



# **Attachment 1 to Item 10.3.1.**

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## **Draft Community Sponsorship Policy**

Date of meeting: 22 July 2025  
Location: Council Chambers  
Time: 6:30pm





# Community Sponsorship Program Policy

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**DRAFT COUNCIL POLICY**

<b>Division:</b>	City Planning	<b>Policy Number:</b>	
<b>Branch:</b>	Community Planning and Partnerships	<b>Adopted Date:</b>	
<b>Responsible Officer:</b>	Manager Community Planning and Partnerships	<b>Next Review Date:</b>	June 2027
<b>Director:</b>	Director City Planning	<b>Version:</b>	



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### 1. TITLE

Community Sponsorship Program Policy

### 2. PURPOSE

The purpose of this Policy is to outline the principles of the Community Sponsorship Program and provide clear and transparent guidance on the provision, assessment and determination of the Community Sponsorship Program.

This Policy outlines the guidelines for working with Charitable organisations. Section 356 of the Local Government Act, 1993, enables a Council to grant financial assistance to residents and organisations. To meet the requirements of the Act, Councils generally distribute Section 356 financial assistance by way of a grants or donations program. Council has put into place the Community Sponsorship Program to provide a framework for the consideration and approval of sponsorship requests. The Community Sponsorship Program provides the opportunity for community groups and individuals to seek financial assistance from Council.

This Policy:

- Outlines the general principles for managing the Community Sponsorship Program
- Outlines the guidelines, eligibility and assessment criteria matrix that are used for considering sponsorship under the Community Sponsorship Program
- Ensures that all sponsorship through the Community Sponsorship Program is fair, transparent and equitable; and
- Outlines responsibilities of parties involved in the sponsorship agreement.

### 3. SCOPE

The Community Sponsorship Program supports opportunities for Council to partner with our community and upholds the community vision as found in the Community Strategic Plan. Council will continue to harness the ideas, energy and knowledge of our community to plan and deliver programs and projects that support a connected, healthy, resilient and inclusive Hawkesbury.

Working together in partnership with the community to identify and respond to the needs within the community is one of the important responsibilities of Council. One of the ways that Council does this is to provide financial and practical support to resource our community to lead and achieve the outcomes they want for their communities. The Community Sponsorship Program provides the basis for Council to allocate funds under Section 356 of the Local Government Act, 1993 (NSW) in an equitable manner, based on the individual merits of requests for financial assistance from Council.

### 4. BACKGROUND

Section 356 of the Local Government Act, 1993, enables a Council to grant financial assistance to residents and organisations. To meet the requirements of the Act, Councils generally distribute Section 356 financial assistance by way of a grants or donations program. Council has put into place a Community Sponsorship Program to provide a framework for the consideration and approval of sponsorship requests.

### 5. POLICY DETAILS

#### **Sponsorship Categories**

There are three categories within the Community Sponsorship Program: Participation, Access to Facilities and Resilient Hawkesbury.



### **Participation Category**

Financial assistance may be provided to support the participation of residents who have been selected to represent the Hawkesbury in state, national, or international sporting, artistic, education and musical performance competitions.

Funding is available as follows:

State competitions \$150

National competitions \$250

International competitions \$500

### **Types of Activities that will not be funded**

Financial assistance will not be provided for representative level sporting, artistic, education and musical performance competitions.

### **Who can apply for Participation**

Residents of the Hawkesbury who have been selected to represent the Hawkesbury in state, national, or international sporting, artistic, education and musical performance competitions. Individuals who are not residents of the Hawkesbury LGA cannot apply.

### **General Guidelines for Participation**

You can only receive the funding under the Participation category once per financial year.

If you apply for Participation funding, and the event date has already occurred, the application will still be considered.

Council will only provide funding for the costs incurred. Confirmation of costs incurred is requested in the application form.

To be eligible an applicant will be required as part of their application to provide the following:

- The name, date and location of the competition or event
- A letter from their coach or the organisers of the competition or event confirming their selection and confirming the amount paid for the competition or event
- If an applicant is under 18, their parent/guardian will need to counter-sign the application.
- If an applicant is under 18, consent must be given by their parent/guardian for the participants name to be published in the Council report. If consent is not given, the participants name will remain confidential

### **Access to Facilities Category**

Community groups located in the Hawkesbury or providing services to the Hawkesbury, can apply for financial assistance for a subsidy of 50% off the cost of hiring a Council or community facility up to a maximum contribution of \$750.

