
City of Greater Geraldton

4.19 CORPORATE PARTNERSHIPS

SUSTAINABILITY THEME

Governance

OBJECTIVES

The objective of this policy is:

- to form effective partnerships with the corporate/not-for-profit sector and community groups that generates revenue or in-kind support to deliver initiatives that benefit the broader community, the City and corporate/not-for-profit or community group partners; and
- to establish a framework for managing partnerships that is clear, equitable and transparent.

POLICY STATEMENT

The policy applies to the Mayor, all Councillors and all employees of the City of Greater Geraldton.

POLICY DETAILS

In seeking to deliver Council approved initiatives in the most effective and efficient way to the Community, Council will pursue partnership opportunities with businesses, organisations and community groups. All partnerships will be investigated, developed, implemented and managed under the Everlasting City Partnerships program and 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 Everlasting Partnerships program will result in building and strengthen relationships with the corporate/not-for-profit sector and all tiers of our community.
- 1.3. The Everlasting Partnerships program will ensure a transparent, equitable and cohesive approach to all incoming sponsorship arrangements.
- 1.4. The Everlasting Partnerships program aims to reduce the cost of initiatives to our ratepayers.
- 1.5. The Everlasting Partnerships program will ensure community initiatives are delivered in the most cost effective and efficient manner.
- 1.6. All initiatives included in the Everlasting Partnerships program will be relevant to our community and deliver on community needs and aspirations
- 1.7. The City will ensure the successful implementation and management of initiatives.
- 1.8. The Everlasting Partnerships program will ensure the alignment between partners and initiatives to ensure most appropriate allocation of partnership funding.
- 1.9. The Everlasting Partnerships program will be conducted in the spirit of goodwill.
- 1.10. Partnership funding differs from grant funded programs or donations.

2. Council

2.1. Partnership Agreements

All Everlasting Partners will be provided with a formal letter of 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. Partnership Categories

In the interests of equity and transparency in all partnership agreements, the following categories are offered. The final mix of what partners receive from the City will be decided in negotiation with them. Internally, each benefit will have a dollar value.

2.3. Benefits

All partners and sponsors are encouraged to discuss their preferred options for recognition based on their organisation's own objectives.

Benefits and recognition include, but are not limited to:

- a) Generic recognition as outlined in attachment 1
- b) Specific recognition as outlined in attachment 1.
- c) Generic benefits as outlined in attachment 1.

Benefits and recognition offered via the program will be reviewed on an as needs basis and changes made to ensure the City can fulfil the terms of its agreements.

2.4. Gold: Partners will commit to >\$10,000

Partners will be recognised with a generous benefits and recognition package that recognises and values their investment.

2.5. Silver: Partners will commit to \$2,000 - \$9,999

Partners contributions will be recognised with a variety of benefits and recognition that recognises and values their investment.

2.6. Bronze: Partners will commit to \$500-\$1,999

Partners contributions will be recognised with a number of benefits and recognition that recognises and values their investment.

2.7. Publications

Two publications will be produced to support the program. A Prospectus, which outlines the program, and an Opportunities Brochure, which will be used in conversations with potential sponsors. High profile programs or events will have their own brochure developed to support conversations with potential sponsors.

2.8. Initiatives

To be eligible, initiatives must be:

- In the City's current Corporate Business Plan;
- In the City's Long Term Financial Plan as approved by Council.
- Identified as meeting a strategic/important community need or aspiration

If an initiative is not included in the City's current Corporate Business Plan and Long Term Financial Plan, approval must be given by the Executive Management Team.

Prospective partners may choose an initiative from the Everlasting Partnership Opportunities Brochure. Should the prospective partner wish to explore other initiative ideas these will be discussed with the City resulting in a mutually beneficial agreement. Recognition and benefits will be negotiated and a formal agreement between the City and its partner will be made.

2.9. Fund type

Partners may choose to make their contribution via cash or in-kind. In-kind contributions must have proof of reasonably verifiable quotations.

2.10 Duration

Each partnership agreement will include a timeframe in which the partnership is active. 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, service or facility delivered by the City.

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

Opportunities Brochure means a list of events, activities, projects or programs that are available for partnership.

Partnerships means relationships created with the purpose of delivering a project, program, service or facility and provides the right to associate the partner's name, products or services with the initiative, in return for negotiated and specific benefits such as cash or in-kind support or promotional opportunities. It involves a negotiated exchange and should result in tangible, material and mutual compensation for the principal parties to the arrangement. Partnerships can take the form of cash and/or in-kind support.

ROLES AND RESPONSIBILITIES

The Councillors, through the endorsement of the Corporate Business Plan and Long Term Financial Plan, will direct the opportunities of the Everlasting Partnerships Opportunities Brochure.

The Director of Corporate and Commercial Services is responsible implementing this policy.

WORKPLACE INFORMATION

Community Strategic Plan

Local Government Act

Annual Budget Framework

Corporate Business Plan

Long Term Financial Plan

POLICY ADMINISTRATION

Directorate		Officer	Review Cycle	Next Due
Corporate and Commercial Services		Manager Economic Development	Biennial	2020
Version	Decision Reference	Synopsis		
2.	CCS367 – 23 OCTOBER 2018	POLICY REVIEW		

Everlasting Partnership Recognition and Benefits Table

Category	BRONZE	SILVER	GOLD
	Values	Values	Values
	\$500-\$1,999	\$2,000-\$9,999	>\$10,000
Announcing The Partnership:			
Social media post announcing partnership	X	X	X
Media Release announcing partnership		X	X
Inclusion in TaGG the City's monthly advertorial			X
Generic Partnership Recognition:			
Listing in Everlasting Partnership page on CGG website	X	X	X
Listing in Everlasting Partnership honours Boards in Civic Centre Foyer		X	X
Logo inclusion in project/event on print promotional materials included in communications strategy (i.e. newspaper ads, flyers/posters, banners, etc...)		X	X
Logo inclusion in project/event on digital promotional materials included in communications strategy (i.e. social media ads, website page, website rotating banner, website events page, etc...)			X
Inclusion of Partner logo and/or mention of Partner in radio or television advertising included in the communications strategy.			X
Logo inclusion on outdoor signage specific to project/event			X
Displaying of Partner banners at activity/event			X
Verbal recognition of Partner at activity/event	X		X
Opportunity to officially open the activity/event			
Live internet streaming of the activity/event mentioning partner			
Premium spot at activity/event for Partner to promote its products/services			X
Specific Partnership Recognition:			
Listing in Everlasting Partnership page on specific event/program website	X	X	X
Social media post announcing partnership on event/program specific social media platform	X	X	X
Media release announcing partnership listed on event/program specific website		X	X
Naming rights to a specific activity/project/program/event			X
Generic Benefits:			
Invitations to VIP/Civic/Mayoral events		X	X
Opportunities to be involved in City events and activities as a volunteer		X	X