

Sponsorship policy

Type:	Corporate
Application:	All divisions
Review:	When Grants Administration Policy and Manual completed and/or by July 2021 (when new Strategic Plan is developed)
Policy:	<p>Sponsorship is the provision of cash or in-kind services and support for an organisation, team, event or program in return for certain specified benefits.</p> <p>It is not a donation (in cash or kind) for which little or no commercial return is expected.</p> <p>Sponsorship can be provided by the corporate sector or private individuals in support of a Department of Water and Environmental Regulation activity, or by the department in support of related and worthwhile private- or public-sector activities.</p> <p>Sponsorship will only be considered if it is the most cost-effective means of achieving some or all of the marketing and communication objectives, and/or provides a real benefit to the broader community.</p> <p>Cost effective sponsorship arrangements are most frequently achieved when the department pro-actively arranges the sponsorship (rather than just reacting to an approach from an external organisation).</p> <p>This policy will guide decisions relating to sponsorship requests and opportunities provided to the department. Opportunities must be consistent with organisational objectives while building the reputation of the department.</p>
Intent:	<p>Correct application of this policy will:</p> <ul style="list-style-type: none">• build, develop and strengthen community and corporate relationships• promote the department's key messages, reputation and image• provide tangible benefits to the department.
Key principles:	<p>All sponsorship proposals must be assessed in consideration of the following principles:</p> <ul style="list-style-type: none">• The Department of Water and Environmental Regulation should only provide sponsorship when it will significantly educate the

public or convey strong messages about our goals, objectives and programs.

- The sponsorship must be consistent with existing communication plans and provide opportunities for advancing them.
- Sponsorship is only to be provided when there are significant and measurable benefits to the department.
- A sponsorship agreement must not impose or imply conditions that would limit or appear to limit the department's ability to carry out its functions fully and with impartiality.
- There must be no actual conflict between the objectives and/or mission of the sponsored organisation and those of the department.
- Sponsorship should not involve explicit endorsement of the sponsored organisation or the sponsored organisation's products. The sponsored organisation cannot use the department logo outside of the terms of the sponsorship agreement.
- It is inappropriate for any employee of the department to receive a personal benefit from a sponsorship.*
- A sponsorship arrangement is a contract and should be described in a written agreement (an exchange of signed letters can suffice).

Be mindful that sponsorship agreements constitute contracts and should be administered by people who are appropriately trained in contract management.

The department will not sponsor programs or events that:

- support political, religious or race-specific organisations
- degrade, exclude or offend people, organisations or groups
- could be detrimental to the environment or the public's health and safety
- are for individuals' personal advancement or for profit-making organisations.

Applicants requesting sponsorship must complete the attached sponsorship evaluation business case form and provide a copy of the approved sponsorship form to the Manager Community and Public Relations in Strategy and Engagement Directorate for use in answering Parliamentary Questions and media enquiries.

* An example of a personal benefit would be something a sponsor gives directly to an individual staff member for their personal use that provides no benefit to the department, such as a holiday or tickets to a sporting event. More detail on this is provided in the Gifts, Benefits and Hospitality policy.

Suitable activities for sponsorship

Suitable activities or events for sponsorship can include training, scholarships, awards, industry research, publications, exhibitions, trade shows and conferences.

Activities sponsored at state level could include state-wide conferences or cultural events, while those sponsored at a local level could include local information days.

Sponsorship benefits are more than the display of the department's name and logo. Sponsorship benefits should include a broad range of marketing opportunities. These opportunities may include such things as media releases, launches, award presentations, newsletters, scientific papers, displays and exhibitions that publicise the objectives of the department.

Responsibilities:	The initiating Branch Manager will be responsible for the management of the sponsorship agreement. All sponsorships are to be monitored and their outcomes recorded by the initiating Branch Manager
Policy custodian:	Manager Community and Public Relations, Strategy and Engagement
Related policies:	Department Gifts, Benefits and Hospitality Policy
Other documents:	Public Sector Commission Review report about "Ticket use for sponsored or financial supported events" State Supply Commission sponsorship in Government Guidelines (Handbook to assist public authorities) Department Code of Conduct Department Strategic plan 2018–2021