

# Queensland Government

## Sponsorship Policy

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CONTACT: EVENTS COORDINATION, DEPARTMENT OF THE PREMIER AND CABINET

07 3003 9200 | [EVENTSCOORDINATION@PREMIERS.QLD.GOV.AU](mailto:EVENTSCOORDINATION@PREMIERS.QLD.GOV.AU)



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## OVERVIEW

### INTRODUCTION

This policy outlines the mandatory sponsorship principles and processes to be followed as part of all sponsorship arrangements, both providing and receiving, and prior to any binding commitment given by the State of Queensland.

### APPLICATION

This policy applies to Queensland Government departments, agencies and bodies that use the Queensland Government Coat of Arms on their communication materials and website. It is recommended to those statutory bodies including statutory authorities and government-owned corporations that retain an identity fully independent of the Queensland Government corporate identity.

This policy requires Queensland Government departments and agencies to develop their own sponsorship procedures based on the mandatory principles and processes set out in this policy, and the principles and processes set out in the Queensland Government sponsorship guidelines.

This policy also requires Queensland Government departments and agencies to report all cash and in-kind sponsorship, both incoming and outgoing, to the Department of the Premier and Cabinet, on request at the conclusion of each financial year. This information should be collated throughout the year through as stipulated in departmental reporting processes.

### DEFINITIONS

#### SPONSORSHIP

The right to associate the sponsor's name, products or services with the sponsored organisation's service, product or activity, in return for negotiated and specific benefits such as cash or in-kind support or promotional opportunities. It involves a negotiated exchange and results in tangible, material and mutual compensation for the principal parties to the arrangement. Sponsorship can take the form of cash and/or in-kind support, and maybe be referred to as partnerships.

#### IN-KIND SPONSORSHIP

The provision or receipt of goods or services to support or enhance an initiative at a reduced rate or free of charge. These arrangements are liable for GST.

#### INCOMING SPONSORSHIP

When the Queensland Government receives sponsorship from another party for an initiative.

#### OUTGOING SPONSORSHIP

When the Queensland Government provides sponsorship to another party for an initiative.

#### OUT OF SCOPE

Sponsorship does not include:

- grants or direct funding, which are monies or goods provided to a recipient through a formally recognised program for a specified purpose. A grant is normally understood as a form of financial assistance that assists an individual or organisation to develop a specific project, with little or no expectation of a commercial return or benefits.
- monies paid through a bidding process to attract events.
- endorsements, donations, philanthropic gestures, bequests or gifts, which impose no obligations on the receiver and offer little or no return to the donor. A sponsor expects to receive a reciprocal benefit beyond a modest acknowledgment.
- purchasing or selling goods or services for value, including advertising space, editorial comment or advertorials.

Sponsorship is not provided to individuals. The provision of funding to enable staff to attend training courses, personal development opportunities or other such activities is also not considered sponsorship.

## RELEVANT LEGISLATION AND POLICIES

[A New Tax System \(Goods and Services Tax\) Act 1999 \(Cwlth\)](#)  
[Public Sector Ethics Act 1994 \(Qld\)](#)  
[Queensland Executive Council Handbook](#)  
[Queensland Government advertising](#)  
[Queensland Government corporate identity](#)  
[Queensland Procurement Policy 2013](#)  
[Right to Information Act 2009 \(Qld\)](#)  
[Code of Conduct for the Queensland Public Service](#)  
[Queensland State Archives, Public Records Brief – Grant Funding](#)

## WHOLE-OF-GOVERNMENT AND CROSS AGENCY SPONSORSHIP

Sponsorship activities must be coordinated across the Queensland Government to gain greater value for money and benefit. If there is more than one agency approached for sponsorship or more than one agency providing sponsorship for the same opportunity a unified approach must be taken.

A Queensland Government sponsorship network exists for this purpose. The network should be consulted when assessing and engaging in any sponsorship opportunity. Events Coordination, Department of the Premier and Cabinet, can provide relevant agency contact details upon request.

