



Gladstone Regional Council

Council Policy

Title	GLADSTONE PARTNERS PROGRAM
Policy Number	P-2015/03
Responsible Directorate	CORPORATE & COMMUNITY SERVICES
Responsible Officer	MANAGER ARTS & CULTURE
Date of Adoption	3 FEBRUARY 2015
Resolution Number	G/15/2305
Date Review Due	3 FEBRUARY 2018

1.0 PURPOSE:

To provide parameters of operation for the Gladstone Partners Program which aims to engage and create long term partnerships between Council, corporates and other organisations with the goal of improving local community access to more events, programs and other community focussed initiatives.

2.0 SCOPE:

This policy applies to arrangements between Corporate or Community groups who partner with Council under the Corporate Partners Program.

3.0 RELATED LEGISLATION:

Nil

4.0 RELATED DOCUMENTS:

Gladstone Partners Program Prospectus.

5.0 DEFINITIONS:

Nil

6.0 POLICY STATEMENT:

The Gladstone Partners Program has been designed to match significant contributions from corporate and other organisations to Council facilities, services and events in order to deliver projects more cost-effectively for the good of the wider Gladstone community in partnership with the Gladstone Regional Council.

This partnership promotes a mutually beneficial collaboration between Gladstone Regional Council and potential corporate and other partners to provide more efficient long-term solutions for the local community; in turn, building greater social cohesion.

To facilitate the Program, Council hereby endorses and adopts the Gladstone Partners Program Prospectus as its Policy position in respect to achieving the aims and objectives as contained in the prospectus.

7.0 ATTACHMENTS:

Gladstone Partners Program Prospectus

8.0 REVIEW TRIGGER:

This policy will be reviewed when any of the following occur:

1. The Prospectus is amended or replaced.
2. Other circumstances as determined from time to time by a resolution of Council
3. Periodic Review – 3 years from date of adoption.

TABLE OF AMENDMENTS		
Originally Adopted	3 February 2015	G/15/2305
Amendment 1	<INSERT DATE COUNCIL MEETING>	<INSERT RESOLUTION NUMBER>
Amendment 2	<INSERT DATE COUNCIL MEETING>	<INSERT RESOLUTION NUMBER>
Amendment 3	<INSERT DATE COUNCIL MEETING>	<INSERT RESOLUTION NUMBER>

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STUART RANDLE
CHIEF EXECUTIVE OFFICER



GLADSTONE partners



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Message from the Mayor



I am delighted to introduce the Gladstone Partners Program (GPP), a new and visionary initiative designed to benefit our regional community.

Simply put, the Gladstone Partners Program is about Council partnering with the region's stakeholders to get things done. It provides an opportunity for corporate partners and other organisations to contribute towards community projects and for Gladstone Regional Council to appropriately acknowledge that support.

Gladstone Regional Council has taken the view that it is never going to be able to fund all the things that a growing district needs without adverse impacts on its ratepayers. However there are many community-minded corporates and other regional stakeholders who have the means, spirit and desire to get involved in Gladstone's development.

Note that the GPP has no bearing on the council's regulatory, purchasing and decision-making processes. These processes are totally independent of the GPP. Rather, the Program aims to foster the best possible communication and working relationship between the Council and each partner organisation.

The Partners Programme matches partnering organisations to projects and other opportunities they want to be associated with. These discerning contributors want to be a part of the future of Gladstone and its community, and it makes good business sense for them to do so.

I commend the Gladstone Partners Program to you and thank you in anticipation of your generous support. You will be making an investment in our community, for all of Gladstone's citizens both now and into the future.

CR GAIL SELLERS

Mayor

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Executive Summary

The Gladstone Partners Program (GPP) is a newly developed and innovative program designed to match significant contributions from corporate and other organisations to Council facilities, services and events in order to deliver projects for the good of the wider Gladstone community in partnership with the Gladstone Regional Council.

