's Sponsorship Program.

Our Mission: Through meaningful engagement, implement a range of strategies that cater to people from all walks of life, our community needs and aim to enrich our lifestyle and preserve our heritage.

Our Vision: To grow our community and explore exciting, new and innovative opportunities which will retain existing and attract new people with whom we can share our unique lifestyle and rich heritage.

The Sponsorship Program is built on a philosophy of consultation, collaboration and partnership with applicants, ensuring that proposals will be assessed and aligned with Winton Shire Council's strategic framework and objectives for the community.

Scope

This Policy applies to:

- Councillors
- Council Employees
- Applicants to Council's Sponsorship Program

Principles

The local government principles prescribed in the *Local Government Act 2009* apply to this Policy.

s4(2) *The local government principles are —*

- a) *transparent and effective processes, and decision-making in the public interest; and*
- b) *sustainable development and management of assets and infrastructure, and delivery of effective services; and*
- c) *democratic representation, social inclusion and meaningful community engagement; and*
- d) *good governance of, and by, local government; and*
- e) *ethical and legal behaviour of councillors, local government employees and councillor advisors*

Definitions

Term	What it means / refers to
Acquittal	Is the term used where there is a requirement, generally arising pursuant to a grant agreement, to conduct an audit, a review or agreed-upon procedures and can relate to a single-subject matter or multiple subject matters ¹ .
Applicant	Is the entity or individual making application to Council's Sponsorship Program.

¹ Guidance Statement GS022 Grant Acquittals and Multi-Scope Engagements. Australian Government AASB



Term	What it means / refers to
Assessment Criteria	Are the main tests applied to a grant application to ensure that it meets the aims and objectives of the grant scheme. Assessment criteria are also used to compare and rank applications. ²
Assessment Process	Is the process by which applications are assessed, moderated and quality checked.
Auspice	Is an arrangement when a larger organisation assists a smaller organisation to fund a grant activity or event. The larger organisation is known as the auspice organisation. The community group or smaller organisation is known as the grant recipient. Auspice arrangements are required when an organisation is not registered under the <i>Corporations Act 2001</i> . ³
Chief Executive Officer (CEO)	The person appointed to the position of CEO under the Act and anyone acting in that position.
Community Organisation	Refers to the <i>Local Government Regulation 2012</i> meaning: (a) an entity that carries on activities for a public purpose or (b) another entity whose primary objective is not directed at making a profit.
Conflict of Interest	Occurs when an employee, Councillor or contractor's private interests interfere, or appear to interfere, with their duty to put the public interest first.
Council	Winton Shire Council
Council Employee	Any person employed directly by Council regardless of their employment status, undertaking duties on behalf of Council.
Agreement	Sets out the terms and conditions of the funding support provided by the Council to the Applicant including any performance information, roles and responsibilities of the parties, dispute resolution arrangements and the required outcomes.
Grants	Is a generic term applied to funding or other incentives provided to individuals or bodies (including community groups, statutory bodies or commercial enterprises) that exhibit some, or all, of the following characteristics: <ul style="list-style-type: none"> • a transfer to a recipient which may be in return for compliance with certain terms and conditions • a transfer which may not directly give approximately equal value in return to the Government (that is, there is a non-exchange transaction or subsidisation), and • a transfer where the recipient may have been selected on merit against a set of program - specific criteria.⁵ A grant

² Best Practice Guide for the Administration of Grants. 4th Edition. December 2013. Department of Treasury & Finance Tasmania.

³ <https://www.vic.gov.au/multicultural-grants-auspice-arrangements>



Term	What it means / refers to
	<p>may be in the form of non-financial support such as a fee waiver or reduction.⁴</p> <ul style="list-style-type: none"> Grants do not apply to this Policy.
In-kind	The provision of Council's services, equipment plant or facilities to assist with an event or project offering value to the other party either through benefits or budget relief.
Senior Executive Officer	The CEO, departmental Directors, Executive Managers and persons acting in such positions.
Sponsorship	Is the right to associate the sponsor's name, products or services with the sponsored organisation's service, product or activity, in return for negotiated and specific benefits. It involves a negotiated exchange and results in measurable value to each party in commercial, communication or philanthropic terms.

Policy statement

- i. Council will develop and implement Sponsorship Program Guidelines
- ii. Council will provide clear guidance and information using plain and inclusive language.
- iii. Council will seek to enter into multi-year agreements with Program applicants.
- iv. The quantum of funding provided to Program applicants will be commensurate with the Event Category (as per the Program Guidelines) and benefits to the community.
- v. Council will continuously review, monitor and evaluate the Program to ensure that the Program supports the achievement of Council's Strategic Goals.

Decision Making

Applications will be assessed by Council officers and the decision to award sponsorship will be made by a resolution of Council unless delegated.

Budget

The total assistance provided to community organisations must be within the annual budget limits approved by Council unless otherwise amended by Council.

Communication

This document will be published on the Winton Shire Council website and Council will undertake engagement with stakeholders to provide information about the Sponsorship Program.

Related Council documentation

- Code of Conduct

⁴ Queensland Treasury Financial Accountability Handbook Volume 6 – Grant Management. September 2022



- Fraud and Corruption Management Policy WSC-GOV-POL-004
- Complaints Management Policy WSC-GOV-POL-003
- Internal Audit Policy WSC-GOV-POL-002
- Sponsorship Program Guidelines and supporting documents

Legislation, recognised Authorities and other sources

- *Local Government Act 2009*
- *Local Government Regulation 2012*
- *Statutory Bodies Financial Arrangements Act 1982*
- *Information Privacy Act 2009*

Review of Policy

This policy will be reviewed every two years, or as required by operational need, or when legislation or standards change and remains in force until amended or repealed by resolution of Council.

Record of Amendments and Adoptions

Date	Revision No	Reason for amendment	Date adopted by Council	Review Date
August 2025	V1.0	Adopted by Council	August 2025	August 2027

