

DRAFT Strategic Relationships Policy

Contents

1. Scope	1
2. Purpose	2
3. Policy	2
4. Delegation	3
5. Exclusions	3
6. Co-ordination and Management	4
7. Strategic Relationship Agreements	5
8. Timing	6
9. Review and reporting	7
10. Definitions	7

1. Scope

This Policy applies to all Strategic Relationships intended to be held with (or by) the City of Parramatta Council (**Council**).

There are three types of Strategic Relationships that can be entered into by Council:

- a) **Event Sponsorships**, where Council and/or an external party/parties provide funds, and/or In-kind Support for events that are consistent with Council's strategic priorities. Event Sponsorships can be Incoming Event Sponsorships, where external parties provide funds and/or In-kind support for Council events and Outgoing Event Sponsorships, where Council is providing funds and/or In-kind support for external parties' events. Event Sponsorships can comprise of one-off events or a program of events to be delivered by an external party/parties and/or Council.
- b) **Strategic Partnerships**, where Council and/or an external party/parties contributes funds and/or In-kind Support for the delivery of strategically aligned Activities, Projects, Initiatives or Programs with external Partners. These can be on either a one-

Draft Strategic Relationships Policy		
Group Manager Communications and Customer Engagement	City Engagement and Experience:	POL No:
Date of Commencement: 2025	Approval Authority: Council	Date Approved:
Amendment	Date of Next Review:	Review:

off or ongoing basis. Strategic Partnerships may include sponsorships as an element of the partnership.

- c) **Strategic Memberships**, where Council joins external stakeholders to utilise memberships and associated networks to elevate City of Parramatta's profile in accordance with strategic priorities. Event sponsorships connected to the Strategic Membership are considered to be an element of the membership.

2. Purpose

The intensity of growth and investment in City of Parramatta (**City**) means that Council, its stakeholders, and community have a once-in-a-generation opportunity to shape the City's future and ensure it is culturally, socially, environmentally and economically sustainable. As such, the purpose of this Policy is to set out the principles for the consideration of agreements between potential Partners and Council.

The objective of any agreement or approval made under this Policy is to leverage Strategic Relationships to allow people to be the beneficiaries of the City's growth and prosperity.

3. Policy

This Policy outlines the strategic context and other matters to be considered for Strategic Relationships.

Strategic Principles

Eligibility and suitability will be assessed in line with the following strategic principles:

- a) Alignment with any Council endorsed long-term strategic plans and Community Strategic Plan.
- b) Prioritising the position of Parramatta as a global city.
- c) Driving positive economic impact and returns on investment.
- d) Demonstrating community benefit – now and for the future.
- e) Positioning Council to proactively participate in policy conversations and other matters affecting the City and community.
- f) Driving additional visitation to the City and/or attendance opportunities.
- g) Demonstrating cultural benefits through improved social connections and building on a sense of place.

Draft Strategic Relationships Policy		
Group Manager Communications and Customer Engagement	City Engagement and Experience:	POL No:
Date of Commencement: 2025	Approval Authority: Council	Date Approved:
Amendment	Date of Next Review:	Review:

4. Delegation

To assist with Council's assessment of Strategic Relationship proposals, Council may enter into legally binding agreements to enable exchange of commercially sensitive information.

The following delegations apply to Strategic Relationships:

Strategic Partnerships	The decision to enter into a Strategic Partnership with an aggregate value of \$20,000 or greater shall be reported to Council, for Council resolution.
Outgoing Event Sponsorships	The decision to sponsor an external party/parties event with an aggregate value of \$20,000 or greater shall be reported to Council, for Council resolution.
Incoming Event Sponsorships	Council's Chief Executive Officer (CEO) will, at their discretion, report to Council if deemed to be required.
Strategic Memberships	Operational Strategic Memberships and any associated event sponsorships are budgeted for and reported to Council as part of the annual budget process.

5. Exclusions

Strategic Relationships do not include:

- the contribution of money or grant of financial assistance to persons, pursuant to section 356 of the *Local Government Act 1993* (NSW) (**LG Act**) (for example, Council's Community Grants program);
- public-private partnerships established pursuant to Part 6 of Chapter 12 of the LG Act; and
- Operational Corporate Memberships

Ineligibility

Strategic Relationships will not be entered into by Council where:

- it directly contravenes the principles of this or other adopted Council policies;
- it could be perceived as benefiting a political party and/or political party campaign;

Draft Strategic Relationships Policy		
Group Manager Communications and Customer Engagement	City Engagement and Experience:	POL No:
Date of Commencement: 2025	Approval Authority: Council	Date Approved:
Amendment	Date of Next Review:	Review:

- it involves corruption as defined by the *Independent Commission Against Corruption Act 1988* (NSW);
- it does not enhance or amplify existing services or programs or provide a new service;
- it has already occurred (retrospective agreements);
- the party has outstanding debts to the Council;
- the party has failed to provide satisfactory Acquittal reporting for any previous Council funding;
- the Council is involved in current legal proceedings with the party;
- the party is an applicant or landowner with a development application or planning proposal currently under consideration by Council;
- the party is in the process of negotiating a deed, voluntary planning agreement or any other unrelated commercial agreement with Council;
- if the party is directly involved in any tendering process at the time of the partnership being sought and/or granted; and/or
- the party is in breach of regulations or ordinances administered by Council.

