

### 11.3.5 SPONSORSHIP 2023-24

<b>Attachments:</b>	<a href="#">Appendix 1 Sponsorship Evaluation Summary Report</a>
<b>Responsible Officer:</b>	<b>Emma Landers</b> <b>Deputy Chief Executive Officer;</b> <b>Director Organisation Development</b>
<b>Author:</b>	<b>Nicole Montgomery</b> <b>Coordinator Grants and Advocacy</b>
<b>Proposed Meeting Date:</b>	<b>30 June 2023</b>
<b>Author Disclosure of Interest:</b>	<b>Nil</b>

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### REPORT PURPOSE

For Council to endorse the Sponsorship funding for inclusion in the 2023/24 budget.

### BACKGROUND

At its meeting held 25 November 2022, Council adopted the revised Grants and Sponsorship Policy (**Appendix 1**) and adopted the new Grants and Sponsorship Guidelines at the Ordinary Council Meeting held on 24 February 2023 (**Appendix 2**). This encompasses Sponsorships and the ongoing grants provided throughout the year.

As per the Guidelines, organisations are required to submit a sponsorship application two months prior to their event, must be \$5,000 or more and requests for assistance must be approved by Council.

Providing sponsorship to local community groups and organisations aligns to the Shire's Community vision to build on our strengths to grow and create opportunities for all and to be proud, connected and resourced. The Sponsorship recommendation is based on the impacts and outcomes these proposed activities will deliver for the community whilst aligning to the Shire's Community Vision and Strategic Community Plan whilst providing economic benefits to the Shire of East Pilbara.

The table found in Appendix 3 details the requests received for Council's consideration.

### COMMENTS/OPTIONS/DISCUSSIONS

The Shire received three (3) applications for Sponsorships to be considered for inclusion in the 2023/24 budget. However the Administration has identified that one proponent (Marble Bar Race Club) application from the Community Grants Round was better suited under the Sponsorship program. The rationale for assessment under the Sponsorship Program was due to the proposed event would have direct financial impact on the Shire of East Pilbara and capacity to attract large numbers of participants. Whereby Community Grants provide applicants with funding to deliver initiatives that foster collaboration and target identify gap/targeted cohorts. Therefore, the total number of applications for consideration under Sponsorship was increased from three (3) to four (4) applications.

However, prior to the June 30 Council meeting, the Marble Bar Race Club (proponent) made a further request for funding to Council for the same funding event. Without knowing the result of their first application, the proponents request was assessed under the Grants and Sponsorship Policy and considering that the initial application was deemed and assessed under the Sponsorship Program selection criteria, the proponent was subsequently asked to re-submit a revised application. Under the Sponsorship program criteria, sponsorship for amounts over \$5000 are available all year round. The appropriate assessment process was then convened and completed through an Assessment Panel and the result of the Marble Bar Race Club revised application was endorsed.

Each applicant is required to complete and submit a detailed acquittal report to the Shire within 30 days of completion of their activity. More information on individual applications and rationale for recommendation can be found in Appendix 3.

For the 2023/24 financial year, and as per the table in below, the Administration is recommending the following three (3) applications be considered for Sponsorship support, totaling \$39,955.

<b>Activity/Organisation</b>	<b>Requested Support \$</b>	<b>Recommended Support \$</b>	<b>Remaining Grant Budget</b>
Total current budget allocation			\$50,000 proposed for 2023/24 financial year
<i>Recommended Applications: Eligible and recommended grants, which are the highest priority.</i>			
Newman VETS Football Club / Newman VETS Celebrity Match 2023	\$10,000 (cash)	\$9,000 (cash)	\$41,000
East Pilbara Race Club / Newman Cup 2023	\$15,000 (cash)	\$15,000 (cash)	\$26,000
Marble Bar Race Club / Marble Bar Races 2023	\$15,955 (cash)	\$15,955 (cash)	
<b>Sub-total of recommended applications within the budget</b>	<b>\$40,955</b>	<b>\$39,955</b>	<b>\$10,005.00</b>
<i>Not recommended applications:</i>			
Ocrea's Swim Club / Newman Swimming Club Events	\$16,000 (cash)		Not recommended- does not meet assessment selection criteria

## **STATUTORY IMPLICATIONS/REQUIREMENTS**

Nil

## **POLICY IMPLICATIONS**

6.6 Grants and Sponsorship

## **STRATEGIC COMMUNITY PLAN**

### **1: Economic**

A diverse and sustainable economy, with a balanced population, providing equal opportunities and prosperity for all, and a fair share of the returns from our resources

