

Community Investment Funding

Sponsorship Guidelines



MORNINGTON
PENINSULA
Shire

Community Investment Funding Sponsorship Guidelines



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Community Investment Funding Sponsorship Guidelines

Mornington Peninsula Shire acknowledges and pays respects to the Bunurong people, the Traditional Custodians of these lands and waters.



Mornington Peninsula Shire acknowledges the Bunurong people, who have been the custodians of this land for many thousands of years and pays respect to their elders past and present. We acknowledge that the land on which we meet is the place of age-old ceremonies, celebrations, initiation and renewal; and that the Bunurong people's living culture continues to have a unique role in the life of this region.

Introduction

Mornington Peninsula Shire Council (the Council) has adopted a Community Investment Funding Policy 2022 (the Policy). The Policy guides Council's funding decisions of grants, subsidies, sponsorship and trusts to build on the social, health and wellbeing, cultural, environmental and economic vitality of the Shire.

The Policy's Sponsorship Guidelines govern the determination of sponsorship funding.

The Policy defines Sponsorship as: *"Sponsorship funds are aimed at public promotion of the Shire, its agencies or programs as opposed to material contribution towards the staging of an event"*.

The scope of the program does not include the receiving of sponsorship requests for infrastructure or naming rights on infrastructure.

Mornington Peninsula Shire Council is committed to strengthening the community through its funding of a range of initiatives that foster thriving, inclusive and resilient communities.

The Community Investment Funding Policy (2022) supports the Community Strengthening Policy and Strategy and aligns and refers to

- Council and Wellbeing Plan (refer Table 1 for themes and strategic objectives); and
- Community Vision 2040

The funding program is highly competitive. Applicants must ensure the guidelines are understood before applying. Assistance can be sought, if necessary refer pages 5 and 6.

Each financial year Council publicly promotes the Sponsorship Program; seeking eligible applications aligned with the Council and Wellbeing Plan Themes and Strategic objectives and the specific priorities for Sponsorship of each of the Council and Wellbeing Plan Themes refer Table 1.

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Table 1: Council and Wellbeing Plan Themes and Strategic Objectives 2021-25.

<p>THEME 1:</p> <p>Healthy, natural environment and well-planned townships.</p>	<p>Mornington Peninsula Shire Council and community are seeking vibrant and unique townships balanced with a natural environment protected now and into the future, accelerating climate action and celebrating cultural heritage, which includes:</p> <ol style="list-style-type: none"> 1.1 An accessible and unique natural environment that helps our community to be healthy and well. 1.2 A healthy ecosystem, in which our coastline, bushland, wildlife and green wedge is resilient to the climate emergency and development. 1.3 A sustainable built environment that respects the natural environment and protects the community from the impacts of the climate emergency. 1.4 An accessible built environment that supports diverse, current, and future community needs.
<p>THEME 2:</p> <p>A robust, innovative and diverse economy</p>	<p>Mornington Peninsula Shire Council is seeking a community with abundant and varied education and local employment opportunities. We are open to new ideas and work with our partners to grow strong, diverse and future focused economy, which includes:</p> <ol style="list-style-type: none"> 2.1 A community that has access to world class local learning opportunities through all stages of life. 2.2 A strong food economy, promoting growth to enhance community access. 2.3 A thriving entrepreneurial economy, with a vibrant tourism sector, that provides accessible employment to our diverse community. 2.4 A diverse economy, with green and renewable opportunities, encouraging entrepreneurship, investment and innovation.
<p>THEME 3:</p> <p>A flourishing, healthy and connected community</p>	<p>Mornington Peninsula Shire Council and community are seeking an inclusive and creative community that values safety, physical and mental health and wellbeing. A community with accessible services and transport to keep us connected.</p> <ol style="list-style-type: none"> 3.1 A healthy and self-determined community where everyone feels valued, supported and safe. 3.2 A resilient and confident community where everyone connects and is supported. 3.3 A community in which people from all generations, backgrounds and abilities can access local services. 3.4 A community with vibrant arts, culture, sport and recreational opportunities that foster connections and participation across generations, backgrounds and abilities. 3.5 A community that is well connected through sustainable, accessible and integrated transport options.

