



# Mayor's Christmas Appeal Policy

## Local Government Act 2009

### 1. POLICY STATEMENT

Council will support local charities in the lead up to Christmas by promoting what they do to assist people who are unable to adequately provide for themselves and/or their dependants at Christmas time. Council will achieve this through the Mayor's Christmas Appeal marketing campaign, a social and media campaign which will run over several months in the lead up to Christmas to raise awareness of what locals can do to assist local charities and local people at Christmas time. Council will also provide financial support to assist eligible charities to host Christmas Luncheon for those who are isolated or alone at Christmas time.

### 2. PRINCIPLES

Council will ensure that access to the campaign supports charities who are based locally and whose work and fundraising is directed locally. Council will also ensure the campaign promotes charities in a fair and equitable way.

### 3. SCOPE

This policy applies to not-for-profit community organisations.

### 4. RESPONSIBILITY

Townsville City Council's Community Engagement Section (Marketing and Community Development teams) is responsible for the management of the Mayor's Christmas Appeal campaign and administration of the campaign to ascertain who receives financial support for Christmas luncheons.

The Finance Department is responsible for the administration of and distribution of the luncheon funding including managing any GST implications.

The Directors and Managers of Council are responsible for ensuring that the policy is understood and adhered to by all relevant Workers.

### 5. DEFINITIONS

**Christmas Period** - for the purposes of this document the Christmas period is deemed to start from November 01 and ends on January 31.

**Recipient Organisations** – the organisations selected to participate in the campaign and benefit from the luncheon funding, who meet the eligibility criteria.

**Manager** – includes persons appointed to positions with the title, Team Manager, General Manager, Principal, Director and Chief.

**Electronic version current uncontrolled copy valid only at time of printing.**

Document No. - 1109

Authorised by – Chief Executive Officer

Document Maintained by – Community Engagement

Version No. 1

Initial Date of Adoption (Version 1) – 24.11.20

Current Version Reviewed – 24.11.20

Next Review Date – 24.11.22

**Workers** – includes employees, contractors, volunteers and all others who perform work on behalf of council.

## 6. POLICY

### 6.1 ELIGIBILITY

To be eligible to participate in the campaign and receive luncheon donations organisations are required to:

- service clients who are residents of the Townsville City Council Local Government Area;
- demonstrate that donations to their organisations stay local;
- be a registered not-for-profit organisation; and
- possess a primary charter to assist low income and financially disadvantaged families and individuals.

### 6.2 NUMBER OF RECIPIENT ORGANISATIONS

A maximum of 30 organisations will be accepted for each current year.

### 6.3 RECIPIENT ORGANISATION OBLIGATIONS

Organisations which are accepted as recipient organisations will be obliged to:

- assess which clients are in need according to their operational guidelines;
- be responsible for the distribution of the proceeds of the appeal to their clients;
- make no charge to clients; and
- complete and submit an acquittal form to Townsville City Council regarding any hosted luncheons by the end of the Christmas period.

### 6.4 SELECTION OF RECIPIENT ORGANISATION

Council will publicly call for nominations for recipient organisations between September and October each year. From the nominations received, a list of organisations that meet the eligibility criteria will be presented to the Mayor for final selection and approval. The selected organisations will then be notified prior to the commencement of the appeal each year.

### 6.5 NON-PROFIT

Access to participate in the campaign and eligibility to receive donations for Christmas luncheons shall be applied solely to furthering the objectives of the Mayor's Christmas Appeal.

No financial donations will be accepted by Council for the Mayor's Christmas Appeal. All donations will be encouraged to go directly to the participating charities as displayed on the Council's website.

## 7. LEGAL PARAMETERS

*Local Government Act 2009*

*Local Government Regulations 2012*

*Income Tax Assessment Act 1997*

## 8. ASSOCIATED DOCUMENTS

Mayor's Christmas Appeal marketing plan

**Electronic version current uncontrolled copy valid only at time of printing.**

Document No. - 1109

Authorised by – Chief Executive Officer

Document Maintained by – Community Engagement

Version No. 1

Initial Date of Adoption (Version 1) – 24.11.20

Current Version Reviewed – 24.11.20

Next Review Date – 24.11.22