The role of the Department of the Premier and Cabinet in the sponsorship network is to:

- lead the implementation of the Queensland Government sponsorship policy
- act as lead agency reporting to the Premier of Queensland on Queensland Government investment in sponsorships
- provide advice to agencies assessing or managing sponsorship opportunities.

A whole-of-government approach to sponsorship does not have to be led by the Department of the Premier and Cabinet. A lead agency should be determined by identifying the agency with the greatest relevance to the initiative. Departments and agencies should consider if a sponsorship opportunity is more suited for support under a [Queensland Government funding program](#). Proposals that aim to attract events to the state should be redirected to [Tourism and Events Queensland](#).

## PRINCIPLES

The Queensland Government assesses incoming and outgoing sponsorship proposals in conjunction with a set of guiding principles.

### 1. ALIGNMENT WITH QUEENSLAND GOVERNMENT PRIORITIES

Sponsorship proposals must be assessed against, and align with, the [Queensland Government priorities](#). In addition, consideration must be given to the initiative's ability to:

- support the department or agency's goals and objectives
- increase effectiveness of strategic programs
- enhance corporate identity and reputation
- create employment opportunities for Queensland
- observe good social, economic and environmental practice and encourage community engagement
- promote Queensland Government initiatives to relevant target audiences
- build and enhance existing relationships at the local, national and international level
- encourage key stakeholders' participation in important issues and initiatives.

### 2. TRANSPARENCY

An open, equitable and efficient approach must be adopted when engaging in sponsorship arrangements.

### 3. VALUE FOR MONEY

A business approach must be applied to sponsorship activities in order to receive value for money. This should not be interpreted as the highest price when receiving sponsorship or the lowest price when providing sponsorship.

To ensure value for money is achieved, departments and agencies must consult other relevant agencies to establish if multiple approaches for sponsorship have been received. If this is the case, a whole-of-government arrangement must be taken, with the most relevant agency to take lead of the sponsorship.

### 4. ETHICAL BEHAVIOUR AND FAIR DEALING

A high standard of ethical behaviour and fair dealing must be demonstrated when brokering and engaging in sponsorship arrangements, including:

- providing objective advice on the value of the sponsorship initiative
- disclosing and resolving conflicts of public interest between private interests and public duties
- disclosing and resolving conflicts of interest with a sponsor or organisation that is, or is likely to be, subject to regulation or inspection, during the term of the sponsorship agreement
- receiving ministerial authorisation in advance when considering entering into a sponsorship agreement with a sponsor or organisation it regulates
- ensuring the initiative can be terminated if occasions arise where sponsorship and regulatory interests conflict
- ensuring the integrity of Queensland Government research is not compromised
- maintaining high standards of confidentiality, privacy and accountability
- abiding by the [Public Sector Ethics Act 1994](#) and [Code of Conduct for the Queensland Public Service](#).

Departments and agencies must not:

- entertain approaches from a sponsor or organisation that might be interpreted as attempts to influence the sponsorship selection and evaluation process
- seek or accept gifts or other favours from a sponsor or organisation, but where refusal would be inappropriate, record gifts in accordance with internal procedures
- influence decisions relating to sponsorship and purchasing initiatives.

### 5. APPROPRIATE ACTIVITY AND ASSOCIATION

Activities and associations, relating to sponsorship arrangements, must be appropriate and not seen to diminish the reputation and goodwill of the Queensland Government. When considering entering into a sponsorship arrangement, the organisation's financial position, reputation in the community, the involvement they will have in the initiative and the extent to which the organisation's activities support the Queensland Government priorities must be taken into account.

The motivations of organisations for entering into sponsorship agreements must be known before an agreement is executed. Motives that may give rise to an inappropriate association include efforts to influence legislation, public policy or the role of the department or agency.

