



Hawkesbury City Council

attachment 1
to
item 68

Draft Community Sponsorship Strategy

date of meeting: 30 April 2019

location: council chambers

time: 6:30 p.m.

HAWKESBURY CITY COUNCIL COMMUNITY SPONSORSHIP STRATEGY





WELCOME

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Community Sponsorship
supports opportunities for
Council to partner with our
community and service
providers to build

a Connected

community that brings people together from all walks
of life and where people feel safe and supported

a Healthy

community where all people can participate in
activities that promote their well-being
& independence

an Inclusive

community where everyone is
respected and feels welcome

a Resilient

community that bands together in times of adversity

OUR HAWKESBURY

The Hawkesbury is a special place. It covers an area of 2,793 square kilometres and its population of 65,000 people live in townships, villages and rural localities divided by flood plains, rural lands and national parks. The Hawkesbury is dominated by the Hawkesbury-Nepean River System and the escarpments of the Blue Mountains to its west.

Prior to European settlement the Hawkesbury River (known as 'Deerubbin' by the Darug people) was a focus for human communities for thousands of years. The River, its tributaries and floodplains provided abundant natural resources and were places of strong social and spiritual significance for the First Australians.

The Hawkesbury contains significant areas of environmentally important world heritage, riparian and wetland communities. It is the site of the third oldest European settlement in Australia and its agricultural lands represent the oldest rural land holdings under continuous cultivation within Australia. Some of the earliest recorded interactions between indigenous peoples and the first explorers and settlers occurred in the Hawkesbury.

This unique blend of urban, rural, natural and ancient landscapes with a deep sense of history has given rise to some particular opportunities and challenges for the Hawkesbury. It has built a community with a strong sense of place and remains an important component of the identity and connectedness of our residents. At the same time these same natural assets have heightened our exposure to flooding, bushfires and storm events.

Many people have contributed to the development of the Hawkesbury. As a community, we will continue to work together to shape and enjoy its future and to respect and nurture its wild and untamed beauty.

A photograph of a woman with long brown hair, wearing a sleeveless dress with a red, white, and green floral pattern, green leggings, and black boots. She is smiling and leaning forward, reaching out towards a young child. The child is seen from the back, wearing a black tutu and leggings with a colorful, abstract pattern. They are outdoors on a grassy area with trees in the background. A semi-transparent grey box with text is overlaid on the right side of the image.

COMMUNITY
SPONSORSHIP
brings people
together

Why we provide sponsorship opportunities in the Hawkesbury?

Why we provide sponsorship opportunities in the Hawkesbury?

The Hawkesbury is made up of people from different backgrounds. We share many things in common, but we also have different abilities and experiences.

To achieve our vision of a vibrant city with a rural feel, we will need to harness the ideas, energy and knowledge of our community to plan and deliver programs and projects that support a connected, healthy, inclusive and resilient Hawkesbury.

Through sponsorship we can build on our community's record of active volunteerism and grow our community partnerships by supporting grassroots initiatives that bring people together and provide opportunities for residents to work with us and each other to look after the Hawkesbury and its people, particularly in times of adversity.

Through our sponsorship we can help to create safe, welcoming and accessible spaces within resilient and connected neighbourhoods where everyone can participate in the social, cultural and political life of our community.



Sheepdog Trials, Hawkesbury Showground

Sponsorship brings people together to build a better Hawkesbury

Working together with residents and service providers to identify and respond to the needs of the community is one of the important responsibilities of local councils as set down in their legislative charters.

The charter also recognises that one of the ways that we can do this is to provide financial and practical support to resource the capacity of our residents to lead and achieve the outcomes they want for their communities and neighbourhoods.

Since 2002 Council has given out more than 1000 grants totaling almost \$1.5M to support a wide range of local projects initiated by residents and community groups.

Our sponsorship has enabled residents and community groups to pursue their ideas and to use the knowledge and skills within our community to add value to the important work of building a connected, healthy, inclusive and resilient Hawkesbury.

Through sponsorship we can continue to build the capacity and capability of our community to identify locally relevant solutions to the social and environmental challenges we face - including the impacts of climate change and social disadvantage.