This partnership promotes a mutually beneficial collaboration between the Gladstone Regional Council and corporates to provide more efficient long-term solutions for the local community; in turn, building greater social cohesion.

“Simply put, the Gladstone Partners Program is about Council partnering with the region’s stakeholders to get things done.”

- Cr Gail Sellers, Mayor.



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Gladstone Partners Program Aim and Objectives

The Gladstone Partners Program has been developed to:

- Streamline corporate funding through one primary channel;
- assist in maintaining a long term positive and proactive relationship between Council and the local corporate sector;
- help reduce the direct costs of many Council initiatives, activities and events;
- improve the quality of facilities and programs available to the local community; and
- help build social cohesion and community capital through both investment and involvement.



“This program will provide the local community access to more events, programs and initiatives - that is our core purpose.”

- Stuart Randle, Gladstone Regional Council CEO

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How the Gladstone Partners Program works:

1. Council offers a variety of initiatives that meet the corporate values and sponsorship objectives of both parties
2. Corporates collaborate with council via a specified 'Partnership Category'
3. Recognition rights are negotiated
4. A partnership agreement is prepared and signed
5. Initiative is delivered
6. Ongoing evaluation and feedback is done

The framework for the GPP is designed to be clear, concise and mutually beneficial to all parties, ensuring successful outcomes are delivered.



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Partnership Categories

1. Regional Civic Partner

- Term - Minimum 3 years
- Total investment opportunities: \$150,001+ per year

2. Goodwill Partner

- Term - Minimum 3 years
- Total investment opportunities: \$75,001 to \$150,000 per year

3. Diamond Sponsor

- Term - Minimum 3 years
- Total investment opportunities: \$30,001 to \$75,000 per year

4. Platinum Sponsor

- Term - 1-2 years
- Total investment opportunities: \$15,001 to \$30,000 per year

5. Gold Sponsor

- Term – Negotiable
- Total investment opportunities: \$5,001 to \$15,000 per year

6. Silver Sponsor

- Term – Negotiable
- Total investment opportunities: under \$5,000 per year





Recognition Rights and Benefits

The following are examples of benefits that could be applicable for a Gladstone Partners Program arrangement. These are all negotiable and will be developed individually so that each partnership can achieve their sponsorship objectives.

- Business details, logo placement and web link posted on council website
- Council-developed signage with partner logo
- Inclusion in all media releases relating to promotion/activity
- Inclusion in digital honour board displayed at council facilities
- Acknowledgement in future Gladstone Partner Program and Council Annual Report publications
- Partner delegates listed on Council function/event VIP lists
- Street banner recognition
- Public Speaking rights
- Stalls/Display stands
- Merchandising opportunities
- Survey opportunities
- Television acknowledgment
- Naming rights
- Active engagement (participation at partnered initiative activities)
- Tickets to a GECC show (shows and numbers subject to availability)
- Invitation to relevant VIP and Networking Functions (Eg; Gladstone Partners networking evening)
- VIP tour of facilities eg: Galleries, GECC etc
- Dedicated business development manager to workshop other leveraging opportunities: eg distribution of relevant offers etc.

The Gladstone Regional Council understands that every business has different corporate values and objectives, therefore every endeavor will be taken to ensure that these goals are met throughout the partnership, providing a flexible working arrangement. All rights and benefits will be negotiated individually and are designed to be completely flexible.

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Initiatives Bank

The Gladstone Partners Program Initiatives Bank presents a range of council approved initiatives that are available for partnership.

These initiatives are activities or projects in the form of events, programs, publications, or development projects that require funding in order to allow the delivery of services to the Gladstone community.

Initiatives have been presented under the following categories;

- Arts and Culture
- Economic
- Environment
- Events, Families and Community
- Facilities
- Lifestyle and Sport
- Philanthropic
- Seniors
- Youth

For the Gladstone Partners Program Initiatives Bank please click [here](#).

*please note, all amounts outlined in Gladstone Partners Program are ex GST.



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