

# CITY OF COCKBURN



## GRANTS & DONATIONS COMMITTEE

### MINUTES

#### FOR

**TUESDAY, 25 OCTOBER 2016**

These Minutes are subject to Confirmation

Presiding Member's Signature

A handwritten signature in blue ink, appearing to be 'Steve Kelly', is written over a horizontal line.

Date: 19-4-17

# CITY OF COCKBURN

## SUMMARY OF MINUTES OF THE GRANTS & DONATIONS COMMITTEE MEETING HELD ON TUESDAY, 25 OCTOBER 2016 AT 6:00 PM

	Page
1. DECLARATION OF MEETING .....	3
2. APPOINTMENT OF PRESIDING MEMBER (IF REQUIRED) .....	3
3. (GAD 25/10/2016) - ACKNOWLEDGEMENT OF RECEIPT OF WRITTEN DECLARATIONS OF FINANCIAL INTERESTS & CONFLICT OF INTEREST (BY PRESIDING MEMBER) .....	3
4. (GAD 25/10/2016) - APOLOGIES & LEAVE OF ABSENCE .....	3
5. CONFIRMATION OF MINUTES .....	4
5.1 (MINUTE NO 100) (GAD 25/10/2016) - MINUTES OF THE GRANTS AND DONATIONS COMMITTEE MEETING - 21/7/2016 (ATTACH) .....	4
6. DEPUTATIONS .....	4
7. PETITIONS .....	4
8. BUSINESS LEFT OVER FROM THE PREVIOUS MEETING (IF ADJOURNED) .....	4
9. DECLARATION OF COUNCILLORS WHO HAVE NOT GIVEN DUE CONSIDERATION TO MATTERS IN THE BUSINESS PAPER .....	4
10. COUNCIL MATTERS .....	4
10.1 (MINUTE NO 101) (GAD 25/10/2016) - SPONSORSHIP OF FREMANTLE DOCKERS AFL WOMEN'S TEAM 2017 (162/003) (R AVARD) (ATTACH) .....	5
10.2 (MINUTE NO 102) (GAD 25/10/2016) - GRANTS AND DONATIONS COMMITTEE RECOMMENDED ALLOCATIONS 2016/17 (162/003) (R AVARD) (ATTACH) .....	9
10.2 (MINUTE NO 103) (GAD 25/10/2016) - GRANTS AND DONATIONS COMMITTEE RECOMMENDED ALLOCATIONS 2016/17 SUB- RECOMMENDATION (1) COCKBURN MASTERS SWIMMING CLUB .....	27
10.2 (MINUTE NO 104) (GAD 25/10/2016) - GRANTS AND DONATIONS COMMITTEE RECOMMENDED ALLOCATIONS 2016/17 SUB- RECOMMENDATION (2) COCKBURN ICE ARENA .....	27
10.3 (MINUTE NO 105) (GAD 25/10/2016) - REVIEW OF GRANTS PROGRAMS AND ADOPTION OF SMALL EVENTS SPONSORSHIP PROGRAM (162/003) (M BOLLAND) (ATTACH) .....	28
11. MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN .....	38
12. NOTICES OF MOTION GIVEN AT THE MEETING FOR CONSIDERATION AT NEXT MEETING .....	38

13.	NEW BUSINESS OF AN URGENT NATURE INTRODUCED BY DECISION OF MEETING BY COUNCILLORS OR OFFICERS .....	38
14.	MATTERS TO BE NOTED FOR INVESTIGATION, WITHOUT DEBATE .....	38
15.	CONFIDENTIAL BUSINESS.....	38
16.	(GAD 25/10/2016) - CLOSURE OF MEETING.....	38





# CITY OF COCKBURN

## MINUTES OF THE GRANTS & DONATIONS COMMITTEE MEETING HELD ON TUESDAY, 25 OCTOBER 2016 AT 6:00 PM

---

### PRESENT:

Mr L. Howlett	-	Mayor
Mrs C. Reeve-Fowkes	-	Deputy Mayor
Mr P. Eva	-	Councillor
Mrs L. Sweetman	-	Councillor
Mr S. Portelli	-	Councillor
Mr S. Pratt	-	Councillor (Presiding Member)
Ms L. Smith	-	Councillor

### IN ATTENDANCE:

Mr R. Avard	-	Manager, Recreation and Community Safety
Ms M. Bolland	-	Grants & Research Coordinator
Ms K. Green	-	Grants & Research Support Officer

### 1. DECLARATION OF MEETING

The Presiding Member declared the meeting open, the time being 6.09pm.

### 2. APPOINTMENT OF PRESIDING MEMBER (If required)

N/A

### 3. (GAD 25/10/2016) - ACKNOWLEDGEMENT OF RECEIPT OF WRITTEN DECLARATIONS OF FINANCIAL INTERESTS & CONFLICT OF INTEREST (BY PRESIDING MEMBER)

Clr Steven Portelli - Impartiality Interest - Item 10.2

### 4. (GAD 25/10/2016) - APOLOGIES & LEAVE OF ABSENCE

Clr Bart Houwen - Apology



**5. CONFIRMATION OF MINUTES**

**5.1 (MINUTE NO 100) (GAD 25/10/2016) - MINUTES OF THE GRANTS AND DONATIONS COMMITTEE MEETING - 21/7/2016 (ATTACH)**

**RECOMMENDATION**

That the minutes of the Grants and Donations Committee meeting held on 21 July 2016 be adopted as a true and accurate record.

**COMMITTEE DECISION**

MOVED Mayor L Howlett SECONDED Cllr S Portelli that Council adopt the Minutes of the Grants and Donations Committee Meeting held on 21 July 2016 as a true and accurate record.

**CARRIED 7/0**

**6. DEPUTATIONS**

Nil

**7. PETITIONS**

Nil

**8. BUSINESS LEFT OVER FROM THE PREVIOUS MEETING (IF ADJOURNED)**

Nil

**9. DECLARATION OF COUNCILLORS WHO HAVE NOT GIVEN DUE CONSIDERATION TO MATTERS IN THE BUSINESS PAPER**

Nil

**10. COUNCIL MATTERS**



**10.1 (MINUTE NO 101) (GAD 25/10/2016) - SPONSORSHIP OF FREMANTLE DOCKERS AFL WOMEN'S TEAM 2017 (162/003) (R AVARD) (ATTACH)**

**RECOMMENDATION**

That Council:

- (1) Enter into a one-year sponsorship agreement with Fremantle Dockers Football Club to support its AFL Women's team in accordance with the key terms and conditions in the proposal attached to the agenda; and
- (2) Allocate \$25,000 (ex. GST) from the 2016/17 Grants and Donations budget for this purpose.

**COMMITTEE RECOMMENDATION**

MOVED Clr S Portelli that Council:

- (1) Writes to the Fremantle Football Club advising that it declines the approach to sponsor the Fremantle Football Club's AFL Women's football.
- (2) We will however offer the same membership charges for the women's team, staff and trainers as per the AFL men's team.

**MOTION LAPSED FOR WANT OF A SECONDER**

MOVED Clr L Smith SECONDED Clr L Sweetman that Council:

- (1) Enter into a one-year sponsorship agreement with Fremantle Dockers Football Club to support its AFL Women's team in accordance with the key terms and conditions in the proposal attached to the agenda; and
- (2) That the 200 tickets to AFL games be made available to Cockburn community members only; and
- (3) Allocate \$25,000 (ex. GST) from the 2016/17 Grants and Donations budget for this purpose.

