

Local Government and Shires Associations of NSW Sponsorship Policy

Compiled by Meg Fisher, Manager Events and Protocol, October 2008

The Sponsorship Policy details the issues that the Local Government and Shires Associations of NSW (LGSA) staff may need to consider in assessing requests for LGSA to sponsor other organisations' projects (outbound sponsorship) and what is commercially viable and acceptable for sponsorship of LGSA events (inbound sponsorship).

About the Local Government Association of NSW and the Shires Association of NSW
The Local Government Association of NSW and the Shires Association of NSW represents all NSW local councils and a number of special-purpose county councils (with functions such as noxious weeds control, flood mitigation and water supply).

The two Associations are registered industrial organisations of employers. Each Association is headed by an elected Executive Committee which is chaired by a President and meets bi-monthly. The Local Government Association has 25 Committee Members and the Shires Association has 11 Committee Members. Both Associations have annual conferences where members are able to vote on issues affecting Local Government. There is also a Joint Committee of the two Associations which makes recommendations on administrative matters which impact upon both Associations. 5 members from each Executive form the Joint Committee.

There are 152 local councils in NSW providing services and facilities to their local communities. They range in size, population, structure and in the services they provide. A council can be made up of a group of suburbs, a town or a rural area. Councils operate within the legislative framework laid down by the State Government. Their powers and responsibilities derive mainly from the Local Government Act 1993 however there are many other Acts and regulations that affect the way in which councils operate.

The LGSA is a private association and not a government department. The LGSA reserves the right of refusal of a sponsorship approach.

LGSA Mission Statement

Provide leadership to and advocacy for Local Government, for the benefit of local communities; Exceed member expectations through the delivery of outstanding services; Anticipate the needs and desires of Local Government in leading sustainable communities.

The Corporate Services Division of the LGSA manages the sponsorship policy.

Definition of sponsorship

Sponsorship, amongst other things, may be the provision of cash or other goods or services in return for access to the exploitable potential associated with an event, organisation or individual.

Purpose of sponsorship for the LGSA (inbound)

Sponsorships are to be used to achieve the marketing objectives of the sponsoring company and of the LGSA.

Sponsorship is a commercial arrangement. Sponsorship is not a goodwill gesture nor is it to be classified as a donation, hospitality, philanthropy or a grant.

Sponsorship of an LGSA event or activity does not involve explicit endorsement of the sponsor or the sponsor's products.

Sponsors Target Market (inbound)

Staff, councillors and mayors of all NSW councils and associated bodies and the Associations secretariat staff.

More broadly, it is expected that this will include all NSW public communities that come in contact with councils.

Compliance with LGSA corporate objectives for gaining sponsorship (inbound)

The LGSA arranges annual and special conferences for each Association and seeks to achieve full cost recovery for conferences.

The LGSA seeks to build awareness of new policy product and service areas. It does so by being proactive in providing this information to Councils, other spheres of government and stakeholders in relation to Local Government's roles, responsibilities, positions and policies through the following projects such as: Local Government Excellence in Environment Awards, Local Government Cultural Awards, Local Government Multicultural Health Communications Award, Cultural training program, Ageing and Place awareness campaign, NAIDOC Service Certificates, Roadside Environment Committee grants, CMA Local Government Regional Agreements, ePlanning, Water Management Conference, Local Government Tourism Conference, Food Regulation Partnership, and Cr Pat Dixon Memorial Scholarship.

Sponsorship is a vital income stream to achieve the delivery of these projects and in some situations, may be done with the assistance of a program content partner.

Exclusive and Elite sponsorships and other arrangements (inbound)

As an organisation, the LGSA may elect to have exclusive sponsorship with other organisations in return for a higher level of visibility and a higher sponsorship fee. In these situations, the LGSA will refuse to accept other sponsors in the same field or industry.

Exclusive and elite sponsorship will be negotiated directly with organisations and unless stated in the sponsorship Agreement, exclusivity is not an assumption of a long term sponsorship relationship.

Exclusions to sponsorship (inbound and outbound)

Any organisation that has the potential to involve the LGSA in controversial issues, or expose the LGSA to adverse criticism will not be considered for sponsorship or as a sponsor. The LGSA represents the interests of NSW councils and their communities and has a responsible social and community outlook. Any sponsorship that could compromise or be seen to compromise the LGSA's ability to exercise its role impartially on behalf of its member councils or could diminish the public's confidence in the LGSA will be deemed as not suitable.

