

## 19.2 2020/21 SPONSORSHIP ROUND REPORT - APPLICATIONS OVER \$15,000

### Objective Reference:

**Authorising Officer:** Louise Rusan, General Manager Community & Customer Services

**Responsible Officer:** Kim Kerwin, Group Manager Community & Economic Development

**Report Author:** Tracey Cooke, Acting Community Grants Coordinator

**Attachments:** Nil

The Council is satisfied that, pursuant to Section 254J(3) of the *Local Government Regulation 2012*, the information to be received, discussed or considered in relation to this agenda item is:

- (g) *negotiations relating to a commercial matter involving the local government for which a public discussion would be likely to prejudice the interests of the local government.*

### PURPOSE

To seek endorsement of the Council's Sponsorship Assessment Panel recommendation regarding cash funding over \$15,000 in the 2020/21 round of the Sponsorship Program.

### BACKGROUND

Corporate Sponsorship Guideline (Outgoing) (GTS-003-001-G) specifies that applicants who have requested more than \$15,000 will have their application decided by Council following review and recommendation by the Sponsorship Assessment Panel.

Sponsorship is a business transaction in which Council provides a financial contribution and/or value in-kind to support an event, project, service or activity in return for negotiated commercial or other benefits. Sponsorship involves an exchange that has a measurable value to each party in commercial, communication or philanthropic terms.

The Sponsorship Assessment Panel comprises representatives from Community and Economic Development (Panel Chair); Customer and Cultural Services; Communication, Engagement and Tourism; Strengthening Communities; City Operations; and Health and Environment.

The Sponsorship Assessment Panel considers the monetary value and indicative in-kind costs for each sponsorship application, and provides a final decision/recommendation for monetary value.

Applications for outgoing sponsorship are assessed against the criteria of:

- Alignment with Council's corporate vision, mission and values;
- Economic benefits to Redland City;
- Supports outcomes of Council as outlined in Council's Corporate Plan 2018-2023;
- Represents value for money with regard to commercial and other benefits;
- Track record of applicant regarding financial administration and general management;
- Level of financial and other support from other organisations; and
- Benefits to the local community.

### ISSUES

Council received and has assessed 14 applications under the 2020/21 Sponsorship Program round, 13 of which were for an amount of \$15,000 or less and one application requesting more than \$15,000. Of these applications, eight were approved and five were rejected for funding by the Sponsorship Assessment Panel, which convened on 23 November 2020.

### Sponsorship application S21-R1-010 from Goompi Give and Grow Ltd.

The application requesting more than \$15,000 was submitted by Goompi Give and Grow Ltd. for the 2021 Goompi NAIDOC Gala Dinner and Awards, an annual event in its fourth year that aims to advance awareness of Aboriginal and Torres Strait Islander peoples' history and achievements whilst bringing the community together. The amount requested is \$25,000.

In making its recommendation, the Sponsorship Assessment Panel considered:

- The sponsorship round was significantly oversubscribed with \$180,716.60 in sponsorship requests compared to a funding round available budget of \$68,000;
- The high calibre of applications which resulted in a very competitive round; and
- Sponsorship applications able to deliver the greatest value for money with regard to commercial and other benefits to the community.

The Panel determined that:

- The value for money (\$25,000 for an event with 100 participants) was very low when compared with other applications;
- Other funding sources are generally available for NAIDOC events; and
- Council provides other significant funding that highlights Aboriginal and Torres Strait Islander culture through the grants programs, the recurrent funding of the Quandamooka Festival (\$30,000) under a three (3) year targeted funding allocation and the approved sponsorship (\$5000) for the upcoming Minjerribah Moorgumpin Elders-In-Council Terra Bulla Leumeah NAIDOC 2020 event.

In addition to the request for cash sponsorship, Goompi Give and Grow has sought in-kind support from Council to the indicative value of \$200 for marketing and promotion of the event on Council's website. This would include a display of Council approved flyers and posters on Redland City Council's brochure stands and noticeboards.

Assessment of the request for in-kind support has been conducted by the relevant business area and an approval has been issued.

The table below outlines cash requested and indicative in-kind support, which has been approved by the relevant business area.

Event / project	Requested Amount	Cash Recommendation	Indicative Council In-kind support	Total Support
Goompi NAIDOC Gala Dinner and Awards	\$25,000	\$0	\$200	\$200

Council has not previously funded the Goompi NAIDOC Gala Dinner and Awards through the Sponsorship Program or Community Grants Program. In 2019/20 an application for Project Support was declined.