**CARRIED 6/1**

**NOTE:** Clr S Portelli requested that his vote against the recommendation be recorded.



## COUNCIL DECISION

### Reason for Decision

The Fremantle Dockers Football Club (FFC) is a registered not-for-profit organisation, and this is a good opportunity for the City to set an example of its support for women in elite sport competitions. It is recommended that the 200 tickets to AFL games are given to Cockburn community members only, and that the process for distributing these tickets is discussed and agreed to by the Cockburn Central West (CCW) Reference Group.

### Background

Over the last four years, the City has worked extensively in partnership with the Fremantle Dockers Football Club (FFC) on a joint venture project to develop Cockburn ARC, a major regional community and recreation facility, to be co-located with the FFC's new training facilities in Cockburn Central.

In April 2016, the City of Cockburn sent a letter to the Australian Football League (AFL) supporting the FFC's bid for an AFL Women's (AFLW) team.

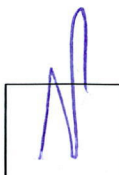
In June 2016, the AFL announced the FFC was successful in its bid for an AFLW team to join the eight-club inaugural competition.

On 22 September 2016, FFC made a presentation to the City of Cockburn Elected Members and Executives on the progress of the FFC AFLW team.

On 3 October 2016, the FFC sent a letter to the City requesting to formalise the partnership through a sponsorship arrangement, which is outlined in the report below and submission attached to the agenda.

### Submission

A proposal from Fremantle Football Club to sponsor the Fremantle Dockers AFL Women's Team 2017 is attached to the agenda.





## Report

Initially, the FFC had included two components to the sponsorship, as follows:

1. An in-kind or contra arrangement around the FFC Women's team and its players having access to gym and match day facilities at Cockburn ARC; and
2. A cash component of \$25,000 to assist with the operations of the FFC AFLW team.

FFC have advised in their letter that:

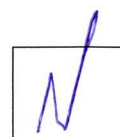
"Unfortunately due to the timing of the estimated opening of Cockburn ARC being after the completion of the 2017 AFLW competition and current uncertainty around the AFLW player guidelines (specifically related to what the players are able to be provided within the salary cap), the Fremantle Football Club at this stage is not in a position to immediately pursue any sponsorship arrangements that involve playing a game at the Cockburn ARC facility in 2017 (specifically due to the timing of the games and completion of the facility not coinciding), nor include the provision of services to players (i.e. gym memberships). We are however committed to playing games at the Cockburn ARC facility for 2018 and beyond and see the gym memberships forming part of the overall sponsorship deal in the future and will look to renegotiate these items into the 2018 sponsorship request.

In light of the above, FFC is now writing to seek a one year \$25k sponsorship, acknowledging CoC as an official FFC AFLW partner, with the intent to enter a further arrangement in year two and beyond."

### Sponsorship Partner Benefits/Details

For the City's \$25,000 (ex. GST) contribution, the FFC proposes a list of Sponsorship Partner Benefits to the City including:

1. Recognition as an Official Partner of the Fremantle Dockers AFL Women's (FFC AFLW) team.
2. Access to at least two FFC AFLW team player appearances for promotional purposes.
3. Access to at least one specified AFLW player ambassador (for a specific theme such as women in sport or healthy living etc.) which entitles the City to two player appearances and use of the player imagery under the guidelines to be set by the AFL.
4. 200 tickets to AFL games (valued at \$71 each for premium guaranteed seats) for promotional purposes, spread over the course of the FFC qualifying home season, excluding the Derby. The intent is for 20 tickets to be used over 10 qualifying home games.



5. Rights to use relevant IP (including the FFC AFLW logo for promotional purposes) in relation to its partnership with the FFC AFLW team.
6. Acknowledgement as a Partner of the FFC AFLW team on the official FFC website.
7. Right to use the following designation or other such designations that may be mutually agreed between the Parties; 'Official Partner of the Fremantle Dockers AFL Women's Team'
8. Loan of Fremantle Dockers Mascots for City of Cockburn community events.
9. One fully signed Guernsey for both the Men's and Women's 2017 playing squads (valued at \$500 each).

The FFC have provided the following additional information in relation to the player appearances:

- One appearance constitutes one hour or part thereof, and will be in accordance with the standard terms of the AFLW playing contract and in keeping with the availability of the players due to football and work commitments.
- As they are yet to receive the terms of the AFLW player standard contracts, they would envisage that if the appearances are requested outside of the AFLW season, it would likely be a marquee player.
- The ambassador component is specific to a marquee player which they have access to for a 12 month period.

### **Strategic Plan/Policy Implications**

#### **Economic, Social & Environmental Responsibility**

- Create opportunities for community, business and industry to establish and thrive through planning, policy and community development

#### **Leading & Listening**

- Deliver sustainable governance through transparent and robust policy and processes

#### **Budget/Financial Implications**

\$25,000 (ex. GST) from the Grants and Donations 2016/17 budget.

#### **Legal Implications**

A formal sponsorship agreement will be entered into following approval by Council of the key terms of the agreement.





**Community Consultation**

N/A

**Risk Management Implications**

It is difficult to value the benefits that the City will receive as sponsors of the AFLW especially as it is a new competition. The extent of public exposure of the women's game is not clear, and hence the exposure of the City as a sponsor is unknown. Alternatively, the City being an inaugural sponsor may have a great return if the competition becomes popular with high media coverage. A one year agreement mitigates the risk to the City as it allows time to assess the promotional value of the sponsorship to the City.

**Attachment(s)**

1. Sponsorship Proposal for Fremantle Dockers AFL Women's Team 2017.

**Advice to Proponent(s)/Submissioners**

The submissioner has been advised that they will be notified of the outcome of their submission following the November 2016 Council Meeting.

**Implications of Section 3.18(3) Local Government Act, 1995**

Nil

**DECLARATION OF INTEREST**

Clr Steven Portelli declared an impartiality interest in relation to Item 10.2 - Donation to Cockburn Central YouthCARE Council. The nature of the interest being that he is on the Atwell College Board.

**10.2 (MINUTE NO 102) (GAD 25/10/2016) - GRANTS AND DONATIONS COMMITTEE RECOMMENDED ALLOCATIONS 2016/17 (162/003) (R AVARD) (ATTACH)**

**RECOMMENDATION**

That Council adopt the revised grants, donations, and sponsorship recommended allocations for 2016/17 as attached to the agenda.





**COMMITTEE RECOMMENDATION**

MOVED Mayor L Howlett SECONDED Cllr S Portelli that the recommendation be adopted subject to the following amendments as shown in the attachment to the minutes:

- (1) Recommended \$20,000 Donation to Cockburn Central YouthCARE Council; and
- (2) The recommendations for sponsorship of Cockburn Masters Swimming Club (21<sup>st</sup> Jetty to Jetty Swim) and Cockburn Ice Arena be considered separately.

**CARRIED 7/0**

**COUNCIL DECISION**

**Reason for Decision**

Atwell College's school population has grown over 25% in the last few years, and with this growth comes a range of challenges for children, parents and the community, and a need for increased hours for the school chaplaincy service.

**Background**

Council approved a budget for Grants and Donations for 2016/17 of \$1,300,000. The Grants and Donations Committee is empowered to recommend to Council how these funds are to be distributed.

At its meeting of 21 July 2016, the Committee recommended a range of allocations of grants, donations and sponsorship, which were duly adopted by Council on 11 August 2016.