YouthFest



YouthFest

Sponsorship brings people together to build a better Hawkesbury - a snapshot

Our sponsorship program is flexible and wide-ranging and has supported..

active participation - since 2002 more than 200 residents have been supported to represent their community in regional, national and international sporting competitions, cultural events and humanitarian projects. Residents were able to participate in representative netball, karate, athletics, cricket, tennis, baseball, ice hockey, equestrian, swimming, triathlon, softball, trampolining, canoeing, soccer, touch football, rugby, vaulting and gridiron as well as jazz, orchestral and dance festivals and to undertake community work in developing countries.

people coming together - our sponsorship has also subsidised the hire of equipment and facilities so that more than 40 community groups and schools were able to come together to celebrate their collective achievements and participate in social, cultural, and recreational activities. These have included school presentation nights, musicals, seniors day care, family support, youth groups, playgroups, ANZAC day and other commemorative events, art workshops, health and well-being expos, mens groups, fundraising, stamp show and community gardens.

improved places and spaces - many of our shared public spaces are managed by residents and community trusts. Our sponsorship has helped these groups to complete small projects to beautify and improve the safety, accessibility and use of these shared spaces. Grants have been used to install community notice boards and signs, theatrical equipment, shade structures and improved fencing for play areas as well as upgrading playgrounds, flooring, toilets and clubhouses and beautifying and landscaping our towns and villages.

community well-being - our sponsorship has enabled residents and community groups to initiate local projects to respond to the changing needs of our community and in particular to make it easier for the more vulnerable members of our community to be safely involved in the social, cultural and political life of our community.

These local projects have included the publication of historical information about the Hawkesbury and its people, art, craft and choral workshops for our older and younger residents and programs to inform our younger residents about bicycle and equestrian safety and how to live more sustainably.

Our sponsorship has supported sensory learning gardens, fun runs and hope walks as well as the purchase of special equipment so that people with disabilities can enjoy the same opportunities enjoyed by all other people in the community. Grants have also been used to purchase musical instruments, woodworking tools, quilt making supplies, computers and IT devices to make recreational activities more affordable for many of our residents.

Community celebrations and events

our sponsorship has helped residents to nurture and grow their ideas for celebrations and events and then to make them happen. These sponsored events included;

- a flower show a Bilpin, 'the Kurrajong-A-Buzz' Australian Pollinator Week event in Kurrajong and an earthcare festival at Western Sydney University;
- Christmas carols in Windsor, Richmond, Kurrajong and North Richmond;
- blues, fiddle, folk and jazz music festivals held in St Albans, Windsor and Richmond;
- a schools dance festival and annual bush dance in South Windsor;
- sheepdog trials at the Hawkesbury Showground;
- a community arts festival in Bowen Mountain and a writers festival in St. Albans;
- a childrens and family expo in South Windsor, a spring fair at Kurrajong, a community education day at North Richmond, a family picnic day on the Colo River, Hawkesbury Carnivale and the 'Big Thing' Youth Festival,
- historical re-enactments and music, art & theatrical performances.

In 2018, Council adopted an [Events Strategy](#) to expand opportunities for the sponsorship of these and other events to further grow their potential to connect communities, celebrate identity & place and activate our town centres and public spaces. The assessment of proposed events for financial sponsorship will now be undertaken in accordance with the framework outlined in the Events Strategy.



CONSULTATIONS

What the community told us about our sponsorship

This Sponsorship Strategy brings together the feedback we have received about how we should go about sponsoring activities and what we should be trying to achieve through our sponsorship.

This community feedback provides a strong foundation for determining what activities and projects should be supported through sponsorship.



Consultations

Our Sponsorship Principles

When we last reviewed our sponsorship programs in 2007 we presented some broad principles to underwrite the program.