- 1.1. Develop strong networks for collaboration within and across the corporate and public sectors for growing exports, with a focus on agriculture, mining services, Aboriginal business and tourism
- 1.2. Work with local entrepreneurs, existing businesses and artists to increase their internal capacity and explore business opportunities that will reduce leakage from the local economy
- 1.4. Collaborate with key stakeholders on brand promotion, tourism accommodation, investment in attractions and product development, and supporting infrastructure such as wayfinding and signage

### **2: Social**

Safe, connected and family-friendly communities where all people thrive, and have their needs met at all ages and stages of life

- 2.4. Promote health and safe lifestyles choices, and uphold public health and safety
- 2.6. Support local sporting clubs and community organisations to grow their capacity to increase healthy activity and cohesion
- 2.7. Support art and culture, and events and activities that bring people together in shared experience and celebration
- 2.8. Improve inclusion and harmony across the diverse groups in the population

## **RISK MANAGEMENT CONSIDERATIONS**

Reputational – Moderate

## **FINANCIAL IMPLICATIONS**

If Council supports the Officer's recommendation within this report, the sponsorship monies will form part of the 2023/24 budget allocation.

Council has the option to retain the previous allocated amounts, or support the requests from the applicants for the increased amounts.

## **VOTING REQUIREMENTS**

Simple Majority.

**OFFICER RECOMMENDATION**

That Council:

1. Approves the following Sponsorship, totaling \$39,955 (excluding GST), subject to Council's adoption of the 2023/24 Annual Budget:

<b>Applicant Organisation</b>	<b>Event</b>	<b>Amount</b>
Newman VETS Football Club	Newman VETS Celebrity Match 2023	\$ 9,000
East Pilbara Race Club	Newman Cup 2023	\$ 15,000
Marble Bar Race Club	Marble Bar Races 2023	\$ 15,955
<b>TOTAL</b>		<b>\$39,955</b>

2. Declines the following Sponsorship applications:

<b>Applicant Organisation</b>	<b>Event</b>
Ocrea's Swim Club	Newman Swimming Club Events

**Appendix 3: Summary of Applications and Recommendation Rationale – Sponsorship 2023/2024**

Ref	Applicant/Event	Location	Benefits	Funding Request (excl. GST)	Total Funding recommendation (excl. GST)
1)	Newman VETS Football Club – Newman VETS Celebrity Game 2023	Newman	<ul style="list-style-type: none"> <li>- Logo on promotional materials</li> <li>- Named as presenting partner</li> <li>- Banners on display during activity</li> <li>- Opportunity to present an award or speech</li> <li>- Radio Acknowledgement</li> <li>- Media Acknowledgement</li> </ul>	\$10,000 cash	\$9,000 cash
2)	East Pilbara Race Club – Newman Cup 2023	Newman	<ul style="list-style-type: none"> <li>- Naming rights to the Newman Cup 2023</li> <li>- Logo on promotional materials</li> <li>- Named as presenting partner</li> <li>- Banners on display during activity</li> <li>- Opportunity to present an award or speech</li> <li>- Media Acknowledgement</li> </ul>	\$15,000 cash	\$15,000 cash
3)	Marble Bar Race Club – Marble Bar Races 2023	Marble Bar	<ul style="list-style-type: none"> <li>- Logo on promotional materials</li> <li>- Named as presenting partner</li> <li>- Banners on display during activity</li> <li>- Opportunity to present an award or speech</li> <li>- Radio Acknowledgement</li> <li>- Media Acknowledgement</li> </ul>	\$15,955 (\$5,955 in-kind, \$10,000 cash)	\$15,955 (\$5,955 in-kind, \$10,000 cash)
4)	Ocreas Swim Club	Newman	<ul style="list-style-type: none"> <li>- Logo on promotional materials</li> <li>- Opportunity to present an award or speech</li> <li>- Radio Acknowledgement</li> </ul>	\$16,000 cash	Decline

## 1) Newman VETS Celebrity Game 2023

Applicant Details	
Applicant Name	Newman VETS Football Club
Previous Support (5-year period)	2020- \$6,000 Sponsorship 2021- \$6,000 Sponsorship 2022- \$6,000 Sponsorship
Project Details	
Project Title	Newman VETS Celebrity Match 2023
Project Date/Location	28 <sup>th</sup> July 2023-31 <sup>st</sup> July 2023   Newman
Project Description	The Newman VETS Football Club has been running this event since 2008. Each year ex-football players and other high profile personalities come to Newman to run football coaching clinics throughout the day before taking the field that evening with local VETS Football Club players for a match. The event finishes with a Sportsman's Night and a fundraising auction.
Total Amount Requested	\$10,000 (exc. GST) comprising of: \$10,000 (ex GST) cash contribution
Recommendation	APPROVE a one-year term
Recommended Amount	\$9,000
Recommendation Rationale	<p>The Assessment Panel recommend supporting the application for \$9,000 (ex GST) cash, for the following reasons:</p> <ul style="list-style-type: none"> <li>• Provides a benefit to the community</li> <li>• Provides brand exposure and positive public recognition benefits to the Shire of East Pilbara</li> <li>• Supports the Shire of East Pilbara's goals as identified in its Strategic Community Plan</li> <li>• Positively increases awareness and raises the profile of the Shire of East Pilbara</li> <li>• Does not duplicate an activity already available in the local area</li> <li>• Provides a direct economic benefit to the Shire, increasing visitors, visitor dwell time and visitor spending</li> <li>• Applicant has a surplus in budget income which has impacted on the recommended amount</li> </ul>