**Submission**

N/A

**Report**

The September 2016 round of grants, donations and sponsorship funding opportunities was advertised to close on 30 September 2016. A total of 30 applications were received including 15 applications for Community Grants which are being reviewed under the delegated



authority of the Manager Recreation and Community Safety. The remainder include 12 applications for Donations and 3 applications for Sponsorship to be considered by the Committee.

In the Summary of Grants, Donations and Sponsorship Recommended Allocations Budget 2016/17, attached to the Agenda, these are the following items for the Committee to consider:

- 3 adjustments and 1 new proposal to the committed/contractual donations
- 12 applications for donations
- 3 applications for sponsorship, and
- 1 proposed adjustment to grant funding allocations.

The proposed adjustments and applications for donations and sponsorship are described in brief below.

### **Committed/Contractual Donations**

As can be seen in the budget attachment, a number of donations are deemed to be committed by legal agreements, such as leases, or by Council Decision. There are three adjustments and one new proposed commitment highlighted:

#### **Spearwood Dalmatinac Club Inc. – Rates Reimbursement**

Council resolved on 14 May 2009 to provide an annual reimbursement of 50% of the annual rates payable by Spearwood Dalmatinac Club for 41 Azelia Road, Spearwood. The actual amount of this reimbursement for 2016/17 equates to \$11,620.68, so there is a proposed adjustment to the budget from an allocation estimate of \$11,650 reduced to \$11,621.

#### **Mayors for Peace 2016 - Membership Fee**

Annual Membership Fee for 2016 of \$24.43 for Mayors for Peace, equivalent to 2,000 Yen, as to Council Decision 12 November 2015.

#### **Save Beeliar Wetlands Inc. - Legal Fees**

At the Council Meeting on 8 September 2016, Council agreed to:

- (1) *allocate from the Grants and Donations account the sum of \$25,000 to the Save Beeliar Wetlands (Inc) to assist the group in its legal action in relation to the proposed Roe 8 extension; and*
- (2) *provides the funds on the condition that the group gains leave to appeal to the High Court of Australia on the matter.*





This donation has now been allocated in the budget.

Fremantle Football Club - Fremantle Dockers AFL Women's Team 2017

This new proposal is addressed in Agenda Item 10.1.

**The total for committed/contractual donations will be \$520,000.**

**Grants**

As can be seen in the budget attachment, there are a number of grants for which there are established criteria and processes in place.

There is one proposed adjustment to grant allocations for the 2016/17 financial year:

- Increase to Cockburn Community Group Volunteer Insurance from \$9,000 to \$10,000 to allow for additional groups to join throughout the financial year.

**The total proposed for grants programs is \$480,000.**

**Donations**

Applicant: Citizens Advice Bureau of WA

Requested: \$10,000

Recommended: \$5,000

Citizens Advice Bureau is an independent, not-for-profit organisation. Administered mainly by volunteers, the Fremantle branch provides information and referral, low-cost legal advice and a dispute resolution service, and services are not means tested. Clients are primarily from Fremantle and Cockburn, and the organisation has reported it assisted 178 residents from the postcode 6164 in the 2015-16 financial year. The Fremantle Branch has not previously applied to the City of Cockburn for funding support. The City of Fremantle does not provide funding support to the organisation, however provides free parking.

The organisation has a letter of support for the donation from Simone McGurk MLA, State Member for Fremantle.

It is recommended the City of Cockburn support the organisation and offer a donation of \$5,000, which aligns with the City's support for the St Vincent de Paul Society.





Applicant: St Vincent de Paul Society Yangebup Conference

Requested: \$5,000

Recommended: \$5,000

St Vincent de Paul Society Yangebup Conference is a volunteer-driven charitable organisation. Recent funding provided by the City to the organisation has been used to visit more than 400 Cockburn families, helping those in need with food, clothing, furniture and bedding, as well as assistance with rental costs, utility bill arrears, counselling services, financial guidance and dental therapy.

The Mater Christi Catholic Parish Yangebup supports the funding application of the St Vincent de Paul Society Yangebup Conference.

The City has supported the organisation with donations as below.

2015, September \$5,000

2014, September \$5,000

2013, September \$5,000

It is recommended to maintain support this year with a \$5,000 donation towards ongoing costs.

Applicant: Cockburn Volunteer Sea Search and Rescue

Requested: \$9,000

Recommended: \$8,500

The Cockburn Volunteer Sea Search and Rescue group is a not-for-profit volunteer organisation that aims to ensure the safety of the Cockburn community and wider boating public. The organisation provides around-the-clock radio communications and emergency rescue and recovery services for a 1,000-square-kilometre area that is being used increasingly by recreational boaters. In the past year, the group has completed more than 200 police-authorised rescues of more than 900 persons. Most of the volunteer cohort is based within Cockburn.

The group receives \$40,000 support from the State Government, and also receives income from donations and memberships.

The group has previously received funding from the City as follows:

2015, March \$8,500

2014, March \$8,500

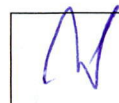
2011, September \$8,500

2010, March \$8,500

2008, September \$8,000

2007, October \$8,000

2006, October \$6,000



As the organisation currently receives funding through the Emergency Services Levy, the requested increase in the donation has been considered not justifiable; it is therefore recommended to maintain the level of support with a donation of \$8,500.

Applicant: Assisting Your Life to Achieve (AYLA)

Requested: \$10,000

Recommended: \$5,000

Assisting Your Life to Achieve (AYLA) is a registered charity organisation that provides emergency relief services. Based in the City of Cockburn, AYLA distributes food and household goods donated by businesses and the community to those in need throughout the city and other areas. AYLA is proactively building partnerships with businesses, and over the past year the organisation has received significant positive print and television media promotion of its work.

AYLA is seeking to relocate its base from residential premises to 3/1 Pusey Road, Cockburn Central, where it will also set up an op shop, and seeks a donation to assist with the cost of rent. The application includes letters of strong support from several Cockburn primary schools and from the Coordinator of the Success Financial Counselling Service. The Manager Community Development advises she has received very positive feedback regarding AYLA and that its services complement those of Second Harvest.

It is recommended the City of Cockburn initially support the organisation with a donation of \$5,000.

Applicant: Constable Care Child Safety Foundation

Requested: \$12,000

Recommended: \$12,000

Through best practice theatre-in-education programs, Constable Care Child Safety Foundation (CCCSF) and its youth theatre company work in schools to empower young people to make better decisions in relation to crime prevention, personal safety and social/mental issues.

The organisation receives income from the WA Police, local government partnerships, community project grants, and various corporate sponsorships and donations.

The City has supported the organisation with donations as below.

2015, March \$12,000

2014, March \$12,000





2013, March	\$10,000
2012, March	\$10,000
2010, September	\$20,950
2009, September	\$20,495
2008, September	\$19,531
2007, October	\$18,780
2006, October	\$18,045

The CCCSF advises that in 2015-16, throughout Cockburn it delivered 34 performances at schools and a childcare facility. In its last Sponsorship report, the organisation did not provide photographic evidence of the events or marketing material that promoted the City's support; in addition, there was no promotion of the City's support for the organisation via the media or its Facebook page. The City's logo does feature on the organisation's website as a Local Government Partner.

The CCCSF requests a donation of \$12,000 to enable it to deliver program performances that promote the themes of crime-reporting, violence prevention and other major youth issues to 3,000-4,000 students across Cockburn.