They included:

- all applicants should be provided the same opportunity to apply for sponsorship through a transparent and equitable applications based program;
- sponsorship should be evenly distributed through a focus on specific, time-limited activities rather than open-ended and ongoing commitments;
- to maximise the pool of funds available for new community initiatives sponsorship should be evenly distributed with upper limits set for the duration and amount of sponsorship for an individual project;
- sponsorship should be directed at supporting activities which deliver on the outcomes and actions within adopted community plans which have been informed by extensive community consultation and have been publicly exhibited;
- priority for sponsorship should be given to local community groups with limited access to other sources of funding;
- sponsorship should be provided for activities where applicants are providing a clear financial or in-kind contribution;

These broad principles were endorsed by the community and remain relevant to the continued operation of the sponsorship program.



What outcomes should we be trying to achieve through sponsorship

Building the Hawkesbury's future.

Since 2016 we have been holding town meetings across the Hawkesbury and conducting surveys to gather the views of residents on what they value about living in the Hawkesbury and the steps we need to take to deliver the future that residents want: a vibrant city with a rural feel that values its heritage, its waterways and landscapes, and its community spirit.

This information informed the development of the Hawkesbury Community Strategic Plan which summarises the community's key aspirations. The Community Strategic Plan has told us that our community wants Council to partner with residents and service providers to deliver outcomes that support a connected, healthy and inclusive Hawkesbury by:

- making the Hawkesbury a friendly place where people feel safe
- encouraging sporting and recreational pursuits and healthy, active ageing
- encouraging community partnerships, active volunteering and the involvement of residents in the management of public spaces
- working in partnership to improve services and facilities for disadvantaged and vulnerable groups
- supporting all residents to participate in community, cultural and civic life
- encouraging and enabling our community to make sustainable choices and reducing our ecological footprint
- providing affordable and accessible facilities that can support our community's health and lifestyle
- increasing community participation in planning and policy development
- making our towns and villages vibrant local hubs

Consultations

What outcomes should we be trying to achieve through sponsorship

Hawkesbury Community Survey.

Every 2 years Council conducts a community satisfaction survey. This survey asks residents to rate their level of satisfaction with Council's activities, services and facilities. The latest survey was conducted in 2017. The findings of the survey point to areas that the community believes need to be improved. In 2017, residents identified the following areas as their priorities for improvement

- helping to create thriving town centre
- valuing and protecting heritage areas and buildings
- healthy and sustainable waterways
- improved services
- road safety
- protecting bushland, open space and natural habitats
- seniors centres and programs
- access to services and facilities for people with a disability
- public toilets

The PlaceScore Survey

In late 2017 and early 2018, Council commissioned a survey and a report to identify what residents valued about our public spaces and how they could be improved. The priorities that residents identified included:

- the maintenance and cleanliness of public spaces
- activities to bring public spaces to life particularly in the evenings
- beautifying public spaces with plantings, street trees, landscaping & street furniture
- supporting community activities like public art and community gardening
- making public spaces safe for ages and genders both in the day and at night

Community Plans

Council has partnered with community agencies and consulted with residents to identify collective actions for a Hawkesbury response to key social issues. These actions are documented in a number of plans which provide some specific markers for what needs to be done to improve the health and safety of some of our most vulnerable residents. These Community Plans include:

- Disability Inclusion Action Plan
- Domestic Violence Action Plan
- Hawkesbury Youth Summit Reports
- Homelessness Action Plan
- Reconciliation Action Plan



Community

Council's Role in Sponsorship

Council has an important role in harnessing the ideas, energy and knowledge of our community to plan and deliver programs, services and projects that support a connected, healthy and inclusive Hawkesbury.

Council can work with applicants to explore sponsorship opportunities and provide support and resources to assist applicants to implement safe and accessible activities that deliver the outcomes that our residents want to see.

Council has a range of roles in promoting and resourcing sponsorship activities.

Council's role in Sponsorship

1. Community Leadership and Support

Our sponsorship plays an important role in building a safe, healthy and inclusive communities.

Council works with residents and service providers to understand the social issues facing our community so we can identify the right solutions and the collective outcomes we want to achieve for our community. We engage and consult with residents and community groups to develop and refine plans and strategies for our area.