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Sponsorship Funding

The total funding pool for the Community Investment Funding -Sponsorship Program is determined as part of Council's annual budget approval process.

The Sponsorship Program will open in July of each year and close in April of the following year until funding is exhausted, whichever is the sooner.

Table 2 Sponsorship Funding

Theme	Value of Sponsorship	Open	Close
Theme 1 A healthy, natural environment and well-planned townships	Bronze Sponsorship up to \$5,000 (option of 3 year period)	July 2023	April 2024
Theme 2 A robust, innovative and diverse economy	Silver Sponsorship up to \$20,000 (option of 3 year period)		
Theme 3 A flourishing, healthy and connected community	Gold Sponsorship up to \$35,000 (option of 3 year period) Platinum Sponsorship up to \$50,000 (option of 3 year period)		

General Eligibility for Sponsorship Eligibility

1. Applicants must deliver Sponsored events, programs or projects within the Mornington Peninsula Shire Local Government Area.
2. Applicants must be registered, solvent and have adequate level of public liability insurance relevant to the activity. (Note: unincorporated community groups must use an auspice organisation to apply).
3. If an incorporated organisation is acting as an auspice organisation, it must only support two unincorporated organisations within a financial year, for Sponsorships as well as Grants offered in the Community Investment Funding Program.
4. Applicants or auspice organisations must not be in debt and must be compliant with and have acquitted all funding previously awarded by the Shire and/or have approval from the Program Manager for an extension.
5. Eligibility of applicants for specific Sponsorships Programs is further outlined in Table 3 of this document.
6. One successful Sponsorship application per year will be permitted for eligible applicants.
7. Applicants are not precluded from applying for Grants as part of the Community Investment Funding Program subject to the focus of the said Grant being a separate event, program or project and meeting the eligibility criteria and priorities.
8. Successful grant applicants must apply the funds for lawful use as per the Sponsorship Funding Agreement.

Ineligibility for Sponsorship

1. Activities not delivered in and/or do not directly benefit Mornington Peninsula Shire's communities.
2. Funding for an applicant's core business, including but not limited to: administration or operational costs, staff wages, staff equipment and staff training, utilities, regular rates/rent/room hire, insurance, personal or travel expenses, conference fees, annual and/or industry fees, alcohol, appeals and making cash donations to other organisations and agent's commission fees to agents.
3. Agents seeking information on behalf of potential applicants.
4. Applications submitted by an agent/individual on behalf of one or multiple organisations who subsequently receives a payment for services and/or benefit from a successful Sponsorship.
5. Donations to charities.
6. Activities that could be perceived as benefiting a political party or political campaign.
7. Activities that could be seen as divisive or harmful within the community.
8. Costs of fees charged by Local Government (e.g. planning/ building application fees, health inspection fees or similar charges).
9. Debt payment.
10. Damage and/or purchases covered by insurance

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11. Retrospective funding for events, programs or projects that have already started or have been completed will not be eligible.
12. Applications for events, programs or projects similar to those already funded by Mornington Peninsula Shire.
13. Events, programs or projects that are deemed by the assessment panel to have the potential to bring Mornington Peninsula Shire's reputation into disrepute.
14. Ineligible Applicants include;
 - a. Political parties registered with the Australian Electoral Commission or lobby/pressure groups
 - b. Individuals or organisations associated with collection and use of funds by banned organisations as per Commonwealth Criminal Code Sect 103.1
 - c. Applicants in receipt of gaming machine revenue and/or gambling
 - d. Councillors and Shire staff

Application Support

Applicants are encouraged to speak to the relevant Program Manager (refer to Table 3 below) about the eligibility and suitability of proposed sponsorship prior to submitting an application.