The CCCSF has pledged to meet with relevant City of Cockburn staff to ensure that theatre performance programs promote the City's Crime Prevention Strategy and other relevant topics. For its donation as a 'Local Government Partner' the City is also entitled to a free library appearance (in 2015-16 this was at Success Library) and a mascot appearance at one event.

It is recognised that CCCSF performances in local schools have the potential to deliver a flow-on benefit for the City's Crime Prevention Strategy. Four schools (South Coogee PS, Spearwood PS, Atwell PS and Newton PS) and Yangebup Family Centre recently provided very strong support for the organisation's program.

It is recommended that the City of Cockburn support CCCSF with the \$12,000 donation applied for, but request the organisation increase its effort to publicly acknowledge the City's support via CCCSF's media and marketing channels.

Applicant: Cockburn Community and Cultural Council

Requested: \$9,000

Recommended: \$9,000

The Cockburn Community and Cultural Council supports, sponsors and promotes artistic, cultural and leisure activities within the City of Cockburn.





Previous funding received from the City includes:

2016, March	\$2,000 (Fremantle Ports Cockburn Community Projects Fund Grant for the Cockburn Visual and Performing Arts Festival)
2015, September	\$9,000
2015, March	\$3,000 (Fremantle Ports Cockburn Community Projects Fund Grant for the Cockburn Visual and Performing Arts Festival).
2014, September	\$9,000
2014, March	\$1,200 (one-off donation 40th Anniversary)
2013, September	\$9,000
2012, September	\$9,000
2011, September	\$9,000
2010, September	\$9,000
2009, September	\$8,600
2008, September	\$8,000
2007, October	\$8,000
2006, October	\$7,500.

The Cockburn Community and Cultural Council requests a donation of \$9,000 towards operating costs to enable local artists and craftsmen, including schoolchildren, a space to display their work. It is recommended to support the organisation's application; however, it is requested the group consider making their facility available for use by other local arts and crafts groups.

Applicant: Returned and Services League – City of Cockburn

Requested: \$10,000

Recommended: \$10,000

The Cockburn Branch of the Returned and Services League supports the welfare of the serving and ex-military service community of Cockburn. The group conducts commemorative services throughout the year, including the ANZAC Youth Parade and Service. The group also promotes the ANZAC history and military service in local schools.

Previous funding from the City includes:

2015, September	\$10,000
2014, September	\$10,000
2013, September	\$10,000
2012, September	\$9,000
2011, September	\$8,000
2010, September	\$8,300
2009, September	\$8,000
2008, September	\$8,000
2007, October	\$8,000



2007, March           \$7,500

It is recommended to support the organisation's request for a donation of \$10,000.

Applicant:           Meerilinga Young Children's Services

Requested:       \$10,000

Recommended:   \$10,000

Meerilinga is a not-for-profit organisation and registered charity that promotes the United Nations Convention on the Rights of the Child. Based in Winterfold Road, Coolbellup, the organisation works to reduce developmental vulnerability in children and to assist parents to increase coping skills and achieve a quality of life. Community interests and health are supported through educational, recreational and life skills programs. The organisation reports that 37% of the community currently supported are from ATSI and CaLD backgrounds.

The application is supported by Connecting Communities Home Care (Spearwood), Cockburn Toy Library and local resident NJ Favazza.

Previous funding from the City includes:

2015, September   \$10,000

2014, September   \$10,000

It is recommended to support Meerilinga with a donation of \$10,000.

Applicant:           Cockburn Toy Library

Requested:       \$6,000

Recommended:   \$6,000

Cockburn Toy Library is based at Meerilinga in Winterfold Road, Coolbellup. A volunteer-run service, the Library offers parents/carers the opportunity to borrow a variety of toys that may be beyond families' financial means, including toys that support early learning development. The Library currently serves 47 families who pay membership fees.

Previous funding received from the City includes:

2015, September   \$4,000 (Donation)

2014, September   \$4,000 (Donation)

2013, September   \$4,000 (Donation)

2012, September   \$4,000 (Donation)

2011, September   \$4,000 (Donation)

2008, March       \$2,000 (Community Grant – new toys)

2003, March       \$1,283 (Community Grant – new venue).





The Cockburn Toy Library has advised that Meerilinga has increased the Toy Library's annual rent from \$4,000 to \$6,000, and has therefore requested an increased donation to meet this additional expense.

The application is supported by the Chief Executive Officer of Meerilinga, the Principal of the Fremantle Language Development Centre and local resident Tess Lornie. The City's Manager Community Development was consulted and is supportive of the increased donation to the organisation.

It is recommended that the City support an increased donation of \$6,000 to Cockburn Toy Library.

Applicant: Yangebup Family Centre

Requested: \$12,000

Recommended: \$12,000

The Yangebup Family Centre is a community-managed, not-for-profit organisation that provides a range of community services for residents of Yangebup and the surrounding area. Services include children's programs, and parenting workshops, information and support services.

Previous funding from the City includes:

2015, September	\$12,000
2015, August	\$1,637 (Donation for Health Nurse Clinic)
2015, March	\$2,500 (Sustainable Events Grant Community Open Day)
2014, September	\$12,000
2013, September	\$9,500
2013, September	\$3,025 (Alcoa Project Grant for Open Day)
2012, September	\$7,000
2011, September	\$5,000
2010, September	\$5,000
2009, September	\$5,000
2008, September	\$5,000
2007, October	\$5,000
2006, October	\$5,000

The Yangebup Family Centre crèche was established in 2002 to support the need for a craft group at the centre. Previous funding from the City contributed to providing affordable crèche services to mothers that attend the craft groups. The crèche provides 57 places for children aged 0-6 years on a weekly basis. In 2014 the Centre requested an increased donation to add an additional crèche session and facilitate more community workshops focusing on parenting skills and wellbeing.





In 2015–16 more than 200 families participated in programs supported by the crèche.

Included with the application for donation are letters of support for the crèche from the Best Beginnings Fremantle District (Department for Child Protection and Family Support), Coordinator Cockburn Early Years, crèche volunteer Ann Gerlach, Cockburn Family Support Service and local resident Christy Harris.

It is recommended to support the Yangebup Family Centre's application for a donation of \$12,000.

Applicant: Cockburn Central YouthCARE Council

Requested: \$26,600

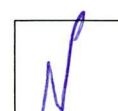
Recommended: \$15,000

YouthCARE seeks to provide a sensitive Christian presence and voice in WA public schools by providing chaplaincy and mentoring services and Christian religious education. YouthCARE works in partnership with school communities and the Department of Education to foster the psychological, social, intellectual, emotional, spiritual and physical development of students.

The Cockburn Central YouthCARE Council requests an increased donation to contribute to a one day per week increase in the chaplaincy service at Atwell College (to three days/week) to meet the needs of the increased enrolment at the school of 1,400 students, with additional support to also be funded by the National School Chaplaincy Program (NSCP) and the school.

Funding provided by the City to Cockburn Central YouthCARE Council (formerly Lakeland District Council of the Churches' Commission on Education) includes:

2015, September	\$13,000
2014, September	\$48,100 (\$13,000 for chaplaincy, LSHS; \$35,100 towards chaplaincy at local primary schools identified as in need of chaplaincy support)
2013, September	\$9,000 (chaplaincy for LSHS)
2013, March	\$24,000 (chaplaincy for four local primary schools)
2012, March	\$9,450
2011, March	\$9,000
2010, March	\$11,600 (\$9,000 for chaplaincy, LSHS; \$2,600 for Chaplaincy, Atwell College)
2008, September	\$9,000 (chaplaincy for LSHS)
2007, October	\$9,000 (chaplaincy for LSHS)
2006, October	\$9,000 (chaplaincy for LSHS)



It is recommended that the City provide a small increase in support for the organisation with a donation of \$15,000.

