

5.2 REQUEST FOR SPONSORSHIP - SWAN CITY CHURCH

(All Wards) (Organisational Development)

KEY ISSUES

- In March 2005 Council adopted Policy C-091: "Sponsorship".
- In September 2005 Council resolved to request the Administration to carry out a review of the Sponsorship Policy.
- Whilst the review is under way, a request for sponsorship has been received from the Swan City Church to support the event "Carols in the Valley".
- These requests for sponsorship fit the criteria of Policy C-091.

It is recommended that the Council approve sponsorship of \$5,000 for the 2006 "Carols in the Valley" event.

BACKGROUND

In March 2005 Council adopted Policy C-091: "Sponsorship". The Policy outlines a set of definitions pertaining to "Sponsorship", "Grants" and "Donations", establishes criteria for determining sponsorship requests and establishes funding limits within which sponsorship requests are to be determined by a staff sponsorship panel, MANEX and Council.

In September 2005 Council resolved to "Request the Administration to carry out a review of the Sponsorship Policy and processes for Council endorsement, with the aim of ensuring a consistent, equitable and accountable approach to the allocation of sponsorship funds, prior to the expenditure of any further funds from the Sponsorship budget."

Whilst the review is under way within the Administration, a request for sponsorship has been received from the Swan City Church to support the event "Carols in the Valley".

REPORT

The Carols in the Valley will be held on Sunday 17 December 2006 at Sandalford Winery in the Swan Valley. The event is not intended to highlight any particular faith organisation, but to encourage community participation.

It is expected that over 7,000 people will attend the "Carols in the Valley" event on Sunday 17 December 2006. The previous event in 2005 attracted people from all faiths, ages and cultures to come together to celebrate the spirit of Christmas.

The event is intended to 'rival' the Carols by Candlelight event held annually in the Supreme Court Gardens in Perth. The Carols in the Valley evening is intended to cater to audiences who wish to attend a local event which is accessible to local people and close to home. It is expected the event will attract wide media attention and be attended by local dignitaries, media and community members from Swan, Mundaring, Kalamunda, Toodyay, Chittering, and Gingin regions.

The Swan City Church hosted the Carols in the Valley in 2005 which attracted an audience of approximately seven thousand (7,000) people made up of aged, young people, children and families.

A gold coin donation on entry resulted in the collection of funds of around \$6,500. This money was re-distributed to include financial support to the following:

- \$2,000 was donated back to the City of Swan to be presented to a community project of choice. As a result, the Midland Women's Health Care Place was given the money which provided 50% of the costs towards the installation of a kitchenette facility in their crèche area.
- Swan City Youth Service
- Swan Emergency Accommodation
- The remainder was donated to the Tsunami Disaster Relief operation.

This request for sponsorship is in line with the following criteria of Policy C-091:

1. The activity will maximise the City of Swan's brand exposure;
2. The activity will improve the image of the City of Swan in line with our desired image;
3. The activity will enhance the City's regional identity according to our desired identity as stipulated in the City's Regional Identity Plan;
4. The activity will increase the general awareness of the region; and
5. The activity will foster community spirit and pride within the region;

It is proposed to sponsor the event, which will incur a cost of \$5,000.

ATTACHMENTS

Nil

STRATEGIC IMPLICATIONS

This matter is covered by Pol-C-091; however when a similar matter was considered by Council on 28 September 2005 it was resolved to review the policy. As such, the matter has been referred to Council for a decision.

STATUTORY ENVIRONMENT

Nil

FINANCIAL IMPLICATIONS

Sufficient funds for the proposed expenditure of \$5,000 are available in the City's sponsorship budget.

RECOMMENDATION

That the Council resolve to:

- 1) Approve sponsorship of \$5,000 for the Swan City Church's "Carols in the Valley" 2006 event.
- 2) Advise the organisers of the event of Council's requirements for entering into a sponsorship agreement.

CARRIED