### **Types of Activities that will not be funded**

Financial assistance will not be provided for illegal activities.

### **Who can apply for Access to Facilities**

In order to be eligible for the Access to Facilities category, applicants must be either a registered not-for-profit organisation, an incorporated community group or a registered charity. All applicants must have an ABN.

### **General Guidelines for Access to Facilities**

To be eligible an applicant must be located in the Hawkesbury or providing services to the Hawkesbury. As part of their application, applicants will need to provide the following:

- Confirmation of organisational status
- A copy of a current public liability insurance



- The name of the facility being hired
- A written quote for the cost of hiring the community facility

### **Resilient Hawkesbury Category**

Council may provide funding to community programs that help to build a connected, healthy, inclusive and resilient Hawkesbury. Maximum funding of \$3,000.

### **Activities under Resilient Hawkesbury Category**

#### **Types of Activities that can be funded**

Under the Resilient Hawkesbury category, the funding aims to:

- Encourage community groups to develop and implement projects, events or activities that occur in the Hawkesbury LGA that reflect the communities' priorities as outlined in the Community Strategic Plan
- Enable delivery of creative, recreational, social, environmental and cultural projects, events or activities that enrich the community
- Support community groups to respond to emerging challenges within the community and engage in capacity building activities
- Foster community partnerships and encourages cooperations between organisations to improve access to community services or skills for residents of the Hawkesbury
- Provide equipment for local organisations to increase their community services beyond their current capability
- Promote the Hawkesbury as a vibrant, diverse place to live and/or visit
- Encourage alignment with the principles of access, inclusion and equity

#### **Types of Activities that will not be funded**

The following types of projects are not eligible:

- Illegal activities
- Projects that should be funded as a core responsibility from other sources, such as State or Federal Government
- Proposals for general running costs, including subsidisation of wages.
- Donations of Council rates
- Attendance at conferences or academic course fees
- Activities, events, and programs that duplicate existing activities of Hawkesbury City Council
- Profit making activities, where the profits are allocated to shareholder, owners and/or members
- Activities with the sole purpose of fundraising

### **Who can Apply for Resilient Hawkesbury?**

#### **Entity Type**

In order to be eligible for funding under the Resilient Hawkesbury category, applicants must be either a registered not-for-profit organisation, an incorporated community group or a registered charity. All applicants must have an ABN. The applicant's details will be checked on the Australian Charities and Not-for-profits Commission (ACNC). The organisations annual revenue must be below \$5 million based on ACNC data.

If an organisation is not required by the ACNC to have audited financial statements or an organisation has only been registered within the previous 12 months and an audited financial statement is not available, the following will need to be provided:

- Profit and Loss statement (certified by an accredited accountant)
- Organisational balance sheet (last 10 months)
- Provide evidence of appropriate insurance coverage.





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It is not a requirement that organisations be located in the Hawkesbury LGA, but projects must demonstrate that the majority of project participants or beneficiaries are residents of the Hawkesbury LGA.

Organisations that do not have an ABN must have their activity auspiced by a not-for-profit organisation with an ABN that can manage the funding on its behalf.

### Ineligible Entities

The following are ineligible to receive the Community Sponsorship Program:

- Individuals or unincorporated groups
- Entities that seek to make profit or operate for private gain
- Government departments, agencies, bodies, or entities
- Political parties
- Entities that have received Community Sponsorship Program funding in an earlier round in the financial year
- Entities that do not provide all necessary paperwork and proof of insurance
- Entities that have previously breached Council's funding agreements for any funding within Council (including having outstanding reporting/acquittals from previous sponsorship rounds)

### General Guidelines for Resilient Hawkesbury

An application assessed as eligible to receive the Community Sponsorship Program is not a guarantee of sponsorship. The decision as to whether sponsorship is approved and the amount to be provided to an applicant rests with Council. Where the amount requested exceeds available sponsorship funds, the assessment criteria matrix score of applications may assist Council in prioritising the allocation of funds.

All funding recipients must enter into a sponsorship agreement and meet all requirements of reporting and acquittal.

An organisation is only eligible to apply for the Community Sponsorship Program once per financial year, excluding auspice arrangements.

Council will not provide in-kind services such as waste removal, site set up, or equipment. Organisations must include these activities as part of their budget expenses and can be applied for as part of the funding.

Applicants will be required to return the funding if the event is not held within 12 months of the date of the signed sponsorship agreement or if there is a scope change.

