

5.3 PARTNERSHIP AND SPONSORSHIP POLICY REVIEW

Responsible Officer: Jarrod Doake Chief Operating Officer

RECOMMENDATION

That the Council resolves to adopt the 2019 Partnership and Sponsorship Policy.

INTRODUCTION

This report concerns the review of the Council's Partnership and Sponsorship Policy.

BACKGROUND/DISCUSSION

The policy was developed in mid-2015 to address the matter of Council entering into partnership and sponsorship arrangements, both as a sponsor and as a recipient of sponsorship.

It was subsequently reviewed by Council in October 2017.

The policy has provided guidance and structure in addressing issues related to sponsorship opportunities and requests.

However, after further review, a number of improvements are proposed to the policy, including to its definitions, particularly to the meaning of 'events' as well as an expansion of its principles, for the sake of clarity. A copy of the policy, showing the recommended changes, is attached.

MONASH GALLERY OF ART

Following discussions with the Director of the MGA concerning the way in which the MGA needs to structure its sponsorship seeking activities, it has become clear that this policy could hinder these activities. Therefore, a separate draft policy for the MGA is currently being developed, which will address its unique needs in relation to its sponsorship activities.

That policy will be submitted to Council for approval.

FINANCIAL

There is no direct financial cost to the Council with this proposed policy.

From a broad perspective, the policy seeks to ensure that the Council engages in partnership and sponsorship arrangements which are not beyond its means (as a sponsor), which present value for money and which assist to meet the Council's responsibilities and objectives.

CONCLUSION

It is recommended that the Policy, in its amended form, be adopted by Council.