



Community Sponsorship Policy

Purpose

The purpose of this policy is to provide guidelines for sponsorship funding, to individuals and organisations providing services to the disability, housing and community services sectors.

Sponsorship aims to increase the capacity of individuals or organisations to participate in events or activities which develop their skills, knowledge and networks, and to promote the Department's businesses and services.

The Department of Disability, Housing and Community Services recognises that there are costs associated with involvement in events or activities. It further recognises that these costs can be prohibitive, which can deter involvement. The Department is therefore committed to ensuring assistance is available to members of the community to support their involvement.

Application

Individuals or organisations providing services to the disability, housing and community service sectors in the ACT are eligible to apply for Department sponsorship funding. Applicants must be able to demonstrate that the sponsorship will make a positive contribution to the sector.

To ensure that a wide range of organisations and individuals have the opportunity to expand their skills, knowledge and networks, priority may be given to those who have limited resources. Priority will also be given to applicants who have not accessed Department sponsorship funding in the prior 2 years. Sponsorship can take the form of cash, or in-kind support.

Sponsorship will be provided for:

- event registration, travel and accommodation;
- event organising (Hiring of facilities, Preparation of documentation etc.);
- award patronage;
- participation in philanthropic activities;
- professional support in partnership projects; and
- activities which promote Departmental services.

Sponsorship will not be provided for:

- events that promote a particular political or religious view;
- events that do not have a significant department or sector focus;
- organisations and individuals outside of the ACT;
- donations;
- purchase of equipment (sporting goods, computers, clothing etc);
- programs or events that do not reflect ACT Government policy; and
- programs or events that do not reflect reasonable community standards.

The Department shall ensure that decisions relating to applications for sponsorship reflect:

- due consideration to the strategic needs of the sector, organisation funding program or individual(s);
- consideration of broader service-wide needs;
- consistency and equity in the assessment of applications; and
- accountability in relation to processes.

Objectives

Sponsorships can offer the Department the opportunity to further promote and demonstrate to the community the Department's services, businesses and commitments. The Department's objectives for entering into sponsorship agreements are to:

- assist the capacity of the sector to develop its skills, knowledge and network base;
- increase awareness and improve the image of the Department, its businesses and services;
- develop relationships with the Canberra community, businesses and community groups; and
- communicate key messages.

Financial Assistance

Available resources will determine the exact level of sponsorship funding. The sponsorship may not be the full value requested.

As a guide, sponsorship funding will be provided to cover full or partial costs determined by the following:

- available resources;
- capacity of the organisation or individual to contribute financially;
- the value participation in the event will deliver to the individual, organisation and sector; and
- contribution to government priorities.

As a guide, sponsorship assistance will generally be provided in the following arrangements;

Contribution to event fee	Up to \$500 per person per event
Contribution to event travel and accommodation	Up to \$1000 per person per event
Contribution to local event organising	Up to \$1000
Contribution to national or key sector events	To be negotiated
Award patronage	Up to \$5000
Promotion opportunities	To be negotiated
Professional support	To be negotiated

Executive Directors have delegation to approve sponsorship funding up to \$5,000 for each request from their respective Business Unit budgets. Beyond this figure the Chief Executive will approve sponsorship applications.

Application Process

Applications should be provided to the Department with full budget costs including all relevant details. This could include the following;

- Concise description of the opportunity;
- Event fees, travel and accommodation costs;
- Venue hire, including catering and material costs;
- Printing or production costs;
- Total funding being sought from this Department;
- History of the event or activity;
- Estimated attendance (if applicable);
- What other parties are being approached to provide sponsorship or funding;
- Geographic location of the opportunity;
- Dates or times the sponsorship will be valid;
- Estimated value of opportunity or exposure; and
- Brief background of the organisation or individual applying for sponsorship.

Requests for support expenses should include a budget outlining estimated costs. Applications for sponsorship will need to demonstrate how participation in the event will benefit them, their organisation or group, the broader sector, and relate to the goals and priorities of their organisation and the Department.

Applications should be received six weeks prior to the event, where possible. Applications should be sent to the relevant Executive Director.

Obligations expected in return for sponsorship

Successful applicants will be required to enter into a contractual agreement with the Department of Disability, Housing and Community Services. This contract may take the form of a written exchange of letters. This will need to detail;

- the rights and benefits being assigned to the sponsor (ie what returns the department will get from the sponsorship);

- other major sponsors;
- the payment terms, including how and when the payment will be made and to where. Any conditions of use for the money should be detailed;
- who are the parties to the agreement (including any third parties);
- the length of the sponsorship agreement;
- option for renewal: does the sponsor have the first option to renew the contract? If so, when does this have to be exercised by, and under what terms and conditions? What formula will be used to calculate any increase in price (CPI)? What period of time will the option be for?;
- a termination clause, detailing the grounds for termination, mediation and compensation;
- warranties/liability, including the limits to liability and who is responsible for public liability and insurance; and
- confidentiality/non-disclosure - the ACT Government operates under a policy in favour of making available to the public information surrounding its commercial dealings, including sponsorships.

Those involved in sponsorship arrangements should know;

- the Territory may be required to disclose information, either under the Freedom of Information Act or by the responsible Minister in the Legislative Assembly;
- confidentiality will be afforded only in accordance with the Principles and Guidelines for the Treatment of Commercial Information held by ACT Government Agencies (February 1999, as revised from time to time).

An evaluation will be undertaken at the end of the sponsorship or after one year, whichever ever comes first, to:

- detail the benefits promised in the contract and state whether they were delivered;
- provide evidence where possible of their delivery, eg media clippings, advertisements;
- posters, brochures, number of times the activity received radio and TV coverage;
- identify any problems and the measures that were taken to address these; and
- identify areas for improvement for both parties and make recommendations on methods to facilitate the improvements.

Assessment of Application

Every applicant will be advised of the outcome of their application in writing within six weeks of receipt of their application.

Sponsorships will be selected based on the following criteria:

- they must reach one or more of the department's target audiences;
- they must be one of the types of sponsorships the department supports;
- the benefits being offered must be worth the cost of the sponsorship;
- they must not impose or imply conditions that would limit or appear to limit the department's ability to carry out its functions fully and impartially;
- must not involve the department in controversial issues or potentially expose the department to adverse criticism;

- must not create a conflict of interest, for example, an activity or organisation that the department has, or could have, regulatory or inspectorial responsibilities over;

The Chief Executive is the final decision maker and no further discussion will be entered into once a decision has been made.

Applications receiving sponsorship will receive payment via cheque or electronic funds transfer to a nominated funds recipient within 30 days of approval, unless negotiated otherwise.

Contact Details

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History

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2/2/04	1.0	Approved by BoM	Edwina Cock

