



CP 4.10 Incoming Sponsorship

Objective

The purpose of the Policy is to provide for the good governance of sponsorship of City of Perth (City) sponsorship assets from other organisations.

Scope

This Policy is applicable to any sponsorship received by the City (monetary or in-kind) from other organisations, except the Commonwealth or State Government or their agencies and authorities.

The City may accept sponsorship from more than one sponsor for a single event, activity or sponsorship asset.

Outgoing sponsorships are covered by Council Policy 4.3 Outgoing Sponsorship and Grants.

Policy statement

Incoming sponsorship Aims

1. Through the sourcing of sponsorship, the City aims to:
 - a. deliver and enhance the extensive calendar of events as outlined in the annual Events Plan;
 - b. support the delivery of aspirations outlined in the City's Events Strategy;
 - c. deliver and enhance projects as outlined in the Corporate Business Plan; and
 - d. support the objects of the City in the *City of Perth Act 2016*.
2. Sponsorship of sponsorship assets must not, in the City's opinion:
 - a. compromise the City's values, public image, ability to fulfil its functions or influence decisions or actions of the City;
 - b. be injurious or prejudicial to the character, values or interests of the City;
 - c. conflict with the City's strategic aspirations and policies;
 - d. allow ownership and control of the sponsored asset(s) to be removed from the City; or
 - e. provide personal benefit to:
 - i. City employees or Council Members; or
 - ii. the employees or directors of the organisation or body providing sponsorship.
3. Sponsorship assets are to be used for the purpose of this policy only.

Eligibility and ethics

4. In addition to any relevant criteria provided for a sponsorship asset, the City will not consider funding from:
 - a. a political party;
 - b. an organisation that (in the City's opinion) supports, promotes or facilitates violence, intolerance, discrimination or the inhibition of human rights;



- c. an organisation that (in the City's opinion) produces, promotes or sells products/services likely to be harmful to the community;
 - d. an employee or Council Member of the City, however this does not include an organisation that an employee, Council Member or their closely associated person may be part of;
 - e. an organisation that has outstanding debts to the City;
 - f. an organisation who is in legal conflict with the City; or
 - g. an organisation that conducts, or has conducted, themselves in a way that the City considers to be injurious or prejudicial to the character, values or interests of the City.
5. Organisations seeking to sponsor a sponsorship asset must not lobby, seek to influence or canvass the decision-making of Council Members or City employees, in relation to their Statement of Interest. Any organisation who does so will have their Statement of Interest rejected.

Advertisement of opportunities

6. Opportunities to sponsor a sponsorship asset will be made available via the below methods:
- a. advertising the opportunity publicly on the City's website;
 - b. shared directly with a list of potential sponsors; or
 - c. otherwise as directed by the City.

Advocacy

7. The City operates in line with the *Local Government Act 1995* and the *City of Perth Act 2016*, and regulations including the *Local Government (Model Code of Conduct) Regulations 2021*, and the City's respective Codes of Conduct for Council Members and employees.
8. The Lord Mayor and Council Members may initiate incoming sponsorship arrangements by advocating on behalf of the City and alerting parties to available opportunities.

Statement of Interest

9. Sponsorship of sponsorship assets can arise in different ways:
- a. organisations responding to a sponsorship opportunity with a Statement of Interest; or
 - b. unsolicited offers or proposals from organisations where the City receives a request to sponsor a sponsorship asset.

Assessment of Statement of Interest

10. All Statements of Interest will be assessed and a recommendation presented to the CEO.

Decisions on incoming sponsorship

11. The CEO will decide whether to accept or reject a Statement of Interest for a sponsorship asset. The decision of the CEO is final and not subject to any further appeal within the City.
12. The City retains the discretion not to accept sponsorship funding from any entity for any reason.

Sponsorship agreements

13. For any incoming sponsorship, an agreement must be entered into on terms agreeable to the City, and



may be authorised by the CEO or City staff with financial or operational authorisation. Additional requirements may be set out in the City's procedures.

Reporting

14. All incoming sponsorship arrangements shall be reported on in the annual report and all records inclusive of Statements of Interest, assessment and decision documents, and sponsorship agreements maintained in the City's record management system.

Managing conflicts of interest

15. In the administration and acceptance of incoming sponsorship, any real, potential, or perceived conflicts of interest are to be managed in keeping with the Local Government Act 1995, its regulations and the City's codes of conduct, policies and requirements.

Definitions

16. In this policy:

'**assessment criteria**' means the City's criteria by which Statements of Interest for sponsorship are assessed ;

'**Council**' means the City of Perth Council;

'**closely associated person**¹' as defined in s. 5.62 of the Local Government Act 1995

'**in-kind support**' includes where the City receives a contribution of goods and/or services other than money. In-kind support will be attributed a monetary value and considered within the totality of funds provided to the City by the eligible party;

'**personal benefit**' means any gift or benefit for the purposes of the *Local Government Act 1995* or applicable City code of conduct;

'**Policy**' means this Policy CP4.10 Incoming Sponsorship;

'**sponsorship**' means a commercial arrangement in which a sponsor provides a cash and/or in-kind contribution to support a sponsorship asset;

'**sponsorship asset**' includes the following:

- (a) events;
- (b) activations;
- (c) initiatives;
- (d) projects; and
- (e) an occasion of a kind prescribed for the purposes of this definition; and

'**Statement of Interest**' means any verbal or written expression to pursue sponsorship.

¹ Closely associated person is defined in s. 5.62 of the *Local Government Act 1996*.



Document control

Policy context

Legislation, standards & external guidelines	<i>Local Government Act 1995</i> <i>City of Perth Act 2016</i>
Policies and procedures	OP 19 Management of Employee Conflicts of Interest Codes of Conduct; and Incoming Sponsorship Procedure PR1215
Strategies, plans and frameworks	Events Strategy Corporate Business Plan

Document custodian

Alliance	Engagement and Activation	Service unit	City Events
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Review management

Next review due	December 2028	Document management ref.	EDRMS-1336483316-1121
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Document management

Version	Adopted by	Adoption date	Synopsis of changes
1.0	Ordinary Council Meeting	30 August 2022	Initial adoption.
2.0	Ordinary Council Meeting	9 December 2025	Major Review.