



Sponsorship Policy (Inwards)

Scope

This policy applies to staff seeking sponsorship for the enhancement of existing or the establishment of new services/activities for the benefit of the community.

Purpose

The objective of this policy is to:

- Assess risk and manage potential/perception of corruption or conflict of interest
- Ensure accountability and transparency in decision making
- Promote opportunities for raising sponsorship opportunities and reporting
- Ensure sponsorship opportunities are fairly contested

General

“Sponsorship” means a contribution in money or kind, generally by the corporate sector or private individuals, in support of a public sector activity. It does not include the selling of exclusive advertising space that is not linked to a project/program, joint ventures, consultancies and gifts or donations where the reciprocal benefit provided by the Council does not extend beyond some modest acknowledgement.

For the purpose of this document, a “Sponsorship Arrangement” is considered to exist where the contribution in cash or kind offered to Council exceeds the value of \$500.

Sponsorship Arrangements are subject to written agreement based on this policy.

Guidelines / Procedures

Sponsorship accepted by City of Ryde will not influence decisions or actions by City of Ryde or appear to limit its ability to carry out its functions fully or impartially.

Staff involved in a corporate sponsorship arrangement must have no involvement in the negotiation or inspection of the sponsored organisation.

References - Legislation

Local Government Act 1993 Section 356 (2)

Associated Policies

ICAC Sponsorship in the Public Sector (May 2006)

The Local Government Act

City of Ryde Code of Conduct

City of Ryde Procurement

Review Process and Endorsement

This Policy should be reviewed as required with any changes to ICAC principles or a minimum every two years and endorsed by Council.

Name - <Council> <Organisational> Policy		
Owner: Community Relations and Events	Accountability: Sponsorship	Policy Number: # <i>Provided by Governance</i>
Trim Reference: COR2007/843	Review date:	Endorsed: Council 17 July 2012



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Attachments

<i>Title</i>	<i>Trim Reference</i>
Form	

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