Applicant:                      The Bump WA

Requested:                      \$20,000

Recommended:                      \$20,000

Based at the Cockburn Integrated Health Facility, the Bump is a not-for-profit organisation that provides pre-natal, birthing and post-natal education and support services to ensure that women and their partners are well informed, well prepared and well supported throughout pregnancy, childbirth and parenthood. The organisation provides more than 5,000 hours of support services, particularly to new refugee/migrant mothers from CaLD backgrounds and those experiencing postnatal depression. Demographically, 25% of participants in the 'Bumps to Bubs' prenatal program are from the City of Cockburn and in the 'Beyond Bumps' postnatal program, 89% of parents are from Cockburn.

The State Government recently cut its support to The Bump. The City of Cockburn currently supports the organisation with reduced rent at its Cockburn Health premises.

The Bump is seeking the City's support via a donation of \$20,000 in order to deliver the 'Bump to Bubs' for prenatal parents and the 'Beyond Bumps' program for postnatal parents.

The City's Family and Community Development Manager highly recommends supporting the application, as follows:

"From the perspective of our services in the Family and Community Development Team, I would like to recommend that the grant application from 'The Bump' be approved, allowing them to continue their service delivery to the community, and hopefully securing further ongoing funding for the future.

As 'The Bump' is co-located in the Cockburn Health and Community Facility, along with our grant funded services; Cockburn Family Support, Cockburn Early Years, and Financial Counselling, they have all developed close working relationships and referral networks, as a means of effectively supporting and servicing new parents and families in the Cockburn community.

We would very much like to see these networks continue as 'The Bump' is highly regarded as a local service provider. A one-off grant from the City could be of great benefit in allowing sufficient time for the





organisation to research and secure on-going funding for its future viability.”

It is recommended to support this application as a one-off donation for \$20,000.

**The total proposed allocation for Donations is \$200,000.**

### **Sponsorship**

Applicant: Cockburn Masters Swimming Club  
(21<sup>st</sup> Jetty to Jetty Swim)

Requested: \$12,500

Recommended: \$3,500

The Cockburn Masters Swimming Club organises the annual Coogee Jetty to Jetty Swim. The 2016 event attracted more than 970 participants.

The City has assisted this event in previous years as below:

2015, September	\$10,000
2014, September	\$10,000 (Naming Rights Sponsor of 2015 event)
2013, September	\$10,000 (Naming Rights Sponsor of 2014 event)
2012, March	\$10,000 (Naming Rights Sponsor of 2013 event)
2011, September	\$10,000 (Naming Rights Sponsor of 2012 event)
2010, September	\$3,500
2009, September	\$2,000
2008, September	\$2,000
2007, October	\$1,000

In 2011, the City was offered event naming rights (i.e. the “City of Cockburn Jetty to Jetty Swim”) in return for significantly increased sponsorship of \$10,000. In its 2015 application the Swimming Club withdrew the offer of naming rights in order to brand the event as the ‘20th Anniversary’ swim; however, the City maintained its sponsorship level at \$10,000 due to the advised additional costs of promoting the anniversary event.

For the current application, the Club has not resumed offering the City naming rights sponsorship for the 2017 event, to be held on 12 March 2017, which is branded as the ‘21st Birthday’ swim.

The Grants and Research team has consulted extensively with City’s Marketing and Events staff regarding the merits of this application. The Marketing Coordinator advises that the event’s designated Gold Sponsorship category of \$1,500 is appropriate, noting that the \$1,500





Gold Sponsorship offers equivalent sponsorship benefits as those the City received for its \$10,000 sponsorship of the 2016 event. Please refer to Item 10.2 Attachment 2, the Sponsorship Letter and, in particular, Sponsorship Category table provided by the organisation for the event.

Careful consideration has been given to the Marketing Coordinator's recommendation; however, due to the City's precedent support for the event, it is recommended the City return to the level of Sponsorship provided prior to the Naming Rights level of sponsorship (\$3,500 in 2010) and support the event over and above the level of 'Gold Sponsorship' with sponsorship of \$3,500.

Applicant: Southern Lions Rugby Union Football Club  
(City of Cockburn 7's Rugby Tournament 2017)

Requested: \$15,000

Recommended: \$10,000

The Southern Lions Rugby Union Football Club (SLRUFC) is a not-for-profit sporting club. Based at Success Regional Sports Facility, the Club has more than 500 members ranging from 5 to 55 years of age.

The Club has received the following funding from the City:

2015, September	\$12,500 (Naming Rights Sponsor of 2016 event)
2014, September	\$12,500 (Naming Rights Sponsor of 2015 event)
2013, September	\$12,500 (Naming Rights Sponsor of 2014 event)

The Club has also received \$4,000 Minor Capital Works Grant towards floodlighting upgrades and a \$1,000 Sports Equipment Grant. The Club may also receive up to \$21,667 from the City if successful in its CSRFF application for lighting at Success Regional Sports Facility.

The Club has requested support for its 2017 Rugby 7s tournament to be held on 11 February 2017. It is anticipated a minimum of 24 International, National and WA-based teams will participate, with over 300 players and 2,000 members of the public attending over the free event over the course of the tournament.

In line with sponsorship of the 2016 event, the City will receive naming rights of the event, and inclusion on event advertising including media coverage via radio, newspapers and websites; logo inclusion on event signage, opportunity to display signage at the event and logo inclusion and sponsor recognition on advertising and promotional material official event merchandise (e.g. referees' shirts).

The Grants and Research team has consulted with City's Marketing and Events staff regarding this application. The Marketing Coordinator



acknowledges that the tournament event provides strong positive exposure for the City; however, the major level of support warrants a greater effort by the club to provide radio and print promotion for the event and for the City's support.

In recognition that the event is financially sustainable, it is recommended that the City now moderate its support and offer naming rights sponsorship of \$10,000.

Applicant: Cockburn Ice Arena

Requested: \$7,466

Recommended: \$4,500

Cockburn Ice Arena is a new commercial facility dedicated to the development, support and promotion of ice sports in WA, particularly competitive ice hockey, figure skating and synchronised skating. The facility also offers activities in recreational skating and lessons for school groups, birthday parties and fundraisers, and aims to be an inclusive entertainment venue. It has recently established the 'All Abilities Program' offering accessibility sessions for people with varying degrees of disabilities, and promoting ice skating as "an ideal outing for visitors with physical, cognitive, intellectual or psychiatric disabilities and their carers".

Cockburn Ice Arena has applied for Sponsorship in order to purchase a custom-built on-ice skate chair (\$4,500), a hoist and two slings (\$2,966).

The application is accompanied by letters of support for the acquisition of a hoist and sling from Uniting Care West, professional carer Vince Alessandro, and parent Verena Edmondson, whose child Jana has cerebral palsy.

The company's Events and Special Projects Manager advises that all safety standards will be considered in the construction of the chair, and their insurer has approved the company's request to add patrons with disabilities to the customer base.

The Grants and Research team has consulted with City's Marketing and Events staff and the Disability Access and Inclusion Officer (DAIO) regarding this application. The DAIO has reservations regarding the hygienic use of the hoist and sling, and offers feedback on the design of the ice skate chair as follows:

"The design appears to be well considered (and similar concept to the Beach Trekker). I only wonder if there is any plan to include any padding in the seating, as I imagine (what appears to be) a plastic





surface might quickly become uncomfortable, especially where people lack core strength to re-position themselves or brace themselves on turning?”