## 2) Newman Cup 2023

Applicant Details	
Applicant Name	East Pilbara Race Club
Previous Support (5-year period)	2020- \$7,500 Annual grant 2021- \$10,000 Sponsorship 2022- \$6,000 Sponsorship
Project Details	
Project Title	Newman Cup 2023
Project Date/Location	26 <sup>th</sup> August 2023 Newman
Project Description	The Newman Cup 2023 provides a family friendly, social event for Newman residents and attracts many people from outside the region into Newman as part of the Country Cup. This year the Newman Cup will be televised on the SKY channel promoting this event across Australia.
Total Amount Requested	\$15,000 (exc. GST) comprising of: \$15,000 (ex GST) cash contribution
Recommendation	APPROVE a one-year term
Recommended Amount	\$15,000
Recommendation Rationale	<p>The Assessment Panel recommend supporting the application for \$15,000 (ex GST) cash, for the following reasons:</p> <ul style="list-style-type: none"> <li>• Provides a benefit to the community</li> <li>• Provides brand exposure and positive public recognition benefits to the Shire of East Pilbara on a national level</li> <li>• Supports the Shire of East Pilbara's goals as identified in its Strategic Community Plan</li> <li>• Positively increases awareness and raises the profile of the Shire of East Pilbara</li> <li>• Does not duplicate an activity already available in the local area</li> <li>• Provides a direct economic benefit to the Shire, increasing visitors, visitor dwell time and visitor spending</li> </ul>

### 3) Marble Bar Races 2023

Applicant Details	
Applicant Name	Marble Bar Race Club
Previous Support (5-year period)	Nil
Project Details	
Project Title	Marble Bar Races 2023
Project Date/Location	8 <sup>th</sup> July 2023   Marble Bar
Project Description	To host the annual iconic Marble Bar Races in Marble Bar. The races have been held annually each year in July since 1893 and draw race goers from all over Australia. This year the club are resurrecting the event after a 3 year hiatus due to COVID-19 and continued struggle to meet rapidly rising costs.
Total Amount Requested	\$15,955 (exc. GST) comprising of: \$10,000 (ex GST) cash contribution \$5,955 in-kind
Recommendation	APPROVE a one-year term
Recommended Amount	\$15,955
Recommendation Rationale	<p>The Assessment Panel recommend supporting the application for \$15,955,000 comprising of \$10,000 cash and \$5,955 in-kind, for the following reasons:</p> <ul style="list-style-type: none"> <li>• Provides a benefit to the community</li> <li>• Provides brand exposure and positive public recognition benefits to the Shire of East Pilbara</li> <li>• Supports the Shire of East Pilbara's goals as identified in its Strategic Community Plan</li> <li>• Positively increases awareness and raises the profile of the Shire of East Pilbara</li> <li>• Does not duplicate an activity already available in the local area</li> <li>• Provides a direct economic benefit to the Shire, increasing visitors, visitor dwell time and visitor spending</li> </ul>



#### 4) Newman Swimming Club Events

Applicant Details	
Applicant Name	Ocrea's Swim Club
Previous Support (5-year period)	2022- \$11,000 In-Kind Support (fee-waiver)
Project Details	
Project Title	Newman Swimming Club Events
Project Date/Location	1 <sup>st</sup> July 2023- 1 <sup>st</sup> July 2024 Newman
Project Description	Ocrea's Swim Club is seeking funding to assist with the club to be able to participate and travel to swim meets across the Pilbara for its members. Funding will also assist in maintaining the club house and running costs, equipment and overall costs of amenities and insurances.
Total Amount Requested	\$16,000 (exc. GST) comprising of: \$16,000 (ex GST) cash
Recommendation	NOT recommended- does not meet selection criteria
Recommended Amount	\$0
Recommendation Rationale	<p>The Assessment Panel did not recommend supporting the application for \$16,000 (ex GST) cash for the following reasons:</p> <ul style="list-style-type: none"> <li>• Does not provide a direct economic benefit to the Shire of East Pilbara</li> <li>• Application does not meet the selection criteria under the Sponsorship program</li> <li>• Applicant did not provide all requested supporting documentation</li> </ul>