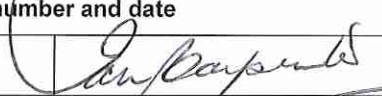
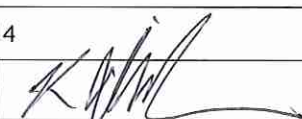


**Council Policy
CP062
Corporate Partnerships**

Officer	Manager Corporate Communications	Owner	Director Creative Communities
Review frequency	Biennially	Next review	December 2016
Registered with G&R	AA – 12 January 2015		
Council resolution number and date	CC194 – 16 December 2014		
Mayor		Chief Executive Officer	

OBJECTIVE

The objective of this policy is:

- to form effective partnerships with the Corporate sector that generates revenue to deliver initiatives that benefit the community, the City and corporate partners; and
- to establish a framework for managing partnerships that is clear, equitable and transparent.

SCOPE

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

DEFINITIONS

Any projects, programs or services delivered by the City.

City means the City of Greater Geraldton.

Council means the Council of the City of Greater Geraldton.

Councillor means a person who holds the office of Councillor on the Council.

Mayor means the Mayor elected by electors of the district of the City of Greater Geraldton.

CEO means the Chief Executive Officer of the City.

Employee means a person employed by the City under section 5.36 of the LGA.

Initiative means a project, program, service or facility delivered by the City.

Local government property means anything, whether land or not, that belongs to, or is vested in, or under the care, control or management of the City.

Strategic Community Plan means the Strategic Community Plan adopted by the Council.

Act or LGA means the *Local Government Act 1995*.

Initiatives Bank means list of initiatives available to partners.

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.

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.

POLICY

In seeking to deliver Council approved initiatives in the most effective and efficient way to the Community, Council will pursue partnership opportunities with businesses and organisations. 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 City Partnerships program will result in building and strengthen relationships with the corporate sector and all tiers of our community.
- 1.3. The Everlasting City Partnerships program will ensure a transparent, equitable and cohesive approach to all incoming sponsorship arrangements.
- 1.4. The Everlasting City Partnerships program aims to reduce the cost of initiatives to our ratepayers.
- 1.5. The Everlasting City Partnerships program will ensure community initiatives are delivered in the most cost effective and efficient manner.
- 1.6. All initiatives included in the Everlasting City Partnerships program will be relevant to our community and deliver on community needs.
- 1.7. The City will ensure the successful implementation and management of initiatives.
- 1.8. The Everlasting City Partnerships program will ensure the alignment between partners and initiatives to ensure most appropriate allocation of partnership funding.
- 1.9. The Everlasting City 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 City 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 include, but are not limited to:

- a) logo placement on all relevant collateral;
- b) television acknowledgment;
- c) radio acknowledgment;
- d) press advertising e.g. newspaper;
- e) online advertising;
- f) websites;
- g) use of City logo;
- h) Mayoral involvement including the Mayor at launches or a media photo opportunity;
- i) social media acknowledgment;
- j) display space at Library;
- k) outdoor signage;
- l) proactive media;
- m) media releases;
- n) naming rights;
- o) invitation to VIP functions;
- p) VIP night at Queens Park Theatre;
- q) opportunity to present to Council staff on a relevant topic;
- r) inclusion in the staff newsletter;
- s) inclusion in welcome packs to the City;
- t) poster space in City buildings;
- u) dedicated support through Corporate Communications;
- v) Honours Board for Platinum and Diamond sponsors; and
- w) much more.

(Note: Benefits will be commensurate with the level of partnership contribution).

2.4. Platinum: Partners will commit to \$50,001+

Partners will be recognised with a tailored program with a value that matches the investment. All platinum partners will be included on an Honours Board in the City's customer service area and a comprehensive recognition package.

2.5. Gold: Partners will commit to \$25,001 - \$50,000

Partners will be recognised with a number of benefits including, but not limited to, photos with the Mayor, logo placements and advertising. This will be done in negotiation with partners.

2.6. Silver: Partners will commit to \$10,001 - \$25,000

2.7. **Bronze:** Partners will commit to \$1,000 - \$10,000

Partners will be recognised with a mention in a newspaper ad and other acknowledgements that make up the benefits package.

2.8. **Diamond:** This triennial special relationship will be negotiated with the funding partner with specific benefits negotiated for the benefit of all parties.

The benefits provided will depend on negotiations. Diamond sponsors will also be included on the Honours Board.

2.9. **Publications**

Two publications will be produced to support the program. A Prospectus, which outlines the program, and an Initiatives Bank, which will be used in conversations with potential sponsors. The Initiatives Bank will cover projects in different categories including Culture, Social, Environment, Economic and Governance; and includes different levels of sponsorships in each category.

2.10. **Initiatives**

To be eligible, initiatives must be:

- a) In the City's current Corporate Business Plan; and
- b) In the City's Long Term Financial Plan as approved by Council.

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 will choose an initiative from the Everlasting City Partnerships Initiatives Bank which will also determine the category level of the partnership. Should the prospective partner wish to explore other initiative ideas these will be discussed with the City resulting in a mutually beneficial agreement. Recognition rights and benefits will be negotiated and a formal agreement between the City and its partner will be made.

Initiatives are presented under the Council endorsed Pillars of Sustainability categories:

- a) Arts and Culture;
- b) Cultural;
- c) Social;
- d) Environment;
- e) Economic; and
- f) Governance

2.11. **Fund type**

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

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 City Partnerships Initiatives Bank. The Director of Creative Communities is responsible implementing this policy.

WORKPLACE INFORMATION/REFERENCES

Community Strategic Plan
Local Government Act
Annual Budget Framework
Corporate Business Plan
Long Term Financial Plan