The DAIO has also provided the Grants team with her conclusions on the initiative as follows:

“The Cockburn Ice Arena should be commended for working on ways to make their facilities available to everyone. I would be happy for the City of Cockburn to support their application; albeit with some further clarification around the safety of using the hoist on the ice, and possibly the seating comfort of the proposed on-ice chair.

The Cockburn Ice Arena’s proposed ‘All Abilities’ program certainly aligns with the City of Cockburn’s Disability Access and Inclusion Plan’s (DAIP) eighth outcome; encouraging businesses to enhance access and inclusion. I have also received anecdotal feedback from the City’s Disability Reference Group, welcoming more opportunities for new and different community activities that people with disability can be involved in, especially where Companion Cards are welcome”.

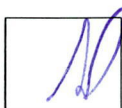
The facility currently has more than 100,000 visitors per annum, and therefore provides a significant opportunity to promote the City and its support for inclusive recreation activities. Branding benefits offered to the City in return for Sponsorship include:

- the City’s logo and support for the facility’s ‘All Abilities’ program being promoted via the facility’s marketing material, website, social media and other media
- a 3m x 2.44m signage installed opposite the venue’s seating, with wording similar to: “The City of Cockburn proudly supports the Cockburn Ice Arena All Abilities program”
- a 2.46m x .83m ‘dasher board’ (advertising panel) around the inside of the rink.

As Cockburn Ice Arena is a commercial enterprise, it is recommended the City support the application with a Sponsorship of \$4,500 for the purchase of the on-ice skate chair only.

It is also recommended that, in addition to the branding benefits above, Conditions of Sponsorship require the company to add signage to the on-ice chair, “Provided with the support of the City of Cockburn”, or similar. The Grants team will ensure that the City’s offer of Sponsorship and Conditions of Sponsorship clearly indemnify the City from any responsibility for damages resulting from the use of the chair.

**The total proposed allocation for Sponsorships is \$100,000.**





## Strategic Plan/Policy Implications

### Community, Lifestyle & Security

- Provide residents with a range of high quality, accessible programs and services
- Provide safe places and activities for residents and visitors to relax and socialise

### Economic, Social & Environmental Responsibility

- Create opportunities for community, business and industry to establish and thrive through planning, policy and community development

### Leading & Listening

- Deliver sustainable governance through transparent and robust policy and processes

## Budget/Financial Implications

Council approved a budget for Grants and Donations for 2016/17 of \$1,300,000. Following is a summary of the proposed grants, donations and sponsorship allocations.

### Summary of Proposed Allocations

Committed/Contractual Donations	\$520,000
Specific Grant Programs	\$480,000
Donations	\$200,000
Sponsorship	\$100,000
Total	\$1,300,000
Total Funds Available	\$1,300,000
Less Total of Proposed Allocations	\$1,300,000
Balance	\$0

## Legal Implications

Nil

## Community Consultation

In the lead up to the September 2016 round, grants, donations and sponsorship funding opportunities were promoted through the local media and Council networks. The promotional campaign has comprised of:

- Three advertisements running in the Cockburn Gazette on 23/08/16, 06/09/16 and 27/09/16.



- Feature advertisement in the Cockburn Update September 2016 Email Newsletter.
- Advertisement in the August 2016 Soundings.
- Promotion to community groups through the Community Development Service Unit email networks and contacts.
- All members of the Cockburn Community Development Group have been encouraged to participate in the City's grants program, and it was promoted at their meeting on 14/09/16.
- Additional Advertising through Community Development Promotional Channels:
  - Community Development Calendar distributed to all NFP groups in Cockburn.
  - Community Development ENews September 2016 edition.
- Closing dates advertised in the 2016 City of Cockburn Calendar.
- Information available on the City of Cockburn website.
- Reminder email sent to regular applicants.

### **Risk Management Implications**

The Council allocates a significant amount of money to support individuals and groups through a range of funding programs. There are clear guidelines and criteria established to ensure that Council's intent for the allocation of funds are met. To ensure the integrity of the process there is an acquittal process for individuals and groups to ensure funds are used for the purpose they have been allocated.

The reputation of the City of Cockburn could be seriously compromised should funds allocated to individuals or groups who did not meet the criteria and guidelines and or did not use the funds for the purposes they were provided. Adherence to these requirements is essential.

### **Attachment(s)**

1. Revised Summary of Grants, Donations and Sponsorship Recommended Allocations Budget for 2016/17.
2. Coogee Jetty to Jetty Swim Sponsorship Letter.

### **Advice to Proponent(s)/Submissioners**

Applicants have been advised that they will be notified of the outcome of their applications following the November 2016 Council Meeting.

### **Implications of Section 3.18(3) Local Government Act, 1995**

Nil





**10.2 (MINUTE NO 103) (GAD 25/10/2016) - GRANTS AND DONATIONS COMMITTEE RECOMMENDED ALLOCATIONS 2016/17 SUB-RECOMMENDATION (1) COCKBURN MASTERS SWIMMING CLUB**

**COMMITTEE RECOMMENDATION**

MOVED Mayor L Howlett that Council provide \$7,000 sponsorship to the Cockburn Masters Swimming Club for the Coogee Jetty to Jetty Swim in 2017.

**MOTION LAPSED FOR WANT OF A SECONDER**

MOVED Cllr L Smith SECONDED Deputy Mayor C Reeve-Fowkes that the officers' recommendation be adopted.

**CARRIED 6/1**

NOTE: Mayor Howlett asked that all the votes be recorded.

For: Deputy Mayor Reeve-Fowkes, Cr Smith, Cr Sweetman, Cr Eva, Cr Pratt, Cr Portelli.

Against: Mayor Howlett

**Reason for Decision**

The Club has been provided with a lot of financial support over the years and they need to provide naming rights or appropriate additional recognition for the City to maintain the same level of sponsorship. It is also important to encourage the group to become more financially sustainable in sourcing other corporate sponsors.

**10.2 (MINUTE NO 104) (GAD 25/10/2016) - GRANTS AND DONATIONS COMMITTEE RECOMMENDED ALLOCATIONS 2016/17 SUB-RECOMMENDATION (2) COCKBURN ICE ARENA**

**COMMITTEE RECOMMENDATION**

MOVED Cllr S Portelli that Council does not provide sponsorship to Cockburn Ice Arena.

**MOTION LAPSED FOR WANT OF A SECONDER**





MOVED Deputy Mayor Reeve-Fowkes SECONDED Cllr P Eva that the officers' recommendation be adopted.

**CARRIED 6/1**

NOTE: Cllr S Portelli requested that his vote against the recommendation be recorded.

### **Reason for Decision**

As to the City's Disability Access and Inclusion Plan (DAIP) eighth outcome, this sponsorship for ice-chair for the "All Abilities" program is encouraging local businesses to enhance access and inclusion. And the branding and recognition benefits proposed are deemed appropriate for the level of sponsorship.

### **10.3 (MINUTE NO 105) (GAD 25/10/2016) - REVIEW OF GRANTS PROGRAMS AND ADOPTION OF SMALL EVENTS SPONSORSHIP PROGRAM (162/003) (M BOLLAND) (ATTACH)**

#### **RECOMMENDATION**

That Council:

- (1) Receive the report on the Review of Grants Programs and adopt the recommendations contained therein; and
- (2) Adopt the proposed Small Events Sponsorship Program, as detailed in the report, to begin in early 2017.