### Indigenous Partnerships Unit initiative

In 2018 Council supported the inaugural NAIDOC Gala Dinner and Awards through an initiative of the Indigenous Partnerships Unit to the value of more than \$14,000. In-kind support was also provided for marketing and promotion of the event. In 2019, Council contributed more than \$2500 to the event through this initiative. No program budget is currently available to support this initiative.

**Urgency**

This report is confidential and the applicant will not receive notification of the outcome of the sponsorship application until a decision is made by Council.

Any delay in the decision of this report will result in a delay of notification to the applicant and may affect their event, which is scheduled to be held on 10 July 2021.

**Sponsorship Assessment Panel recommendation**

The Sponsorship Assessment Panel's recommendation is to not approve cash sponsorship for the 2021 Goompi NAIDOC Gala Dinner and Awards.

**STRATEGIC IMPLICATIONS****Legislative Requirements**

There are no legislative implications as a result of funding or not funding the application.

**Risk Management**

There may be a risk of negative publicity for Council if a decision is made not to fund all or part of this application.

Operational risks are addressed through assessment of the event management plan and ensuring all necessary permits are issued prior to the event.

**Financial**

In the second half of the 2019/20 financial year, Council pivoted its grants program to a COVID-19 Social and Economic Assistance Package. As a result, Round 2 of the Sponsorship Program was postponed to July and funded from the 2020/21 financial year budget.

The 2020/21 budget for Sponsorship is \$68,000 and this will fund one round only, rather than two rounds as in previous years.

Subscription to the Sponsorship Program is highly competitive. A total of \$180,716.60 was requested under the 2020/21 round.

Approval of cash sponsorship for the event, either in total or in part, would require payment to be drawn down from the Community Grants Program funds.

**People**

The impact to staff is minimal for this event and is specific to administrative tasks.

**Environmental**

There are no environmental impacts associated with this report.

**Social**

Council supports social outcomes through other significant funding for programs promoting the support of the local Aboriginal and Torres Strait Islander community outlined in the Issues section of this report.

**Human Rights**

There are no human rights implications as a result of funding or not funding the application.

## Alignment with Council's Policy and Plans

Council's Sponsorship Program supports:

### RCC Corporate Plan 2018 - 2023 Outcomes

6.2 Redland City delivers events, activities and performances that bring economic and social benefits to the community.

7.1 Festivals, events and activities bring together and support greater connectivity between cross-sections of the community.

## CONSULTATION

Consulted	Consultation Date	Comments/Actions
Communication, Engagement and Tourism Group	11 November 2020	Provided feedback on event and tourism attendance. Approved indicative value of \$200 for in-kind support for marketing and promotion on Council's website and display place for applicant flyer on Council's brochure stands and notice boards.
Indigenous Partnerships and Programs Unit	30 November 2020	No program budget available to support this initiative.

## OPTIONS

### Option One

That Council resolves as follows:

1. To endorse Council's Sponsorship Assessment Panel recommendation regarding cash funding over \$15,000 in the 2020/21 round of the Sponsorship Program.
2. That this report remains confidential until applicants have been advised of the outcome of the 2020/21 round of the Sponsorship Program, subject to maintaining the confidentiality of legally privileged, private and commercial in confidence information.

### Option Two

That Council resolves as follows:

1. To not endorse Council's Sponsorship Assessment Panel recommendation regarding cash funding over \$15,000 in the 2020/21 round of the Sponsorship Program, and approve cash sponsorship to the requested amount.
2. That this report remains confidential until applicants have been advised of the outcome of the 2020/21 round of the Sponsorship Program, subject to maintaining the confidentiality of legally privileged, private and commercial in confidence information.

### Option Three

That Council resolves as follows:

1. To not endorse Council's Sponsorship Assessment Panel recommendation regarding cash funding over \$15,000 in the 2020/21 round of the Sponsorship Program, and approve cash sponsorship of a different amount.
2. That this report remains confidential until applicants have been advised of the outcome of the 2020/21 round of the Sponsorship Program, subject to maintaining the confidentiality of legally privileged, private and commercial in confidence information.

**OFFICER'S RECOMMENDATION**

That Council resolves as follows:

1. To endorse Council's Sponsorship Assessment Panel recommendation regarding cash funding over \$15,000 in the 2020-21 round of the Sponsorship Program.
2. That this report remains confidential until applicants have been advised of the outcome of the 2020/21 round of the Sponsorship Program, subject to maintaining the confidentiality of legally privileged, private and commercial in confidence information.