Table 3 Program Manager: Contact details

Council and Wellbeing Plan Theme	Program Manager & contact
Theme 1 A Healthy natural environment and well-planned townships	Jacqui Salter E: Jacqueline.Salter@mornpen.vic.gov.au Sponsorships up to \$10,000 Melissa Burrage E: Melissa.Burrage@mornpen.vic.gov.au Sponsorships over \$10,000
Theme 2 A robust, innovative and diverse economy	Katherine Cooper E: Katherine.Cooper@mornpen.vic.gov.au Sponsorships up to \$10,000 Jayde Hayes E: Jayde.Hayes@mornpen.vic.gov.au Sponsorships over \$10,000
Theme 3 A flourishing healthy, connected community	Tricia Folvig E: Tricia.Folvig@mornpen.vic.gov.au Sponsorships up to \$10,000 Chris Munro E: Chris.Munro@mornpen.vic.gov.au Sponsorships over \$10,000
Grants Administration and SmartyGrants system enquiries	Community Grants Community.Grants@mornpen.vic.gov.au

Information sessions will be held annually in association with the opening of the Sponsorship Program - refer the Shire's website for details.

Should assistance be needed prior to submitting an application please contact the relevant Program Manager listed in Table 3 above.

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Should assistance be needed with submitting an application online in the SmartyGrants system please contact the SmartyGrants Administration Officers at

E: community.grants@mornpen.vic.gov.au or Ph: 5950 1425.

"Assistance is available for applicants with disabilities and culturally and linguistically diverse applicants". Please email: access@mornpen.vic.gov.au or call 5950 1978 Lauren Carlomagno.

Free interpreting services can be arranged for individuals with limited or no English language proficiency. Please contact our Inclusion Team at E: access@mornpen.vic.gov.au or Ph: 03 5950 1978.

Sponsorship Management Process

Applications

Applications for sponsorship must be completed and submitted on-line and in accordance with the eligibility, priorities, criteria and timing of the Sponsorship Program. Application forms are available through the SmartyGrants online system accessed via www.mornpen.vic.gov.au/Grants

- An application must be submitted online in SmartyGrants
- Applications must:
 - align and support the priorities of the Sponsorship Program, the Council and Wellbeing Plan and the policies and strategies of the Council;
 - be eligible; address the assessment criteria and respond to any compliance questions with attachments as required;
 - demonstrate value for money to be derived from the sponsored event/program/project and estimated value to the Mornington Peninsula Shire community;
 - include a marketing or project plan to support promotional / media exposure opportunities and value for money claims;
- Where sponsorship of an event, program or project involves working with children or young people, a copy of the organisation's child safety policy must be attached to the application. If there is no formal child safety policy there must be an outline of how it is intended to comply with the child safety and working with children legislation.
- Applications after the closing date will not be accepted and there will be no appeal process for late applications.
- An event, program or project that depends on Sponsorship must not commence until an application has been approved and a Funding Agreement signed. Sponsorship funding will not be made retrospectively.

Budget

- Budget income and expenditure must be GST exclusive.
- The budget must account for all income and expenses for the event, program or project. The application must also include the applicant's/organisation's total budget for the event, program or project, including any other Sponsorship and/or grant funding received from other organisations (even if not confirmed).

Assessment of Sponsorship Proposal

- Applications must align with the priorities of the Sponsorship Program guidelines, priorities and relevant assessment criteria.
- Applicants must achieve a very high score for each of the criteria (refer pages 12 & 13) with a total score, when assessed by panels not less than 75% of the total possible score.
- After the closing date of the Sponsorship Program, an eligibility check is conducted for each application and progressed to a Sponsorship Assessment Panel if deemed eligible.
- Applications may be assessed by external parties with professional expertise if deemed appropriate.
- Funding may be researched on the applicant's behalf, from other sources, if required.
- Sponsorship Assessment Panels will reflect stakeholders input across Council where required.
- An application will be assessed in consideration of permits and landowner permission if required. Refer links to below:
- Landowner permission and permits email requests to: property@mornpen.vic.gov.au
- Where additional approvals are required (by either Council or other State Government agencies) and fail to be obtained the sponsorship funding may be revoked.
- Applicants may be requested to provide additional supporting information to assist with the assessment of the application.
- Sponsorship Program Funding is subject to the adoption of Council's annual budget and therefore the level of assistance is limited by Council's budget allocation and its priorities. No applicant can be guaranteed funding, nor can any applicant be guaranteed to receive the full amount requested.