#### **COMMITTEE RECOMMENDATION**

MOVED Mayor L Howlett SECONDED Cllr L Smith that the recommendation be adopted.

**CARRIED 7/0**

#### **COUNCIL DECISION**



## Background

The Grants and Research Officers have been investigating moving to an online grants management and application system to make the process more efficient for applicants and administrators and to keep pace with current best practice grants management programs.

As part of this process, a review of the Community Grants, Cultural Grants, Donations and Sponsorship (Group and Individual) and Sustainable Events Grants programs, guidelines, application forms and processes was planned for this financial year.

Results of the review would be made available to the Grants and Donations Committee and inform the recommendations for future funding programs and the online applications. The review of the application process and launch of the online applications is expected be finished in time for the 2017 funding rounds.

At its meeting of 21 July 2016, the Grants and Donations Committee made the following recommendations:

*That Council:*

- (1) Approve the proposed plan for reviewing the selected grants programs, guidelines, application forms and processes as outlined in the report;*
- (2) Approve an allocation up to \$10,000 in 2016/17 for a subscription to the SmartyGrants online grants management system; and*
- (3) Remove the Sustainable Events Grants Program and annual allocation and replace with a \$15,000 allocation in 2016/17 for a Small Events Sponsorship and Grants Program to be developed and delivered in collaboration with Community Development.*

which were duly adopted by Council on 11 August 2016.

## Submission

N/A

## Report

As agreed in the proposed plan, the Grants and Research Officer presented information about the review of the City's grants programs to the Cockburn Community Development Group (CCDG) at their meeting on 14 September 2016. Representatives from residents associations



that had experience applying for grants were encouraged to attend this meeting.

The presentation included:

The purpose of the review

- To seek input from potential grant applicants, community organisations, and other key stakeholders in developing and/or modifying grant programs to:
  - improve the design and delivery;
  - improve the responsiveness, flexibility and relevance;
  - reduce administration and compliance costs for potential applicants and local government;
  - develop appropriate outcomes, impact measures, accountability requirements, governance structures and grants documentation; and
  - encourage potential grant applicants to understand their legal rights and obligations.
- Timely – review every three years, check delivering community outcomes and meeting objectives/criteria set by Council.
- Inform future funding programs.
- SWOT analysis and potential for improvement.
- Preferences and benefits for online applications

Benefits of various grants programs

- Trial new projects or pilot programs
- Build capacity and improve service delivery
- Address gaps and community needs
- Purchase minor capital works or equipment
- Promote, organise and run events, activities, workshops
- Foster community engagement and spirit
- Give community ownership

Current City of Cockburn grants programs

- The list of grants currently available, including criteria and types of projects funded.
- Analysis of recent Funding Applications by Category (Item 10.3, Attachment 1, Figure 1) and Community Grants Purpose of Funding (Item 10.3, Attachment 1, Figure 2)
- With a focus on:
  - Community Grants
  - Cultural Grants
  - Donations
  - Sponsorship (Groups & Individuals)
  - Sustainable Events Grants – change to Small Events Sponsorship





The legal requirements

- The legal requirements the City must meet so they have an understanding of the required accountability/transparency/probity of the grants program.
- The general conditions and eligibility requirements.

Small Events Sponsorship

- The proposed new Small Events Sponsorship program was introduced:
  - To encourage small scale neighbourhood events across Cockburn, such as movie nights, pop up events and cafés, Christmas carols, food swaps, suburb open days and small fetes to be run by organisations and in consultation with the City's Community Development team.
  - Open year-round providing flexibility to groups to access funding.
  - Potentially, Small Events Sponsorship would be to a maximum limit of \$2,000.

Grants Feedback Survey

- A grants feedback survey was distributed and completed by CCDG attendees.
- The survey included strengths and weaknesses of the current programs and processes, suggestions for the online application process, and suggestions for the new Small Events Sponsorship program.

Following this presentation, an online version of the survey was sent via email to applicants for these programs from the last three years, and shared via the Cockburn Community Portal facebook page.

The survey was open for two weeks and received 45 responses. A copy of the survey and summary of results from the community is attached to the agenda (Item 10.3, Attachment 2).

Key findings of the Grants Review and Feedback Survey, and Recommendations**1. Advertising and Promotion**

A broad mix of promotional and publishing communication methods appears to be the best way to reach potential applicants, with the electronic methods of communication – reminder emails, community e-newsletters and social media being the preferred options.

**Recommendation:** Continue with a broad range of advertising, in particular electronic communications, to achieve the best reach of potential applicants and organisations.



## 2. Information and Assistance

Over 50% of respondents prefer to discuss their application via email, which bodes well for moving to an online application system. It is still recommended to encourage applicants to contact the City's Grants and Research officers prior to making an application to determine the best category and ensure they meet the eligibility requirements. It is **Recommendation:** Include in all future application forms a mandatory field at the start that requires applicants to fill in date of contact, name of City officer/s, and method/type of contact with officer/s.

## 3. Type of Funding/Resources

62% of respondents have advised that they most often seek funding for community events, which is good for the proposed Small Events Sponsorship program. The spread of results in the survey reflect the history of applications and very few responses suggest funding or resources that fall outside the scope of the Cockburn Community Fund programs.

## 4. The Paperwork/Guidelines/Application Forms

100% of respondents said the guidelines and application forms are easy to follow and use, and comments from the survey suggest that they provide just the right amount of information (there were only options to tick provide 'too much' (66%) or 'too little' (33%) information, however over 11 responses mentioned they thought it was just right but there was no option for this). There were a few comments with helpful suggestions that will be incorporated into guidelines and online applications.

**Recommendation:** maintain content of guidelines and application forms roughly the same as we move to online applications with the addition of:

- Link to City's Events Planning Booklet for additional information and assistance with event planning, approvals required, other funding sources, marketing etc.
- A section on relevant approvals and insurance.
- Funding limits for particular types of applications and events e.g. sporting equipment, Incorporation, Christmas Carols etc.
- A mandatory field at the beginning of the application form that requires applicants to provide details of contact with a City Grants officer (name, date, method).

## 5. Funding Rounds and Funding Limits

There were 29% and 23% of respondents that suggest funding limits and funding rounds respectively need to be adjusted, with a few comments about better timing and flexibility. With the proposed Small Events Sponsorship program it is hoped that this will address some of these issues.





## 6. Strengths

Many comments listed strengths as: the simple process and easy to complete application, with good assistance given.

## 7. Weaknesses

Main weaknesses included:

- Repetition in filling out the forms and same support material for organisations every time (e.g. Certificate of Incorporation), this will be resolved by the online applications as the organisation's information will be retained and linked to their organisation name and ABN, and pre-populated for future applications.
- Lack of flexibility of funding rounds – to be resolved in part by Small Events Sponsorship program.
- Difficulty deciding on a category – to be resolved by mandatory field about contact with Grants officer/s.
- Need to add specific financial caps to the guidelines – to be added.

## 8. Opportunities

All respondents were very keen on the opportunities for improvement that will be provided through the online application process, with the potential to login, save, progress and submit later, and organisation details retained for future applications.

**Recommendation:** The Grants and Research officers to run trial applications with community members and previous applicants of the new online application system prior to going 'live' in February-March 2017, and to provide training to applicants.