Sponsorship provides the opportunity to support 'grassroots' ideas and activities which can achieve the same goals as documented in the Hawkesbury Community Strategic Plan and the other community plans that Council has developed in consultation with our community.



2. Advice and Resources

Council has resources at its disposal which can add value to sponsored activities.

Advice – Council staff can provide advice about the design and delivery of activities and possible partnerships with community groups who are working in the same space as a proposed sponsorship activity

Venues and public spaces – Council manages a network of parks, community centres, recreation & sporting facilities and cultural facilities which are available to be used for sponsored activities.



3. Promotion

Council can promote a sponsored activity through its website and facebook page and distribute information about a sponsored activity through its contact lists.

4. Building Capacity

Council can collaborate and work with residents to leverage the skills, knowledge, networks, experience and resources that currently exist within our community to build capacity and self reliance and strengthen the community's capabilities in responding to social and environmental challenges at a local level.



Measuring Outcomes

We will be evaluating our sponsorship against the goals in the Hawkesbury Community Strategic Plan. We will prepare an annual report for the community which summarises the value, types and outcomes of the activities for which sponsorship has been provided.

To assist in preparing this report we will ask sponsored applicants to complete a short evaluation report to which will help us to collate and understand the positive benefits of our sponsorship program and any improvements we can make to the program.

This will enable us to assess whether sponsored activities are supporting the outcomes that the community wants to see in achieving and building a more connected, healthy and inclusive Hawkesbury. The evaluation will also gauge whether we are meeting our sponsorship principles

Our Annual Sponsorship Report will be based on the following evaluation framework:

Our Goal	Our Measure
A connected community	<ul style="list-style-type: none">• number of people who have participated in sponsored activities• number of community partners involved in the planning and delivery of sponsored activities• number of volunteers involved in the planning and delivery of sponsored activities
A healthy community	<ul style="list-style-type: none">• number of healthy active ageing and community safety activities sponsored• number of cultural and heritage activities sponsored• number of environment and sustainability activities sponsored
An inclusive community	<ul style="list-style-type: none">• number of sponsored activities aimed at improving services and facilities for disadvantaged and vulnerable groups• number of sponsored activities raising awareness of access and inclusion issues
Sponsorship principles	<ul style="list-style-type: none">• type, number, distribution and value of sponsored activities

Council funding and resources

Council Direct Funding

Council directly funds services and activities as part of its day to day operations.

Council receives \$2M in annual funding from state and federal governments to provide arrange of community development, child care, family support, youth, social inclusion and community transport services for the residents of the Hawkesbury. These funded services are an important resource in responding to community needs and are delivered through Peppercorn Services Inc.

Council also employs a community services staff team to lead, guide and support collaborative partnerships aimed at improving services and facilities particularly for disadvantaged and vulnerable groups. Council is engaged in a range of projects to coordinate collective local responses to key social issue like homelessness, family violence, mental health, community safety, access and inclusion, and youth participation.

Council maintains a network of community centres, village halls, cultural, sporting and recreation facilities many of which are managed by volunteer committees on behalf of the community for the benefit of the community.

Community Sponsorship Program

The NSW Local Government Act 1993 enables Council to contribute money or grant financial assistance to persons for the purpose of exercising council's functions.

Council's Community Sponsorship Program is a funding program established by Council and administered in accordance with the Sponsorship Policy 2007 which itself is based on guidelines issued by the Independent Commission Against Corruption to assist public sector agencies to develop policies and procedures for granting sponsorship.

Residents and community groups are able to apply for funding under the Program to resource activities and projects that meet the needs of their communities and that otherwise may not be able to be delivered without Council's financial assistance.

The Community Sponsorship Program is divided into two sponsorship streams:

Participation and Access:

Under this sponsorship stream applicants can apply for \$150 and up to \$750 to participate in representative sporting and cultural events, or as a contribution to the cost of hiring a community facility for a community based activity which brings residents together.