Notification process

Applicants will be notified in writing of the result of their application within 30 days after the approval.

Funding Agreements and payment

- Successfully funded events, programs or projects are subject to a Funding Agreement, signed by the parties. Major Funding Agreements must be signed by all parties within 4 weeks of the approval of an application. All events, programs or projects, unless specifically funded for multiple years, must be completed in accordance with their Funding Agreement.

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- A Funding Agreement includes:
 - a description of the event, program or project for which the funding is being provided
 - the cash to be received, the details and a payment schedule if relevant
 - details of how the project will be promoted and how it will be promoted by Council as well as the recipient of the sponsorship funding
 - The specific environmental, social and economic benefits delivered as a result of the sponsored event, program, project and the estimated value to the Mornington Peninsula Shire community,
 - The marketing or project plan, specifically including:
 - a) brand awareness: logo placement, naming rights, approved by Council's Media and Communication Unit and
 - b) value and reach of media coverage of the region generated by the event: local, national, international profile raising of the Mornington Peninsula and its values (sustainable, inclusive, innovative, liveable)
 - specific agreed deliverables of the event, program or project to be achieved against which data should be collected and reported as per requirement, or as part of the Acquittal including but not limited to the estimated environmental, economic or social benefit to the Shire
 - the deadline for submission of the Acquittal, which must be completed in full by the due date
 - Once the Funding Agreement has been finalised payments will be processed.
 - Should the Funding Agreement fail to be completed by the applicant within 30 days Council reserves the right to withdraw the Sponsorship funding.
 - Extensions for project delays must be approved by the relevant Program Manager.

Reporting and monitoring

- Funded events, programs or projects must be reported on and acquitted as detailed in a Funding Agreement. Reports provide Council and the public with feedback on agreed. outputs and desired outcomes, relevant data and lessons learned as a result of the funded event, program or project. While detailed financial reports are required, further documentation and evidence of expenses may also be sought.
- Council reserves the right to audit Sponsorship recipients.
- Council may request audited financial statements on acquitting the project where Sponsorship funding to an organisation exceeds \$10,000.
- Final acquittal reports must be submitted no later than 6 weeks after agreed completion date of the funded event, program, project as stated in the Funding Agreement unless otherwise agreed.

Community Investment Funding Principles and Ethics

Good Governance and Transparency

The Shire is committed to fair and transparent community investment funding decision making in the public interest: Applications are:

- registered in the SmartyGrants system, which is subject to audit
- reviewed for conflict of interest, which are declared by potential assessors and addressed as part of the process
- assessed objectively against eligibility and priorities criteria listed in the guidelines
- successfully funded Sponsorships are reported through publicly available reports and marketing and promotion materials required as a condition of the funding.

Achievement of the best outcomes

Priority is given to applications that will achieve the best outcomes for the municipal community including future generations. In doing so, all Sponsored events, programs, projects be able to deliver one or more of the Sponsorship Program's priorities, comply with legislation and align with the Council and Wellbeing Plan's themes and strategic objectives, policies and strategies.

Collaborative relationships

Constructive relationships with applicants and recipients are built on mutual respect and transparency of Council decisions, actions and information. Council's Sponsorship must be visible and in accordance with the specific marketing approaches in the Funding Agreement

highlighting Council's commitment to building the Shire's, environmental, economic, social and cultural capital for public benefit.