### Child Safe Commitment

Council has a commitment to child safety. In the planning and delivery of a project/activity/event for the Community Sponsorship Program, consideration should be given to child safety. Council has a Child Safe Policy that can be consulted for guidance on how promote and create environments where children can feel welcomed, valued and safe. This can be by ensuring that any staff conducting activities that include children have a valid Working With Children Check (WWCC) and ensuring any children are supported in a child safe environment while preparing and carrying out the activity.

### Accessibility and Inclusion

Council is working to improve access and inclusion for residents and visitors. A good measure of inclusion is when residents and visitors have equal access to participate in community life regardless of their disability, age (youth or aged), language, gender and sexuality, cultural observances or attitudinal barriers.

In the assessment criteria matrix, there are questions that relate directly to accessibility and inclusion. In the planning and delivery of a project/activity/event for the Community Sponsorship Program, consideration should be given to how the applicant can eliminate barriers, improve access, and be inclusive of all people. This can include, but is not limited to: accessible options for range of mobilities (ramps, pathways, amenities, floor layout and seating options); building and fostering relationships with First Nation's people including Acknowledgement of Country or Welcome to Country; hearing/sight issues or sensory overload (Auslan interpretation, live captioning, hearing loop, voice-activated diction and video, QR codes, microphones, quiet rooms); inclusive communications and language; and food and dietary options.



Consultation with vulnerable individuals and groups in the planning and/or delivery phase of the project is highly recommended.

### **Assessment Criteria Matrix**

All eligible applications will be assessed against the assessment criteria matrix. The assessment criteria matrix has been developed to determine whether the application is consistent with the outcomes that the Community Sponsorship Program is trying to achieve.

A score above 30 in the assessment criteria matrix is required to be eligible for the Community Sponsorship Program funding.

The total maximum scoring in the assessment criteria matrix is 52.

Hawkesbury City Council regularly receives more funding applications than the available budget. Successful applications are those that satisfy the assessment criteria matrix to a high degree.

The assessment criteria matrix is regularly reviewed, and changes can be made. The current assessment criteria matrix will always be made available as part of the application process.

### **Charitable Organisations**

Not for profit organisations who are charity fundraising will need to clearly articulate how the funds will be used for a program or project cost that can be assessed against the outcomes in the assessment criteria matrix, not generally contributing to the fundraising objective of the applicant or for administration costs.

### **Approval Process for Resilient Hawkesbury**

Successful recipients of this funding are required to:

- Conduct activity within 12 months of signing the sponsorship agreement
- Negotiate with Council and confirm in writing any proposed changes to the scope as outlined in the funding application
- Submit a final acquittal report upon completion of the activity

### **General Guidelines for all categories**

Council will not accept any hard copies or emailed submissions, or any submissions received after the closing date or time.

Eligible applications are assessed by a panel of up to three Council staff. The panel may recommend full funding, partial funding or no funding. This decision is carefully considered with the view of maintaining the integrity of the proposal.

Funding allocations will be contingent on the availability of funds.

A report will be submitted to Council within two Council meetings following the round closure date, for review and determination by Council. Applicants will be notified as to the success of applications after the Council meeting. Funding to the successful applicants will be processed, upon receipt of sponsorship agreements and details requested from applicants.



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### Assessment Criteria Matrix

OBJECTIVE	CRITERIA	SCORE OPTIONS	SCORE	APPLICANT SCORE
<b>A Connected Community</b>	Fosters community partnerships and encourages cooperation between local organisations.	No Yes	0 2	
	Application details volunteer involvement.	No Yes More than 10	0 1 2	
	Provides opportunity for the community to connect	1-10 people 10-25 people More than 25	1 2 3	
	Supports community leadership and community led initiatives	No Yes	0 1	
	The activity/program/event is free to attend.	No Yes	0 1	
	Increases the range of recreational, social, cultural and/or environmental activities/programs/events in the Hawkesbury.	No Yes	0 1	
<b>A Healthy Community</b>	Encourages and enables community to participate in a healthy lifestyle	No Yes	0 1	
	Creates a sense of community and wellbeing	No Yes	0 1	
	Provides equitable access to health and support services	No Yes	0 2	
	Encourages healthy, active ageing	No Yes	0 2	
	Promotes the Hawkesbury as a vibrant, diverse place to live and/or visit	No Yes	0 1	
	Encourages sustainable choices and/or reduced ecological footprint	No Yes	0 2	
<b>An Inclusive Community</b>	Application details what actions and measures will be put in place to eliminate barriers, improve access, and be inclusive for all people.	No Yes	0 2	
	Application details consultation with vulnerable individuals and groups in the planning and/or delivery phase of the activity/program/event.	No Yes	0 2	
	Encourages broad and rich celebration of local culture and significant heritage	No Yes	0 2	
	Will there be a Welcome to Country or Acknowledgement of Country conducted?	No Yes	0 2	



