

TITLE: SUMMIT SPORT AND RECREATION PARK SPONSORSHIP POLICY

REFERENCE NUMBER:	DOC/21/188752
RESPONSIBLE OFFICER/ DEPARTMENT:	Executive Officer to the SSRP Board
APPLICABLE LEGISLATION:	Local Government Act 1999
MOUNT BARKER 2035 – DISTRICT STRATEGIC PLAN:	Governance and Leadership GL 4.3 Strive for efficiencies, collaboration and partnerships to reduce the costs of delivering services
RELATED POLICIES:	<ul style="list-style-type: none"> • Flag Policy • Road and Place Naming Policy
SUPPORTING PROCEDURES:	Nil
PREVIOUS REVIEW DATES:	Nil
ADOPTED BY COUNCIL:	5 October 2021
MINUTE RESOLUTION NUMBER:	OM20210406.08
NEXT REVIEW DATE:	5 October 2022

1. PURPOSE

The purpose of this Policy is to define the principles for the Summit Sport and Recreation Park (SSRP) Board ('the Board') to follow in dealing with sponsorship proposals.

2. SCOPE

The Board has been established as a Committee of Council pursuant to Section 41 of the Local Government Act 1999.

The Board's Terms of Reference were endorsed by Council on 2 September 2019 and includes an objective (2.2.6) - *The Board will consider commercial arrangements to optimise returns to the SSRP.*

Sponsorship provides the Board and sporting clubs and associations (through a licence agreement) with an important source of income that can support the cost-effective delivery of recreation and sport that benefits the local community.

It is important that any messages associated with sponsorship are considerate of all people who access those facilities, are age and culturally appropriate and are consistent with the values and integrity of the Mount Barker District Council.

It is important for clubs and associations to document the terms of sponsorship to define expectations of all parties.

This Policy provides guidance to clubs and associations that have, or intend to have, licensing arrangements in place with the Board within the SSRP or parties that use the facility in relation to sponsorship agreements that may involve requests to display signage within the precinct in areas such as; in or on buildings, adjacent to playing surfaces or scoreboards.

The SSRP Sponsorship Policy also provides a framework for clubs and associations that wish to seek sponsorship.

Any form of sponsorship that involves sponsor acknowledgement signage will be subject to assessment under the SSRP Sponsorship Policy.

Council's Road and Place Naming Policy is not relevant to the naming/sponsorship principles articulated herein.

3. DEFINITIONS

SSRP asset - means any buildings and / or asset and associated infrastructure at the SSRP

Naming rights - means the exclusive right for an organisation, with appropriate permissions, to name/brand a facility, event or program (usually subject to approval by the other party) and for the name/brand to be reflected on formal signage and communications.

Political messages – means the display of any message that endorses or names a political party, ideal, position or political opinion. (this definition excludes signage/sponsorship of a sitting member of parliament that has no reference to a political party)

For the purposes of this clause the words “political party” includes the word “Independent”.

Sponsorship - means any agreement where a business provides funds, resources or services to an organisation in return for some rights. Sponsorship is not philanthropic as a sponsor expects to receive a reciprocal benefit.

4. ROLES & RESPONSIBILITIES

Council:

- Responsible for adopting this policy.
- Providing other appropriate approvals associated with the development and strategic plans associated with the space.

Board

- Responsible for applying this policy and considering applications.

Chief Executive Officer:

- Responsible for applying resources to ensure the application of this policy.

Executive Officer to the SSRP Board:

- Responsible for implementing this policy.
- Delegated responsibility for approving Licensee and sub-user requests that relate to minor changes for already approved sponsor signs aligned with the intent of this Policy.
- Establishing a register of delegations and report on those delegations to the Board.

5. POLICY STATEMENT

1. The Board supports organisations seeking sponsorship. The full costs of obtaining and managing sponsors is to be borne by the organisation.
2. Council owned facilities should not be used to promote the following:
 - direct product advertisements of tobacco products or gambling;
 - any form of adult entertainment; or
 - political messages.
3. Any sponsors messages displayed at the SSRP must be to the satisfaction of the Board. A reasonable person should not find the message offensive or discriminatory.
4. The Board reserves the right to disallow any requests to display messages it deems inappropriate.
5. The club and association must ensure that all signage is covered by its own insurance policy, to the level prescribed in the organisation's licence / management agreement.

Sponsor Acknowledgement

6. Applications for the installation and display of sponsor acknowledgment signage must be addressed to the Board and include the following information:
 - documented proposed sponsorship agreement; and
 - graphics, design and materials specifications.
7. Any structural alterations to buildings and reserve infrastructure requires the written approval of Council as it may require Development Approval and associated fees and charges.

Pre-existing Sponsorship

8. Pre-existing sponsorship arrangements that organisations wish to bring to the SSRP shall comply with this policy.
9. The Board may conduct an audit of SSRP sport and recreation facilities and advise clubs where examples of non-conforming sponsorship exist.
10. Organisations will be provided with a period of one month's notice of an audit, to ensure that all existing displayed sponsorship complies with the conditions outlined in this Policy.
11. After one month from the audit, the Board may commence removing any displayed sponsorship signage that does not meet the conditions outlined in this Policy and recover reasonable costs for removal.

Naming Rights

12. Applications for naming rights will be considered by the Board under the following conditions:
 - the naming rights shall be limited to sports grounds only (i.e. ovals, pitches, fields, playing area or surface) and not the entire facility, building or any associated reserve infrastructure;
 - the term of the sponsorship (i.e. naming) agreement is limited to the term of the organisation's licence / management agreement over the sports ground;
 - the proposed name of the sports ground is not in any way offensive or discriminatory; and
 - the corporate name must be complementary to the official name of the SSRP.
13. The whole SSRP area naming rights remain vested with the Mount Barker District Council as facility owner and manager.
14. Council names (rather than sponsored names) for the whole facility, buildings and other reserve infrastructure will prevail in public documents e.g. Council reports, engineering / road plans, directories, websites etc.
15. A copy of the proposed naming rights sponsorship agreement is to be submitted to the Board's Executive Officer as part of the approval process.
16. Not all applications for naming rights will be approved and non-approvals can be appealed in writing through the Chief Executive Officer.

6. TRAINING / EDUCATION

Council staff will organise appropriate information and training opportunities for users of the facility and other relevant individuals and groups to understand and implement the intent of this policy for the betterment of the facility, users and the wider community.

7. REVIEW

This Policy will be reviewed:

- in 12 months and then every three years, or
- earlier in the event of changes to legislation or related Policies and Procedures or ;
- if deemed necessary by the Board or Executive Officer.

8. ACCESS TO THE POLICY

The Policy is available for public inspection at the Customer Service Centre, at the Local Government Centre, 6 Dutton Road, Mount Barker, South Australia and on the Council's website www.mountbarker.sa.gov.au

9. FURTHER INFORMATION

For further information on this Policy, please contact:

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