However, the CEO, in consultation with the Lord Mayor, has discretion to investigate exceptions to the ineligibility criteria outlined above.

Any potential parties' interest or pre-existing relationship with a Councillor or Council staff must be declared as part of the application process. A Strategic Relationship proposal will only be determined if any conflicts of interest, upon consideration, are managed in accordance with the relevant legislation.

Strategic Relationships will not be excluded due to an indirect association (existing or future) with third parties involved with the Partner/sponsor or event, and/or any associated Activities, noting these may be outside Council's control.

6. Co-ordination and Management

This Policy and assessment of applications made under the Policy are coordinated and managed by the City Engagement and Experience Directorate.

The directorate is also responsible for overseeing policy-related communication and engagement across the Council, Councillors, other elected representatives, the community and other key stakeholders. The distribution of invitations, tickets and opportunities will be coordinated by the directorate in accordance with the Strategic Relationships Invitations and Access Guide.

Draft Strategic Relationships Policy		
Group Manager Communications and Customer Engagement	City Engagement and Experience:	POL No:
Date of Commencement: 2025	Approval Authority: Council	Date Approved:
Amendment	Date of Next Review:	Review:

Canvassing or lobbying of Councillors, Employees or contractors of Council in relation to any funding for proposed Strategic Relationships is prohibited. No further consideration will be given to an application submitted by an applicant who has canvassed or lobbied Council staff, Councillors or assessors in relation to their application.

Successful Partners are prohibited from lobbying when seeking additional benefits in the Strategic Relationship agreement. All approaches and any on-going negotiations are to be undertaken with the City Engagement and Experience directorate. Proposed changes to the original agreement may require formal approval in accordance with Council approved delegations.

7. Strategic Relationship Agreements

Event Sponsorships and Strategic Partnerships will be formalised via a commercial-in-confidence agreement, contract or other legally binding document.

Event Sponsorship and Strategic Partnership Agreements are confidential, legally binding documents that specify any conditions or specific requirements of the agreement, the payment schedule, the terms on which payment is made, the reporting and Acquittal requirements, and the responsibilities of both the signatories.

Event Sponsorship Agreements will include the following details (at a minimum):

- a) Incoming sponsorship benefits, such as advertising through Council's communication channels and onsite activation opportunities.
- b) Outgoing sponsorship benefits, such as branding requirements, invitations, tickets, speaking opportunities and media opportunities.
- c) The sponsorship fee.
- d) Limitations on liability for both parties.
- e) Roles and responsibilities of the Partner and Council.
- f) Reporting and evaluation requirements of Council's sponsorship Partner.
- g) Terms and conditions of the agreement, including termination.
- h) Other requirements of the Partner and Council, as applicable, in fulfilling the Agreement.

Strategic Partnership Agreements will include the following details (at a minimum):

Draft Strategic Relationships Policy		
Group Manager Communications and Customer Engagement	City Engagement and Experience:	POL No:
Date of Commencement: 2025	Approval Authority: Council	Date Approved:
Amendment	Date of Next Review:	Review:

- a) Itemised benefits for the Partner and Council.
- b) Deliverables.
- c) Limitations on liability for both parties.
- d) Roles and responsibilities of the Partner and Council.
- e) Reporting and evaluation requirements of Council's Partner.
- f) Terms and conditions of the agreement, including termination.
- g) Evaluation at specified review points.
- h) Other requirements of the Partner and Council, as applicable, in fulfilling the Agreement.

The Council will not be under any obligation to proceed with a successful application until the parties execute the relevant, legally binding Agreement.

Strategic Relationship Agreements can be reviewed and terminated, subject to the contractual provisions of the Agreement.

Where Council is unable to support an application for a Strategic Relationship, applicants will be notified in writing.

8. Timing

Applications for Event Sponsorships and Strategic Partnerships require lead times to allow for assessment and planning.

Event Sponsorships

For Event Sponsorships requesting/contributing less than \$20,000 (cash or In-kind Support), applications need to be made to Council at least 60 days before the event or commencement of the event/Program.

For all other Event Sponsorships, applications should be made to Council at least 120 days before the event (exceptions to these timings can be made at Council's discretion).

Strategic Partnerships

For Strategic Partnerships with a value of less than \$20,000 (cash or In-kind Support) per year or multi-year proposals totalling less than \$20,000, proposals need to be submitted to

Draft Strategic Relationships Policy		
Group Manager Communications and Customer Engagement	City Engagement and Experience:	POL No:
Date of Commencement: 2025	Approval Authority: Council	Date Approved:
Amendment	Date of Next Review:	Review:

Council at least 60 days before the proposed commencement of a partnership (e.g., school holiday programs).

