

FILE NO: PSC2009-02488

TITLE: HOLIDAY PARKS SPONSORSHIP AND PROMOTIONS POLICY

POLICY OWNER: HOLIDAY PARKS SECTION MANAGER

1. PURPOSE:

1.1 This policy provides clarity around the means in which Port Stephens Beachside Holiday Parks allocates one off requests for in-kind support, usually in the form of providing an accommodation donation at any of the five holiday parks under its control.

2. CONTEXT/BACKGROUND:

2.1 Port Stephens is a tourism and hospitality mecca that attracts 100,000's of visitors annually to experience the many natural attractions that this region has to offer.

2.2 Operating five Holiday Parks that offer a variety of accommodation experiences including Beachside Holidays, Unique Retreats and Nature Escapes, Port Stephens Beachside Holiday Parks are well renowned and highly desired established parks.

2.3 The Holiday Parks include Fingal Bay Holiday Park, Halifax Holiday Park, Shoal Bay Holiday Park, Port Stephens Treescape and Thou walla Sunset Retreat.

2.4 Port Stephens Beachside Holiday Parks receives numerous unsolicited requests for in-kind accommodation donations from organisations and individuals to use as raffle prizes, giveaways and industry familiarisations.

2.5 Additionally some organisations, such as media outlets, make approaches to offer Contra advertising opportunities using an accommodation donation provided in-kind.

3. SCOPE:

3.1 Usually unsolicited approaches made for in-kind accommodation donations are:

- a) between 1-7 nights;
- b) used to raise much needed funds for charity groups as prizes in raffles, trivia nights and other fundraising events;
- c) industry familiarisation (usually 1-2 nights) requests can be last minute due to schedule changes and itinerary alterations;
- d) media Contra advertising opportunity requests are usually received in advance and provide targeted organisational promotional exposures.

4. DEFINITIONS:

4.1 An outline of the key definitions of terms included in the policy.

SPONSORSHIP	A commercial relationship between Port Stephens Beachside Holiday Parks and a third party (organisation, group or individual), governed by written agreement. Sponsorship involves provision of one off non-financial (in-kind) accommodation support in return for mutually agreed economic or reputational benefits.
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5. POLICY STATEMENT:

5.1 Port Stephens Beachside Holiday Parks is committed to playing a role within the promotion of the region by supporting those organisations, industry and media who provide suitable brand exposures.

5.2 Criteria for providing one off requests for in-kind accommodation support.

5.2.1 All requests for one off in-kind accommodation support is considered on a case-by-case basis. To be eligible to apply the following criteria's must be met:

- a) requests must be in writing stating the nature of support required;
- b) requests must outline details of fundraising activities, what is the Industry familiarisation's purpose or the Contra value to Beachside Holiday Parks;
- c) requests must outline any reputational return to Beachside Holiday Parks to raise parks profile.

5.3 One off In-kind accommodation support partners

5.3.1 Port Stephens Beachside Holiday Parks will only enter into one off in-kind support with reputable organisation and groups. Any organisation or group that has the potential to involve Port Stephens Beachside Holiday Parks in controversial issues, or expose to adverse criticism will not be considered.

5.3.2 No Mayor/Councillor or Port Stephens Council employee, or members of their families, are to receive personal benefit from one off in-kind accommodation support.

5.4 Approval of One off In-kind accommodation support

5.4.1 One off in-kind accommodation support requests are approved by the Holiday Parks Section Manager on receipt of a recommendation from the Marketing and Promotions Manager proposing the in-kind support.

6. POLICY RESPONSIBILITIES:

- 6.1 The Holiday Parks Section Manager has overall responsibility for the implementation of this policy.
- 6.2 Applications for sponsorship may be received and coordinated at coordinator level, if relevant to their role at Council. In all cases, consultation with the relevant section and group manager must occur prior to agreement being entered into.
- 6.3 The relevant section manager is responsible for reporting sponsorship requests over \$20,001 to Council for endorsement.

7. RELATED DOCUMENTS:

- 7.1 Port Stephens Council Code of Conduct.
- 7.2 Port Stephens Council Sponsorship Policy.
- 7.3 *Local Government Act 1993.*
- 7.4 *Sponsorship in the public sector – A guide to developing policies and procedures for both receiving and granting sponsorship; Independent Commission Against Corruption (ICAC), May 2006.*

CONTROLLED DOCUMENT INFORMATION:

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EDRMS container No	PSC2009-02488	EDRMS record No	19/102621
Audience	Event organisers, community organisations and the Port Stephens Community.		
Process owner	Holiday Parks Section Manager.		
Author	Holiday Parks Section Manager.		
Review timeframe	2 years	Next review date	14 May 2021
Adoption date	14 May 2019		

VERSION HISTORY:

Version	Date	Author	Details	Minute No.
1	14 May 2019	Marketing and Promotions Manager	New policy.	091