

City of Greater Geraldton Council Policy

1.1 COMMUNITY PARTNERSHIPS

STRATEGIC THEME

Leading

OBJECTIVES

The objectives of this policy are to:

- Assist and encourage community groups and organisations providing in-kind services that are of benefit to the broader community;
- Strengthen the community by supporting a diverse range of community led activities that are responsive to community needs;
- Build capacity of community groups and local organisations to create community networks and connection whilst delivering their identified activities;
- Achieve community generated outcomes that are consistent with The City of Greater Geraldton's (the City) Strategic Community Plan and adopted strategies; and
- Establish a framework for managing community partnerships that is clear, equitable and transparent.

POLICY STATEMENT

The policy is applicable to partnership agreements between the City, local community groups and non-profit organisations related to community led initiatives and services of an in-kind nature that deliver community benefit.

POLICY DETAILS

In seeking to support delivery of community driven initiatives consistent with the City's strategic direction, the City will pursue partnership opportunities with community groups and organisations. All partnerships will be investigated, developed, implemented and managed under the Community Partnerships program in accordance with associated policies and processes.

1. Principles

- 1.1. The City will only consider partnerships with organisations that support the values, objectives and vision for the City of Greater Geraldton;
- 1.2. The City reserves the right to decline or terminate any agreement where an in-kind activity or program is considered objectionable, politically motivated or related to commercial advertising or purposes, noting any potentially sensitive partnership proposals will be referred to CEO for consideration;
- 1.3. The Community Partnerships program will result in building and strengthening relationships with our community;

- 1.4. The Community Partnerships program will ensure a transparent, equitable and cohesive approach to all incoming non-financial partnership arrangements;
- 1.5. The Community Partnerships program aims to enhance community initiatives that deliver local benefit by empowering community groups and organisations;
- 1.6. All initiatives included in the Community Partnerships program will be relevant to our community and deliver on community needs and aspirations;
- 1.7. The Community Partnerships program will be conducted in the spirit of goodwill;
- 1.8. Partnerships deliver in-kind support, differing from grant funded programs, sponsorships and donations; and
- 1.9. All partnerships will align with the City of Greater Geraldton's Code of Business Ethics.

2. Council

2.1. Partnership Agreements

All Community Partners will be provided with a formal agreement clearly outlining roles and responsibilities, commitments and benefits. Agreements cannot be altered without the agreement of both the City and the Partner.

2.2. Suitable Partnership Activities

- Community initiatives and events.

2.3. Determining Partnership Benefits

In the interests of equity and transparency in all partnerships, benefits will be clearly outlined in the agreement which is negotiated and signed by both parties. It is up to the City Officer producing the agreement to liaise with the party on a list of benefits that will be both mutually beneficial to both parties and apply appropriate recognition.

2.4. Partnership Recognition

Partners and City Officers will discuss and include in the agreement any appropriate options for recognition based on the project's objectives. Benefits will vary dependent on the initiative, program or event that is delivered.

As a minimum, recognition of the City in a Community Partnership might include:

- Recognition in relevant marketing material and publicity associated with partnership. (e.g. social media, website, print and digital advertising, relevant marketing collateral.);
- Partnership promoted through media release and photo opportunity with the City or Councilor representatives;
- Logo inclusion in relevant partnership-related materials including promotion, banners or signage at any event or activity;
- Verbally acknowledge partner at any related activities;
- Opportunity to officially open or partake in the event or activity; and

Recognition offered via the program will be reviewed on an as needed basis.

2.5. Initiatives

To be eligible, initiatives must be:

- In alignment with the City's current Strategic Community Plan;
- Identified as meeting a strategic or important local community need or aspiration;
- Aligned with the City's values and not considered objectionable, politically sensitive or commercially driven, and
- Adhere to the City's Code of Business Ethics.

2.6. Duration

Each partnership agreement will include a timeframe in which the partnership is active. The duration and timeframes must be clearly stated in the agreement. When the agreement expires and a new agreement is not negotiated, all benefits and recognition regarding the partnership will be discontinued.

KEY TERM DEFINITIONS

Initiative means a project, program or event delivered by the community group or organisation.

In-kind means the provision of services to support or enhance an initiative at a reduced rate or free of charge.

Partnerships means relationships created with the purpose of delivering a project, program or event and provides the right to associate the partner's name with the initiative, in return for negotiated in-kind support. It involves a negotiated exchange and should result in tangible benefits to the partner organisations and community. Partnerships will take the form of in-kind support.

Events means events organised by local groups or organisations for the community.

Community groups means an eligible community-based organisation, such as a non-profit group or incorporated association. It may also apply to informal community groups whose objective is to deliver community focused projects in a defined timeframe.

ROLES AND RESPONSIBILITIES

Councillors play a role in community partnerships through the endorsement of the Strategic Community Plan and the Community Partnerships Policy.

The Director of Community and Culture is responsible for implementing this policy.

WORKPLACE INFORMATION

City of Greater Geraldton Strategic Community Plan 2025-2035

City of Greater Geraldton Corporate Business Plan 2025-2029

Local Government Act 1995

Code of Business Ethics

POLICY ADMINISTRATION

Directorate		Officer	Review Cycle	Next Due
Community and Culture		Manager Community and Cultural Development	Biennial	2026
Version	Decision Reference		Synopsis	
1.	CC011	26/03/2024	Administrative Review – 8 July 2025 – Update SCP theme / SCP CBP references	