Organisations that conflict with the objectives and mission statement of the LGSA may include (but are not limited to):

- those in direct competition with services provided by the LGSA to councils eg training, industrial relations, and employment services.
- alcohol companies
- casinos or gambling institutions
- sexual or gender organisations
- political organisations
- tobacco companies

Current sponsors (inbound)

Relationships are held with the following companies:

- Country Energy (elite and an exclusive Agreement)
- Department of Environment and Climate Change
- Fairfax – The Sydney Morning Herald and MyCareer
- Tourism New South Wales
- CountryLink
- Regional Express Airlines
- Local Government Procurement
- Australian Centre for Event Management
- NSW Film and Television Office
- Department of Lands
- FuturePlus / Local Government Superannuation Scheme
- Jardine Lloyd Thompson
- StateCover
- Maddocks
- Marsdens
- NSW Teachers Federation
- Caravan and Camping Industry Association
- Caravan and Motorhome Club of Australia
- WSN Environmental Solutions

amongst others

Approval Process

All sponsorship arrangements will be approved by either the Secretary General, Assistant Secretary General, Director of Corporate Services or Manager Events and Protocol.

Enquiries should be in a written format (or email) for attention to Meg Fisher, Manager Events and Protocol, to meg.fisher@lgsa.org.au. Enquiries will be directed to the events team who will assess the company's interests, which events they may wish to sponsor and gain all details. The events team forward company details to relevant policy staff for assessment of any conflict of interest. If approved, a specific proposal will be sent and on acceptance an Agreement is issued to be signed and invoiced. For sponsorship generally over \$50,000, the Secretary General of the LGSA and or the Association's Presidents would sign the contract with the corresponding CEO of the sponsoring company. This will be negotiated with the sponsor at the time.

Sponsorship Agreements are a legal document

The LGSA will provide a written, binding sponsorship Agreement for each sponsor which will outline specific events involving the sponsor and their associated benefits.

Identify Scope – whole or part of organisation

LGSA represents the state of NSW only. Where sponsorship is sought on a national basis, external companies may wish to deal with other individual state local government associations or the Australian Local Government Association. Most LGSA events are managed solely by the Events team, however there are events managed directly by other LGSA departments in addition to events whereby there is a "host council" who works in conjunction with the Events Department.

LGSA Events

Annual Conferences: these are the equivalent of the Annual General Meeting of both Associations where participating councils debate issues and form policy that will govern the work of the Associations in the following year. The resolutions from these conferences are lobbied by the LGSA on behalf of councils to State and Federal governments, community or other organisations. In part, the conferences also seek to provide a changing program of key issues for discussion.

The annual conference of the Shires Association of NSW is held in Sydney and is coordinated by the LGSA Events Team. All sponsorship for this event is coordinated by the LGSA Events Team.

The annual conference of the Local Government Association of NSW changes location each year and is held in a major town or city in regional New South Wales. The conference votes on the venue and host council two years prior to the date at the LGA conference. The reason to move the conference year to year is to provide an opportunity for many city based councillors to appreciate and support their regional communities. Hosting a conference allows the destination to benefit from the hospitality business of the conference. Sponsorship is coordinated jointly with the LGSA Events Team and the host council. The delivery of sponsorship benefits and trade exhibition in this instance lies mostly with the host council.

Water Conference and Tourism Conference: Sponsorship is coordinated jointly with the LGSA Events Team and the host council. The delivery of sponsorship benefits and trade exhibitions in this instance lies mostly with the host council.

Awards Events: Local Government Week and the Awards for the RH Dougherty Awards are coordinated by the LGSA Events Team, as is the sponsorship for this event.

The Local Government Cultural Awards are coordinated by the LGSA Policy department under the auspices of the Cultural Development Policy Officer. The Awards presentation evening and the sponsorship for the awards is coordinated by the LGSA Events Team.

The LGSA Excellence in Environment Awards are coordinated by the LGSA Policy department under the auspices of the Strategy Management for the Environment.

Human Resources Conference: Sponsorship is coordinated by the Learning Solutions Team of the LGSA, under the Manager for Learning. In some years, this event is a National event rather than a state event and sponsorship will be organised with the relevant national body.

Other events may be created according to needs and rising issues.

Delivery of sponsorship benefits and management of relationships

Where companies intend to sponsor more than one event or events over a number of years, a Sponsorship Agreement will be created and the payment, invoicing and delivery of benefits will be overseen by the LGSA and especially the LGSA Events Team. If this Agreement covers 'hosted' conferences, then their details and specifics of their Agreement will be made available to the host council; the Agreement will stand with the LGSA, the delivery of some benefits will sit with the host council.

If a company is only sponsoring a specific 'hosted' event, the host council will organise the sponsorship process including sponsorship prospectus, acceptance and payment requirements and benefit delivery.

Relevant LGSA staff are:

- Bill Gillooly AM, Secretary General
- Peter Coulton, Director of Corporate Services
- Meg Fisher, Manager Events and Protocol
- Michelle Muller, Events Coordinator
- Karen Rolls, Events Assistant