Any sponsorship must also not compromise the reputation, probity or impinge on the ability of the Queensland Government to fulfil official functions. Any potential or actual conflicts of interest must be addressed in the initial assessment process.

It is the responsibility of departments and agencies to consider whether it is appropriate to sponsor:

- fundraising or charity events and activities
- events and activities run for profit
- events and activities run by a private or commercial organisation
- capital works initiatives.

Initiatives deemed high value, high risk, first-of-a-kind or those involving naming rights of a Queensland Government significant physical asset are referred to legal officers for advice. Departmental sponsorship procedures must specify specific arrangements for any areas of activity that are inappropriate for sponsorship.

## 6. APPROPRIATE SPONSORSHIP BENEFITS

Appropriate sponsorship benefits should be negotiated in advance and documented in a sponsorship agreement to ensure the sponsorship delivers value for money.

Departments and agencies should ensure any opportunity presents appropriate sponsorship entitlements commensurate with the level of sponsorship support.

Where a sponsor's contribution to a government initiative or asset is minor compared to the level of government funding invested, the recognition of the sponsor should not overwhelm recognition of the Queensland Government. The relevant minister or minister's nominated representative should be granted the opportunity to announce the Queensland Government's support of a sponsored initiative.

## 7. APPROPRIATE AUTHORISATION

Internal procedures must be implemented to ensure appropriate authorisation and documentation of sponsorship arrangements.

Departments and agencies must ensure:

- written approval is granted by the relevant minister or minister's nominated delegate (i.e. Director-General or Chief Executive Officer) to enter into each sponsorship arrangement. By default this is your minister unless it has been formally delegated and approved
- internal sponsorship guidelines are established and approved by the relevant minister, or minister's nominated delegate
- approval is granted by Executive Council where the sponsorship exceeds the relevant minister's authorised financial delegation under Chapter 5.2.3 of the [Queensland Executive Council Handbook](#)
- once sponsorship is approved, a completed Queensland Government sponsorship agreement is signed by the appropriate delegate with the appropriate level of financial delegation.

## 8. MANAGEMENT AND REPORTING

Effective management and reporting processes must be applied to ensure value and accountability.

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### MANAGING INFORMATION

Proposals must be presented in writing, provide sufficient detail for assessment and are received well in advance of commencement of the initiative. All relevant aspects of the sponsorship initiative including assessment, selection and evaluation of sponsorship initiatives must be recorded and documented in a corporate file. This information is available to the public on request under s.23(1)(a) of the [Right to Information Act 2009](#).

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### SPONSORSHIP AGREEMENT TEMPLATES

The appropriate Queensland Government precedent sponsorship agreement must be used to formalise the arrangement:

- Queensland Government sponsorship agreement for sponsorship initiatives valued at more than \$10,000 (exclusive of GST)
- Queensland Government letter of agreement (including conditions of sponsorship) for sponsorship initiatives (either the cash amount or the reasonable market value of the in-kind support or a combination of both) valued at less than \$10,000 (exclusive of GST)
- Queensland Government memorandum-of-understanding (MOU) for sponsorship of initiatives between the relevant department or agency and other Queensland Government departments or agencies, or when one department is coordinating a whole-of-government approach.

This must be prepared by the responsible officer detailing the rights, obligations and entitlements between the parties with substantive legal clauses remaining unchanged.

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### MONITORING

Each sponsorship initiative must be monitored at regular intervals documenting the planning and progress of the sponsorship initiative based on the evaluation criteria set out in the sponsorship agreement. This includes facilitating logo approvals, payment of sponsorship instalments linked to milestones and delivery of sponsorship entitlements.

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## REPORTING

Each sponsorship must be evaluated in the form of a report at the expiry of the term of the agreement based on the evaluation criteria set out in the agreement.

Departments and agency must also maintain a register of all cash and in-kind sponsorship, both incoming and outgoing, for submission to the Department of the Premier and Cabinet at the conclusion of each financial year.