Diversity and access

The Shire's diverse community extends across 42 townships and rural areas where people form bonds around place, identity and interests. Applications are encouraged from eligible organisations, community groups or individuals from diverse backgrounds and supporting people with diverse ethnic and cultural backgrounds of all ages, gender identities and people with disability.

Safety

The safe delivery of events, programs, projects is a Council priority and as such scrutiny of safety obligations may undertaken for the protection of the environment and the public.

Value for Money

Council is committed to the economic, social and environmental sustainability of the Mornington Peninsula Shire. In meeting the eligibility and priorities of the Sponsorship Program, funding applications should represent strong financial and reputational value for Council.

Sponsorship Program

1. Introduction

The Sponsorship Program comprises opportunities aligned with each of the three Council and Wellbeing Plan themes.

2. Purpose of the Sponsorship Program

To promote the Mornington Peninsula Shire and attract additional investment in the environmental, economic, social, health and wellbeing and cultural vitality of the Shire.

3. Sponsorship Program Funding Eligibility

Refer to the general eligibility and ineligibility section of these guidelines pages 5 - 6 as well as the priorities and criteria below;

4. Funding

Eligible applicants may seek up to:

- Bronze sponsorship: up to \$ 5,000
- Silver sponsorship: up to \$20,000
- Gold sponsorship: up to \$35,000
- Platinum sponsorship: up to \$50,000

Funding is available for successful applications up to 3 years.

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5. Assessment Criteria – Sponsorship Program

Applications must align to the Council and Wellbeing Plan Themes and achieve one or more of the priorities below. The following criteria will be assessed on a scale of 1-5 with: 5 = meeting each criterion at a high level and 1 = not meeting the criterion

Sponsorship Priorities	Criteria
<p>Theme 1: A healthy, natural environment and well-planned townships Research including development of partnerships with schools, businesses and/or volunteers to:</p> <ul style="list-style-type: none"> accelerate the protection and resilience of Mornington Peninsula’s natural environment, or the adoption of renewable energy initiatives <p>Theme 2: A robust, innovative and diverse economy</p> <ul style="list-style-type: none"> a major attraction that delivers significant visitation and distribution of trade across the Peninsula; an exhibition of products, produce or skills to facilitate major investment in a new industry or expansion of an existing business or industry in the Mornington Peninsula Shire. <p>Theme 3: A flourishing, healthy and connected community</p> <ul style="list-style-type: none"> A unique and measurable program or project approach to targeting improvement in health and wellbeing or skill development. An exhibition or event/s to showcase the value of volunteering and increase participation. 	1. The application demonstrates alignment to the Council and Wellbeing Plan Themes and strategic objectives and/or other Council strategies and plans.
	2. The application demonstrates a partnership approach.
	3. The application details the environmental, economic and additional social benefits that will be delivered to the Mornington Peninsula’s municipality. <i>*Note below Council’s adoption of Single Use Plastics Policy.</i>
	4. The value of the listed benefits in the application: <ul style="list-style-type: none"> a. significantly boosts investment in the Mornington Peninsula’s municipality and/or b. reduces the cycle of disadvantage and/or vulnerability c. increases social inclusion and volunteering d. Significant funding raising events that demonstrates the sustainability of the event/activity/project and/or contributes to the sustainability of smaller community groups/organisations.
	5. Likelihood of success in delivering on priorities if Sponsorship is approved.
	6. The applicant has demonstrated capacity, skills and experience to deliver the proposal.
	7. The proposal is able to be delivered i.e. obtain permits, landowner permission if required. Our Project - Proposal Form (openforms.com).

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	8. The application is achievable and provides a detailed breakdown of the budget with quotes where applicable.
	9. The proposal includes a detailed marketing / project plan, including the media exposure for Council and details of the promotional opportunities at the local, state, national and international level.

*Note: Council adopted a Single Use Plastics Policy which supports Council's target of zero waste to landfill by 2030. [link Phasing out single-use plastics - Mornington Peninsula Shire \(mornpen.vic.gov.au\)](https://www.mornpen.vic.gov.au)