For all other partnership proposals, approaches should be made to Council at least 120 days before the proposed commencement date (exceptions to these timings can be made at Council's discretion).

The CEO has discretion to investigate Strategic Partnership proposals in alignment with the agreed strategic principles of the Policy, in consultation with the Lord Mayor.

9. Review and reporting

Council will evaluate the effectiveness of each Strategic Relationship to meet its objectives to help with future Strategic Relationship considerations.

A Strategic Relationship review and evaluation will be undertaken on Acquittal or at the end of the term of the contract, agreement, membership or event.

For multi-year relationships, consideration will be given to how Council will evaluate its impact, to ensure the relationship is maximised over its term.

Return on investment will include consideration of reputational, financial, social, economic and environmental factors.

The Council will maintain a public register of Strategic Relationships.

The value or details of some Strategic Relationships will not be published if disclosure could:

- confer a commercial advantage on a person with whom Council is conducting (or proposes to conduct) business or where the CEO considers that it contains commercial information of a confidential nature that would, if disclosed prejudice the commercial position of the person who supplied it, or confer a commercial advantage on a competitor of the Council;
- reveal a trade secret such as referred to in Sections 10A and 11 of the LG Act; or
- breach confidentiality provisions of a legally binding partnership agreement or confidentiality deed.

10. Definitions

Draft Strategic Relationships Policy		
Group Manager Communications and Customer Engagement	City Engagement and Experience:	POL No:
Date of Commencement: 2025	Approval Authority: Council	Date Approved:
Amendment	Date of Next Review:	Review:

Acquittal	An acquittal report ensures that recipients of Strategic Relationship funding responsibly report to Council in line with the terms and conditions of the Strategic Relationship Agreement. An acquittal report usually consists of a written report that summarises how the Project fared against the principles and outcomes. It also provides a financial statement detailing how the funds were spent.
Activity, Project, Initiative or Program	These terms are interpreted to include all and any work and output undertaken under a Strategic Relationship Agreement.
Community Grants	Available for community organisations and individuals seeking financial assistance, not a Strategic Relationship, from Council.
Council	City of Parramatta Council
Councillor	A person elected or appointed to civic office as a member of the governing body of Council, including the Lord Mayor.
Employee	A person who is directly employed by Council on a full time, part time, temporary, or casual basis.
Event Sponsorship	Council and/or an external party/parties funds, and/or provides In-kind Support for, events that are consistent with Council's strategic priorities. Event sponsorship can comprise one-off events or a program of events to be delivered by an external party/parties and/or Council.
Incoming Event Sponsorship	Where external parties provide funds and/or In-kind support for Council events.
Outgoing Event Sponsorship	Where Council is providing funds and/or In-kind support for external parties' events.
In-kind Support	A non-financial contribution of goods or services by Council or by third parties.
Operational Corporate Memberships	'Subscription'-style memberships. These memberships assist Council in providing core functions or essential services to the community. Being operational in nature, these are managed and reviewed by the Chief Executive Officer and are not subject to this Policy.
Partner	An external party that can align with Council to deliver opportunities and/or outcomes consistent with Council's vision and long-term strategic plans. A partner can be a for-profit or not for profit organisation.

Draft Strategic Relationships Policy		
Group Manager Communications and Customer Engagement	City Engagement and Experience:	POL No:
Date of Commencement: 2025	Approval Authority: Council	Date Approved:
Amendment	Date of Next Review:	Review:

	The applicant or proponent becomes a partner under this Policy once a Strategic Relationship is formalised between the two parties.
Strategic Memberships	Where Council joins external stakeholders to utilise memberships and associated networks to elevate the City of Parramatta's profile and advocate for and advance Council's strategic priorities. Strategic memberships can be initiated by the Council or an external stakeholder.
Strategic Partnerships	Where Council and/or an external party/parties contributes funds and/or in-kind support for the delivery of strategically aligned Activities, Projects, Initiatives or Programs with external partners. These can be on either a one-off or ongoing basis.
Strategic Relationship	Means an Event Sponsorship, Strategic Membership or Strategic Partnership.
Strategic Relationship Procedures	Procedures approved by the CEO to inform the assessment process of Strategic relationships.

REFERENCES	<i>Independent Commission Against Corruption Act 1988 (NSW)</i>
	<i>Local Government Act 1993 (NSW)</i>
ASSOCIATED POLICIES & PLANS	Code of Conduct
	Community Strategic Plan
	Customer Service Policy
	Delivery and Operational Plan
	Grants and Donations Policy
	Procurement Policy
	Social Investment Action Plan
	Work Health and Safety Policy

Draft Strategic Relationships Policy		
Group Manager Communications and Customer Engagement	City Engagement and Experience:	POL No:
Date of Commencement: 2025	Approval Authority: Council	Date Approved:
Amendment	Date of Next Review:	Review: