
Provision of Discounts, Donations and Sponsorships Policy

CONTROL:

Policy Type:	Council Policy
Authorised by:	Council
Head of Power:	CEO
Responsible Officer:	Community Sustainability Manager
Adopted / Approved:	
Last Reviewed:	February 2021
Review:	February 2023
Version:	1

1. INTRODUCTION**1.1 PURPOSE:**

This policy outlines how to appropriately devote Council resources for the benefit of residents, the wider community, visitors and events in the region. This policy also covers Council providing resources to promote the region as a place to visit and live.

1.2 POLICY OBJECTIVES:

To ensure workplace participants have a clear understanding of how Council's resources are allocated to sponsorships, hosting media and travel trade and providing goods and services for benevolent purposes. To also ensure workplace participants understand who has the authority to approve goods and resources to be used in these ways, and the limits in place for this. Only workplace participants with authority from the CEO through the Instrument of Delegation to enact this policy may do so, up to and including their designated financial limits.

1.3 COMMENCEMENT OF POLICY:

This Policy will commence on adoption. It replaces all other sponsorship, donation and related policies (whether written or not).

2. POLICY**2.1 CONTEXT:**

The Diamantina Shire Council is often approached to provide goods and services for various reasons to assist the community and the promotion of the destination. Such approaches include:

- Goods for donation to charitable organisations for fund raising (for example donations of merchandise for local school raffles)
- Use of Council facilities for fund raising purposes (for example, donating a gift voucher for Council owned accommodation to the local SES for a silent auction night)
- Hosting media for the purpose of having them promote the Diamantina Shire Council area (for example, providing free accommodation at a Council owned facility to the Sunrise television program entourage so they can do some live weather crosses from the region, thereby promoting the area)

Provision of Discounts, Donations and Sponsorships Policy

- Hosting travel trade for the purpose of them promoting the Diamantina Shire Council area (for example providing free accommodation at a Council owned facility to a travel journalist with the Rex Airlines inflight magazine for the purpose of them writing an article about Birdsville)
- Providing Council facilities and services for benevolent use (for example discounting accommodation at a Council owned facility to people involved in a vehicle accident in the Council area until they can safely return home)

2.2 POLICY STATEMENT:

This policy applies to all Diamantina Shire Council (and its entities) employees, agents, contractors and elected representatives, referred to in this Policy as 'workplace participants'. This policy is not restricted to the workplace or usual work hours.

3. STANDARDS AND PROCEDURES

3.1 Donations and/or discounts of Council owned goods and services to charitable and not for profit organisations based in the Diamantina Shire (such as, but not limited to, community groups, emergency services, volunteer organisations, sporting clubs and similar associations, charities and emergency services groups and agencies).

Such goods and services include in kind and cash support, which can be in addition to other grant support from Diamantina Shire Council and other funding agencies. In kind support can be discounted and/or complimentary use of plant and equipment by suitably experienced and qualified people, provision of staffed plant and equipment, discounted and/or complimentary use or accommodation at Council facilities, discounted and/or complimentary entry to paid Council facilities and donations of merchandise from Council's tourism facilities.

In return for Council's donations and/or discounts of goods and services, Council will be acknowledged as a supporter of the charitable or not for profit organisation, in methods and length of time to be negotiated on a case by case basis.

3.2 Provision and/or discounts of Council owned goods and services to Media who, in return for Council's goods and services, will promote the Council area (such as, but not limited to, radio, television and newspaper media, online news services including blog and vlog journalists, online and social media influencers)

Such goods and services include in kind and cash support, which can be in addition to other grant support from Diamantina Shire Council and other funding agencies. In kind support can be discounted and/or complimentary provision of staffed plant and equipment, discounted and/or complimentary accommodation at Council facilities, discounted and/or complimentary entry to paid Council facilities and donations of merchandise from Council's tourism facilities.

In return for Council's donations and/or discounts of goods and services, there is an expectation of promotion of the Diamantina Shire Council area by the media outlet to at least the value of goods provided.

3.3 Provision and/or discounts of Council goods and services to Tourism promotion organisations who, in return for Council's goods and services, will promote the Council area (such as, but not limited to, Federal and State tourism agencies, Regional Tourism Organisations and local tourism bodies and groups)

Such goods and services include in kind and cash support, which can be in addition to other grant support from Diamantina Shire Council and other funding agencies. In kind support can be discounted and/or

Provision of Discounts, Donations and Sponsorships Policy

complimentary provision of staffed plant and equipment, discounted and/or complimentary accommodation at Council facilities, discounted and/or complimentary entry to paid Council facilities and donations of merchandise from Council's tourism facilities.

