

# Sponsorship Policy

January 2014

Version 1

## Related policies, procedures, guidelines and forms

- Code of Conduct for Victorian Public Sector Employees
- Victorian Government Sponsorship Guidelines 2014
- Standing Direction 3.4.12 of the Minister for Finance under the *Financial Management Act 1994*

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# Contents

Related policies, procedures, guidelines and forms .....	1
Contents .....	2
1. Statement of intent .....	3
2. Policy objectives.....	3
3. Policy statement .....	3
4. Criteria and Scope .....	3
4.1 Criteria.....	3
4.1 In scope .....	4
4.2 Not in scope.....	4
5. VBAs key principles .....	4
5.1 Appropriate benefits of sponsorship.....	4
5.2 Achieving value for money .....	4
5.3 Probity and transparency .....	5
6. Documentation and evaluation.....	5
6.1 Evaluation.....	5

# 1. Statement of intent

The Victorian Building Authority (VBA) is committed to ensuring its sponsorship agreement process is transparent, ethical and accountable.

Any VBA sponsorship deals regardless of cost must offer value for money and align with our core business functions and business plan. Approved sponsorships must follow the evaluation process as detailed in this policy.

## 2. Policy objectives

- Compliance with ethics and probity requirements.
- That sponsorship aligns with VBA's core business and reflects the brand positively.
- To ensure a centralised system of managing sponsorship requests is followed.
- To have VBA staff, board members and external stakeholders understand the sponsorship position and be able to respond to queries accordingly.
- To ensure any approved sponsorship benefits VBA through appropriate and positive association.
- Approved sponsorship is within budget and provides value for money.

## 3. Policy statement

To ensure the best possible brand exposure for VBA and operational activities and decisions, all sponsorship enquiries should be dealt with through a process that starts with the Communications Team, as the central point of contact and management.

The Communications Team will evaluate all sponsorship requests and respond in line with the policy and proposals templates.

If a sponsorship request does not align with VBAs core business it will be rejected (see Appendix 2).

If a sponsorship request does align with VBAs core business it will be approved by the Manager Communications if it is an event costing less than \$1,000. If the sponsorship is over \$1,000 it will be forwarded to the Chief Executive Officer for review and approval.

VBA staff should contact the Communications Team about possible sponsorship activities early and regularly so that we take a more strategic and planned approach.

## 4. Criteria and scope

### 4.1 Criteria

Sponsorship is the right to associate VBA's name and brand with another organisation's event, service or product, in return for agreed benefits, including the ability to advance specific communication objectives.

Sponsorship may take the form of in-kind support, which includes providing goods and services, or the use of a venue (amongst others) to support or promote an initiative, service or program.

As part of the agreement VBAs brand must be recognised on any event, service or product collateral. It must be approved by the Communications team and align with VBA guidelines before publication.

VBA seeks to enter strategic partnerships that will deliver one or more of the following key objectives:

- Building awareness of our organisation and our role as the industry regulator.
- Communicating key messages relating to building, plumbing and architecture.
- Supporting building and plumbing practitioners' efforts to comply with legislative requirements within the *Building Regulations 2006* and the *Building Act 1993*.

## 4.2 In scope

Sponsorship must be of building and plumbing industry events or programs that relate to VBAs regulatory or enforcement matters. Examples include:

- Apprenticeship events.
- Victorian Government initiated schemes and projects.
- Speaking opportunities at industry events (for example, an address to key stakeholders at a State of the Industry breakfast).
- Industry conferences.

## 4.3 Not in scope

VBA does not accept sponsorship from other organisations, nor will it enter into sponsorship arrangements that do not relate to the VBA's core business.

Sponsorship does **not** include:

- Grants (money, goods or other benefits) provided to the recipient for a specified purpose with no expectation of attaining rights and benefits.
- Endorsements, bequests, donations, philanthropic gestures and gifts to the people and State of Victoria.
- The purchase or sale of advertising space, editorial comment or advertorials.

# 5. VBAs key principles

## 5.1 Appropriate benefits of sponsorship

Sponsorship should deliver an agreed set of benefits to both parties. These may include:

- The ability to communicate VBA initiatives to target audiences.
- Enhance the effectiveness of, and promote specific programs.
- Assist the development and strengthening of relationships with Victorian and Federal partners.
- Opportunity for the government's support to be appropriately acknowledged. Acknowledgement should be commensurate with the value of support provided.
- Enhance the reputation of both parties through appropriate and positive association.

## 5.2 Achieving value for money

It's important that any sponsorship agreement provides value for money evaluated by a pre sponsorship template.

When deciding if the sponsorship proposal offers *value for money*, consider if:

- The sponsorship benefits are commensurate with the level and/or value of sponsorship or financial support provided.
- The sponsorship offers the opportunity to advance government priorities and objectives.
- Can similar promotion and audience reach be achieved through direct advertising or does sponsorship represent a cost efficiency?
- What are the direct and indirect costs of servicing and managing the sponsorship? (For example, staffing and collateral needed for a trade event.)

### 5.3 Probity and transparency

As with any financial agreement or partnership, an appropriate background and probity check must be undertaken to ensure that:

- The potential sponsorship partner is appropriate for government.
- VBA should always uphold the highest levels of transparency to ensure that all sponsorship is in the public interest and promotes government activities and values.
- The sponsorship partner should never expose the government to financial or reputational risk.

Sponsorship agreements and contracts should always be prepared with appropriate legal advice from VBAs Legal Services team.

## 6. Documentation and evaluation

Documentation of all sponsorship requests received by VBA and our response must be filed in TRIM (see classification Stakeholder Relations – Sponsorships).

All sponsorship arrangements must have a written agreement in place outlining the benefits, costs, obligations, termination clause and a specified start and end date. The written agreement must be signed by the relevant Communication Manager or financial delegate.

In-kind benefits or sponsorship should also be recorded, noting only the nature of the offer rather than the market value of the sponsorship.

### 6.1 Evaluation

At the end of the sponsorship agreement, an evaluation must be carried out to determine if the agreement achieved its desired objectives (these may be audience reach, relationship building with new partners, promoting a specific policy or program).

A pre and post sponsorship evaluation must be completed, outlining the objectives, anticipated and realised benefits and total costs. Refer to the Pre sponsorship evaluation template and the post sponsorship evaluation template in the Appendix for the forms to complete.