

# City of Greater Geraldton

## 4.19 CORPORATE PARTNERSHIPS

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### SUSTAINABILITY THEME

#### Leadership

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### OBJECTIVES

The objective of this policy is:

- to form effective partnerships with the corporate sector that generates revenue or in-kind support to deliver initiatives that benefit the broader community, the City and corporate 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 and corporate sector organisations. All partnerships will be investigated, developed, implemented and managed under the Corporate 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 Corporate Partnerships program will result in building and strengthening relationships with all tiers of our community.
- 1.3. The Corporate Partnerships program will ensure a transparent, equitable and cohesive approach to all incoming partnership arrangements.
- 1.4. The Corporate Partnerships program aims to reduce the cost of community initiatives and events to our ratepayers.
- 1.5. The Corporate Partnerships program will ensure community initiatives and events are delivered in the most cost effective and efficient manner.
- 1.6. All initiatives included in the Corporate Partnerships program will be relevant to our community and deliver on community needs and aspirations.
- 1.7. Partnerships will complement other community events or initiatives.
- 1.8. The City will ensure the successful implementation and management of community initiatives and events.
- 1.9. The Corporate Partnerships program will ensure the alignment between partners and initiatives to ensure most appropriate allocation of partnership funding.
- 1.10. The Corporate Partnerships program will be conducted in the spirit of goodwill.

- 1.11. Partnership funding differs from grant funded programs, donations and MOUs.
- 1.12. All partnerships will align with City procurement policies and the City of Greater Geraldton's Code of Business Ethics.

## 2. Council

### 2.1. Partnership Agreements

All Corporate 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.

Agreements must be approved by relevant City officers or Council as per below:

\$0-\$5,000	Relevant Manager to approve.
\$5,001-\$10,000	Relevant Director to approve.
\$10,001- \$50,000	CEO to approve.
Over \$50,000	Council to approve.

### 2.2. Suitable Partnership Activities

- Community and City events
- City programming and initiatives

### 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 signed by both parties. The final mix of what partners receive from the City will be decided in negotiation with them, and will differ – depending on the partnership activities. 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. Examples of Potential Benefits to Partners

All partners are encouraged to discuss their preferred options for recognition based on their organisation's own objectives. Benefits will vary dependant on the initiative and program that is being sponsored.

Examples of benefits and recognition include, but are not limited to:

- Brand awareness in form of recognition in relevant marketing material and publicity associated with partnership. I.e. social media and City website, print and digital advertising, relevant marketing collateral.
- Partnership promoted through media release and photo opportunity with City or Council representative.
- Logo inclusion in relevant partnership-related materials including promotion, banners/signage at any sponsored event/activity.
- Entry/tickets to sponsored event/activity.
- Naming rights for whole or portion of event/activity.
- Verbally acknowledge partner at any related activities.
- Opportunity to officially open or partake in the event/activity.

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.

Examples of benefits that may align, but are not limited, to dollar values include:

\$0-\$5,000	Brand awareness in form of recognition in relevant marketing material and publicity associated with partnership. I.e. social media and City website, print and digital advertising, relevant marketing collateral. Logo inclusion in relevant partnership-related materials including promotion, banners/signage at any sponsored event/activity.
\$5,000-\$10,000	Partnership promoted through media release and photo opportunity with City or Council representative. Entry/tickets to sponsored event/activity. Naming rights for whole or portion of event/activity. Opportunity to officially open or partake in the event/activity.
Over \$10,000	All benefits used as necessary.

## 2.5. 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; and
- Adhere to the City's Code of Business Ethics.

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.

## 2.6. Fund type

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

## 2.7. 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, 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.

**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.

**Community Events** means events organised by Council, local groups or organisations for the community.

### ROLES AND RESPONSIBILITIES

Councillors play a role in corporate partnerships through the endorsement of the Corporate Business Plan and Long Term Financial Plan.

The Executive Management Team will provide approval for partnerships that are not identified through the Corporate Business Plan and Long Term Financial Plan.

The Director of Corporate Services is responsible for implementing this policy.

### WORKPLACE INFORMATION

Strategic Community Plan

*Local Government Act 1995*

Annual Budget Framework

Corporate Business Plan

Long Term Financial Plan

Code of Business Ethics

### POLICY ADMINISTRATION

Directorate		Officer	Review Cycle	Next Due
Corporate Services		Coordinator Communications and Tourism	Biennial	2025
Version	Decision Reference	Synopsis		
4.		Policy Review		