In return for Council's donations and/or discounts of goods and services, there is an expectation of promotion of the Diamantina Shire Council area by the promotion organisation to at least the value of goods provided.

3.4 Provision and/or discounts of Council owned goods and services to Travel trade employees who, in return for Council's goods and services, will achieve a greater knowledge of the Council area to pass on to their clients (such as, but not limited to, Visitor Information Centre employees from other nearby Council areas, travel agents whom it can be reasonably expected of that they have opportunities to promote the area to their clients and employees of nearby attractions and other visitor economy enterprises who can use the knowledge gained to promote the Council area).

Such goods and services include in kind and cash support, which can be in addition to other grant support from Diamantina Shire Council and other funding agencies. In kind support can be discounted and/or complimentary provision of staffed plant and equipment, discounted and/or complimentary accommodation at Council facilities, discounted and/or complimentary entry to paid Council facilities and donations of merchandise from Council's tourism facilities.

In return for Council's donations and/or discounts of goods and services, there is an expectation of promotion of the Diamantina Shire Council area by the travel trade employees to their clients as appropriate.

3.5 Donations and/or discounts of Council owned goods and services to people and organisations who require an empathic, compassionate and altruistic response due their immediate pressing circumstances (such as, but not limited to, people who through a series of unfortunate events are stranded in the Diamantina Shire Council area and require basic needs until they can get safely home, people experiencing natural disasters in the Council area and other situations requiring an altruistic response (determined by the CEO)

Such goods and services may include in kind and cash support, which can be in addition to other grant support from Diamantina Shire Council and other funding agencies. In kind support can be discounted and/or complimentary use of plant and equipment by suitably experienced and qualified people, discounted and/or complimentary provision of staffed plant and equipment, discounted and/or complimentary accommodation at Council facilities, discounted and/or complimentary entry to paid Council facilities and donations of merchandise from Council's tourism facilities.

In cases where vehicles are in difficulty after they have been advised that they can travel on the road or if their circumstance have been unavoidable due to sudden rain or similar circumstances, while in transit or if in the case of supply trucks and transport, that Council has requested that they attempt to travel upon a road, Council may assist at no charge. Council will if possible provide assistance under its normal private works arrangements in circumstances where activation of the State Emergency Services is not appropriate. For example broken down vehicles, vehicles which have become bogged whilst travelling on closed roads or against Councils advice or if inappropriate or illegal actions have resulted in their predicament.

In such cases there is no expectation of a return benefit to Council, however Council does retain the right to (without disclosing personal information unless permission is given) publicly disclose the altruistic response.

3.6 Sponsorship through donations and/or discounts of Council owned goods and services to event management organisations and/or not for profit/charitable event operators (such as, but not limited to, private event organisers, charitable/not for profit event organisers

Provision of Discounts, Donations and Sponsorships Policy

including community clubs and associations and any other individual or organisation hosting an event in the Diamantina Shire, or at a location that a reasonable person would expect promotion of the Diamantina Shire area)

Such goods and services include in kind and cash support, which can be in addition to other grant support from Diamantina Shire Council and other funding agencies. In kind support can be discounted and/or complimentary use of plant and equipment by suitably experienced and qualified people, discounted and/or complimentary provision of staffed plant and equipment, discounted and/or complimentary accommodation at Council facilities, discounted and/or complimentary entry to paid Council facilities and donations of merchandise from Council's tourism facilities.

To receive a sponsorship from Council, acknowledgement requirements must be set of Council's contribution, including (as a minimum):

- Use of regional tourism logo on event publicity materials (including digital)
- If applicable, public event announcements recognising Council's contribution to the event, during the event
- If applicable, the opportunity for the Mayor or their delegate to present at the event for a minimum of 5 minutes
- Any other gifts provided to workplace participants are subject to Council's Code of Conduct.

4. REFERENCE AND SUPPORTING INFORMATION

4.1 DEFINITIONS:

To assist in interpretation, the following definitions shall apply:

Word / Term	Definition
Council	means Diamantina Shire Council.
Workplace participants	all Diamantina Shire Council (and its entities) employees, agents, contractors and elected representatives.

4.2 RELATED POLICIES, LEGISLATION AND DOCUMENTS:

Links to supporting documentation
Corporate Plan 2019-2024
Disaster Management Plan
Code of Conduct

4.3 VERSION CONTROL:

Previous Version Number	Adopted/Approved Date
-------------------------	-----------------------

Provision of Discounts, Donations and Sponsorships Policy

--	--