Building a Connected, Healthy, Inclusive and Resilient Hawkesbury:

Under this sponsorship stream applicants can apply for up to \$3,000 as a contribution to the cost of an activity or project which would assist the community to deliver an action within the Hawkesbury Community Strategic Plan or other community plan that Council has adopted in consultation with our community. The aim of this sponsorship stream is to enable community groups to bring residents together to plan and deliver activities that support a connected, healthy and resilient Hawkesbury.

Working with Charitable Organisations

Under this Community Sponsorship stream Council can also support Registered Charitable Organisations to promote 'signature' national and/or state-wide fundraising appeals. Council has developed *Guidelines for Working with Charitable Organisations* which outline the eligibility and assessment process for these sponsorship requests.



Program Administration.

Council will advertise the availability of community sponsorship at least three times each year - generally in May, October and March. However, applications for community sponsorship can be made at any time and will be held over for reporting to Council.

Advertisements about the each round of the Community Sponsorship Program will be placed in the Hawkesbury Courier, on Council's website and facebook pages, and on Hawkesbury e-news. Council staff will also advise our community partners about the availability of sponsorship through local community service network meetings.

After each advertised round, a Council report will be prepared listing the applications received (including any ad-hoc applications) together with the outcome of their appraisal against the eligibility and assessment criteria. The Report will be brought before Council for determination.

Program Eligibility and Assessment Criteria:

All applicants will need to complete an application form and where required, provide supporting documentation. Successful applicants under the Building a Connected, Healthy, Inclusive and Resilient Hawkesbury Sponsorship Stream will also be required to enter into a Sponsorship Agreement with Council.

Council funding and resources

Participation and Access - Eligibility

Participation - Financial assistance will be provided to support the participation of residents who have been selected to represent their community in regional, national and international sporting competitions and cultural events. The level of contribution has been set at \$150 for individuals and \$750 for a team of five or more. 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
- if an applicant is under 16, their parent or guardian will need to counter-sign the application form

Access - Financial assistance will be provided to subsidise half (50%) of the cost of hiring a Council or community facility with a maximum Council contribution of \$750. To be eligible an applicant must be a not-for-profit community group located in the Hawkesbury or providing services to the Hawkesbury. As part of their application applicants will need to provide the following:

- the name of the facility being hired
- confirmation of their not-for-profit status
- a copy of a current public liability insurance
- a written quote for the cost of hiring the community facility

Building a Connected, Healthy, Inclusive and Resilient Hawkesbury - Eligibility:

Council will support applicants under this sponsorship stream that meet the following eligibility criteria.

Eligibility Criteria	
Incorporated Association or Registered Organisation with ABN	Yes/No
Not for Profit or conducting a not-for-profit activity	Yes/No
Public Liability Insurance Policy - \$10 million or over	Yes/No
Willing to provide copy of most recent audited financial statement	Yes/No
Consistent with Councils Sponsorship Policy	Yes/No
Applicant has not received financial support from Council for the activity in current financial year	Yes/No
Commitment to complete Sponsorship Agreement and Funding Acquittal Form	Yes/No
Commitment to obtain all regulatory approval for activity (where applicable)	Yes/No
A score of 30 or more in the Assessment Criteria Matrix	Yes/No
Activity takes place in Hawkesbury Local Government Area or benefits Hawkesbury residents	Yes/No
Activity has no ongoing Council funding obligations in future years	Yes/No

Building a Connected, Healthy, Inclusive and Resilient Hawkesbury Sponsorship Stream: Assessment Matrix

In order to enable Council to assess applications under this sponsorship stream a sponsorship criteria matrix has been developed to determine whether the application is consistent with the outcomes that the Community Sponsorship Program is trying to achieve. The matrix will enable the objective assessment of a proposed activity to assist Council as the decision maker to determine which activities carry the best potential to contribute to the goal of building a connected, healthy and inclusive community.

As part of the Sponsorship Application, Council will assess each proposed activity against the Assessment Criteria Matrix. The highest score that can be achieved under the Matrix is 52. An applicant will be deemed eligible for consideration by Council for sponsorship if the applications received a score of 30 or more.