## 9. Celebration/Ceremony

Of those who have previously attended, 90% of respondents enjoyed the Grants and Donations Presentation Ceremony, with lots of positive feedback. Respondents would also like to see a range of other promotion of successful funding featured on the City's website, facebook page and in the Soundings.

**Recommendation:** To continue with the Grants and Donations Ceremony in its present format, as well as more follow up promotion of successful funding on the City's website, facebook page and in the Soundings.

### Small Events Sponsorship Program

As advised at the last Committee meeting, the Community Development and Grants and Research staff have also been establishing a small events sponsorship program to encourage small scale neighbourhood events across Cockburn. The proposal is that these sponsorships will be open all year round providing flexibility to groups to gain funding.



The proposed "Off the Shelf" Small Events Sponsorship program is not intended to replace the current Community Grant and Sponsorship programs currently available in two rounds per year, but provide supplementary funding available all year round for smaller events such as movie nights, pop up cafés, Christmas carols, food swaps and fetes to be run by organisations and in consultation with the City's Community Development team.

Initially, it is proposed that Small Events Sponsorship would be to a maximum limit of \$2,000 per application. An allocation of \$15,000 has been approved for this funding program to commence in early 2017.

The proposal for this program was presented at the CCDG meeting on 14 September 2016, and feedback was also sought during the grants feedback survey.

Results from the survey concluded:

- 90% of respondents feel there is a need for this type of program, and 79% would be more likely to host a small-scale community event in Cockburn if this program was available, with a broad and innovative range of event suggestions.
- Key costs to be covered were running costs, equipment and venue hire, food, marketing and promotion, entertainment and supplier costs.

General feedback suggested that the respondents are keen for the online application forms, and that more flexible timeframes for this program will make it easier for their organisations to make an application, especially when 62% of respondents have advised that they most often seek funding for community events.

### **Recommendations:**

It is proposed the following criteria are to be used to prioritise the projects to be funded or considered for funding under the Small Events Sponsorship program:

1. Eligibility Criteria
  - (a) Organisations based within the City of Cockburn or whom primarily service residents and/or the interests of the City are eligible to apply for funds.
  - (b) Applications from not-for-profit organisations including sporting, welfare, educational, arts/cultural, youth, seniors, children, ethnic and related groups are eligible to apply.
2. Selection Criteria
  - (a) Primarily serve residents of the City
  - (b) Is an established not-for-profit organisation which can demonstrate a high level of community support.





- (c) Can demonstrate it is financially sound or key personnel have demonstrated ability to manage the proposal for which funds are being sought.
3. Evaluation Criteria for Project or Activity
    - (a) Project or activity will be of benefit to the local community and/or City of Cockburn generally.
    - (b) Project meets an identified need.
    - (c) Applicants have a demonstrated ability to manage their affairs effectively.
    - (d) Project will not require commitment to ongoing funding from Council.
    - (e) Applications from Schools and other educational institutions must be in accordance with Council policy ACS7.
    - (f) Applications from organisations that can demonstrate a financial or in kind contribution to the project will be considered favourable, as will those who source funding from other sources.
    - (g) Project does not duplicate an activity already available in the local area.
  4. Funding Rounds:
    - (a) Applications will be invited year-round, assessed and notified within a month.
  5. Funding Limitations
    - (a) The maximum funding available to any one group or organisation in the Small Events Sponsorship category will not exceed \$2,000.
    - (b) Only one successful application per financial year per organisation.
    - (c) Funding will not be provided retrospectively for events that have already occurred, or due to occur within two months' of the application's lodgement.
    - (d) Funds will not be provided for consumables or personal items unless the applicant can demonstrate that the general community will benefit from their provision.
  6. Elected Members are to be informed of the outcome of the applications for Small Events Sponsorship through the Elected Members Newsletter.

Applicants will be required to address the following additional information in their application:

- Description of the project or activity and what the applicant hopes to achieve
- Proposed project plan – how the applicant hopes to achieve its project aims



- Proposed timeframe for the project
- Proposed budget for the event, including amount requested from Council and in-kind and/or financial contributions from the applicant or other sources
- Number and description of participants who will be involved
- Description of benefits to the community
- Contact with the Community Development team

It is proposed that this program is administered through the City's Community Development services team. Successful applications will be approved by the Delegated Authority of the Manager Recreation and Community Safety in accordance with Delegated Authority ACS2 Applications to Council for Grant Funded Projects.

Once funding is approved, it is proposed that a standard City of Cockburn Conditions of Funding be signed by the successful applicant, and once the event is finished, a standard Sponsorship Acquittal Report is to be completed.

Following Council approval, these conditions, eligibility and selection criteria will be developed into formal Small Events Sponsorship guidelines and the online application will be developed and trialed by community members, with the program to commence in early 2017.

### **Strategic Plan/Policy Implications**

#### **Community, Lifestyle & Security**

- Provide residents with a range of high quality, accessible programs and services
- Provide safe places and activities for residents and visitors to relax and socialise

#### **Economic, Social & Environmental Responsibility**

- Create opportunities for community, business and industry to establish and thrive through planning, policy and community development

#### **Leading & Listening**

- Deliver sustainable governance through transparent and robust policy and processes

### **Budget/Financial Implications**

For 2016/17 the Grants and Donations budget is \$1,300,000, for which the following allocations have been made for the programs that are the subject of the review and feedback:

- \$100,000 for Community Grants





- \$20,000 for Cultural Grants
- \$200,000 for Donations
- \$100,000 for Sponsorship
- \$15,000 for Small Events Sponsorship

### **Legal Implications**

Nil

### **Community Consultation**

The Grants and Research Officer presented information about the review of the City's grants programs and the Small Events Sponsorship program proposal to the Cockburn Community Development Group (CCDG) at their meeting on 14 September 2016. The members of this group (who are representatives of the residents associations) completed a grants feedback survey during this meeting.

An online version of the survey was sent via email to applicants from these programs from the last three years, and shared via the Cockburn Community Portal facebook page.

The survey was open for two weeks and received 45 responses. A copy of the survey and summary of results from the community is attached to the agenda (Item 10.3, Attachment 2).

The Grants and Research officers will also be running trials with community members and previous applicants of the new online application system prior to going 'live' in February-March 2017.

### **Risk Management Implications**

The Council allocates a significant amount of money to support individuals and groups through a range of funding programs. There are clear guidelines and criteria established to ensure that Council's intent for the allocation of funds are met. To ensure the integrity of the process there is an acquittal process for individuals and groups to ensure funds are used for the purpose they have been allocated.

The reputation of the City of Cockburn could be seriously compromised should funds allocated to individuals or groups who did not meet the criteria and guidelines and or did not use the funds for the purposes they were provided. Adherence to these requirements is essential.

### **Attachment(s)**

1. Previous Applications Charts
2. Grants Feedback Survey Questions and Results Summary



**Advice to Proponent(s)/Submissioners**

N/A

**Implications of Section 3.18(3) Local Government Act, 1995**

Nil

**11. MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN**

Nil

**12. NOTICES OF MOTION GIVEN AT THE MEETING FOR CONSIDERATION AT NEXT MEETING**

Nil

**13. NEW BUSINESS OF AN URGENT NATURE INTRODUCED BY DECISION OF MEETING BY COUNCILLORS OR OFFICERS**

Nil

**14. MATTERS TO BE NOTED FOR INVESTIGATION, WITHOUT DEBATE**

Nil

**15. CONFIDENTIAL BUSINESS**

Nil

**16. (GAD 25/10/2016) - CLOSURE OF MEETING**

7.03pm