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OBJECTIVE	CRITERIA	SCORE OPTIONS	SCORE	APPLICANT SCORE
<b>A Resilient Community</b>	Helps build community resilience and/or supports community recovery	No Yes	0 2	
	Improves access to information and/or skills for Hawkesbury residents	No Yes	0 1	
	Ensures community safety and disaster management in preparation for/in response to natural disasters	No Yes	0 2	
	Increases service capacity and/or safety through the purchase of equipment?	No Yes	0 2	
<b>Finance and Governance</b>	Has Council sponsored this project before?	No Yes	2 0	
	Application clearly demonstrates a compelling need, opportunity or demand for the activity/project/event and provides supporting evidence.	No Yes	0 2	
	Application addresses a need within the Community Strategic Plan (must highlight what need and where it is in the Community Strategic Plan in the application form)	No Yes	0 3	
	The project is cost-effective, realistic and reflects expenses relevant to the delivery of the project.	No Yes	0 2	
	Financial capacity as measured by annual revenue reported on the ACNC* (Applicant must provide annual revenue if information is not available on ACNC).	< \$50,000 \$50,000 - \$200,000 Over \$200,000	3 2 1	
	Local community organisation (office or service outlet located within the Hawkesbury LGA)	No Yes	0 2	
	Applications details co-contribution (financial or in-kind)	No Yes	0 2	
	Application demonstrates the capacity and experience of the applicant to deliver the project.	No Yes	0 1	
	Application has identified a plan for future financial support or continuance.	No Yes	0 1	
<b>Total Score</b>				



## Timeline and Application Period

	Round 1	Round 2
Applications Open	1 October	1 March
Applications Close	31 October	31 March
Report to Council Meeting (depending on timing of meeting)	December	May
Funding distributed (on receipt of signed agreement/requested details)	January	June

## 6. ROLES AND RESPONSIBILITY

Authorised Officer	Roles and Responsibilities
General Manager	Council has delegated the General Manager the authority to exercise the responsibilities detailed in this policy.
Community Planning and Partnerships Manager	The Community Planning and Partnerships Manager is responsible for this Policy.
Community Planning and Partnerships Officer	A Community Planning and Partnerships Officer is responsible for ensuring the Community Sponsorship Program is implemented in accordance with this Policy.
Council Officials	All Council Officials must adhere to the requirements of this Policy and operate within their role and function.

## 7. DEFINITIONS

Agreement	A sponsorship agreement that governs the legal relationship between a recipient and sponsor and those entitled to enforce the agreed obligation.
ABN	Australian Business Number
ACNC	Australian Charities and Not-for-profits Commission
Auspice arrangement	When using an auspice arrangement, the relationship is often described as one where the auspicee will be carrying out the project 'under the auspices of' the incorporated organisation – the auspisor. It's the auspisor that receives the project funding and enters into relevant agreements for the auspicee.
Children	Refers to children and young people under the age of 18.
Council	Hawkesbury City Council
Council Official	In the case of a Council – Councillors, members of staff and delegates of the Council (including member of committees that are delegates of the Council), volunteers, contractors and service providers.
LGA	Local Government Area
Political Party	A political party that is registered with either the Australian Electoral Commission or the NSW Electoral Commission.



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Sponsor	An organisation that, for a specified term, provides a contribution in cash and/or In kind with the intention of receiving negotiated commercial benefits.
Sponsorship	A commercial arrangement with a sponsor's name, products or services with the sponsored organisation's service, product or activity, in return for negotiated and specific benefits such as cash or in-kind support or promotional opportunities.
The Act	Local Government Act, 1993 (NSW)
WWCC	Working with Children Check – it is a requirement for anyone who works or Volunteers in child-related work in NSW.

### 8. RELATED DOCUMENTS

#### Legislation

- Local Government Act NSW 1993
- Government Information (Public Access) Act 2009
- Privacy and Personal Information Protection Act 1998

#### Related policies

- Disability Inclusion Action Plan
- Child Safe Policy

#### Council Documents

- Community Sponsorship Strategy
- Community Strategic Plan