Council funding and resources

Less than 30	May not be eligible to receive Council sponsorship
Greater than 30	Eligible to receive Council sponsorship

An application assessed as eligible to receive Council sponsorship is not a guarantee of sponsorship. The decision as to whether sponsorship is approved and the amount to be provided to an applicant (if any) rests with Council. Where the amount requested by applicants exceeds available sponsorship funds, the relative score of each application under the Matrix may assist Council in prioritising the allocation of available sponsorship funds.

The use of the Matrix will be subject to ongoing review.



Assessment Criteria Matrix

Applicant: _____

Sponsored Activity: _____

Funding Requested: _____

Objective	Criteria	Score Options	Score	Applicant Score
A connected community	Create or builds community partnerships	No Yes	0 1	<input type="checkbox"/>
	Supports and expands active volunteering (volunteer involvement)	No Yes More than 10	0 1 3	<input type="checkbox"/>
	Brings residents together	< 10 People 10 to 25 People > 25 People	0 2 3	<input type="checkbox"/>
	Supports community leadership and builds community resilience	No Yes	0 2	<input type="checkbox"/>
A healthy community	Responds to a priority health need (Wentworth Healthcare)	No Yes	0 2	<input type="checkbox"/>
	Supports a recommendation in Hawkesbury Family and Domestic Violence Action Plan	No Yes	0 2	<input type="checkbox"/>
	Supports recommendation identified by young people in Hawkesbury Youth Summit	No Yes	0 2	<input type="checkbox"/>
An inclusive community	Improves outcomes for a disadvantaged or vulnerable group	No Yes	0 2	<input type="checkbox"/>
	Includes provision for disability access and/or social inclusion strategies	No Yes	0 2	<input type="checkbox"/>
	Supports key strategy or action in Hawkesbury Disability Inclusion Action Plan 2017-2021	No Yes	0 2	<input type="checkbox"/>
	Supports key action in Reconciliation Action Plan (currently under development)	No Yes	0 2	<input type="checkbox"/>
Community Strategic Plan (supports identified community outcomes)	Consistent with community strategic plan	Not consistent Somewhat consistent Consistent Highly consistent	0 1 2 3	<input type="checkbox"/>
	Makes Hawkesbury a friendly place where people feel safe	No Yes	0 1	<input type="checkbox"/>
	Encourages sporting and recreational pursuits and/or healthy, active ageing	No Yes	0 1	<input type="checkbox"/>
	Encourages community partnerships, active volunteering and resident involvement	No Yes	0 1	<input type="checkbox"/>
	Improves services and facilities for disadvantaged and vulnerable groups	No Yes	0 1	<input type="checkbox"/>
	Supports all residents to participate in community, cultural and civic life	No Yes	0 1	<input type="checkbox"/>
	Encourages sustainable choices and reduced ecological footprint	No Yes	0 1	<input type="checkbox"/>

Objective	Criteria	Score Options	Score	Applicant Score
Community Strategic Plan continued	Provides affordable and accessible facilities to support community's health and lifestyle	No Yes	0 1	<input type="checkbox"/>
	Makes our towns and villages vibrant local hubs	No Yes	0 1	<input type="checkbox"/>
Finance and Governance	Activity grounded in authentic community consultation	No Yes	0 2	<input type="checkbox"/>
	Applicant has limited access to other sources of funding (not funded by state/federal agency)	No Yes	2 0	<input type="checkbox"/>
	Financial capacity as measured by annual revenues	< \$50,000 \$50,000 TO \$200,000	3 2 1	<input type="checkbox"/>
	Local community organisation (office or service outlet in Hawkesbury)	No Yes	0 2	<input type="checkbox"/>
	Adequacy of budget proposal	No Yes	0 2	<input type="checkbox"/>
	Co-contribution identified (financial and in-kind)	No Yes	0 1	<input type="checkbox"/>
	Proven track record	No Yes	0 2	<input type="checkbox"/>
	Governance structures in place	No Yes	0 2	<input type="checkbox"/>
	Adequacy of proposed budget	No Yes	0 2	<input type="checkbox"/>

Total Score

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**HAWKESBURY CITY COUNCIL
COMMUNITY SPONSORSHIP STRATEGY**

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