

Creation Date & Authority Resolution		17 November 2017 / FRACA000118	
Version	2.0	Review Frequency	Triennial
Review Date	29 January 2021	Next Review Due	January 2024
Related Documents			
Applicable Legislation			

## 1. Purpose

The purpose of this policy is to specify the requirements for when the Fleurieu Regional Aquatic Centre Authority (the Authority) is seeking sponsorship for the benefit of the Fleurieu Aquatic Centre and to set a policy position regarding organisations applying for sponsorship from the Authority / Fleurieu Aquatic Centre.

In seeking sponsorship to support the Fleurieu Aquatic Centre, the Authority will:

- Be open and transparent in sponsorship arrangements.
- Ensure maximum equity for organisations by using defined criteria to determine sponsorship arrangements.
- Identify opportunities, obtain appropriate levels of commitment and evaluate the benefits of these arrangements.

Sponsorship needs to fit within an ethical framework and involve fair and transparent arrangements as well as valuable returns. This policy is designed to minimise the risks and maximise the benefits for the Authority when managing sponsorship.

The requirements of this policy also apply to the contracted operational managers of the Fleurieu Aquatic Centre in developing and negotiating sponsorship for and on behalf of the Fleurieu Aquatic Centre; subject to final approval of arrangements by the Authority.

The awarding of naming rights to external parties is not currently being considered by the Authority in relation to the Fleurieu Aquatic Centre.

As a Local Government regional subsidiary, supported by operational funding contributions from its constituent Councils, the Authority (on behalf of the Fleurieu Aquatic Centre) does not currently accept or consider requests for provision of sponsorship to external parties.

Public grant funding opportunities are provided to individuals and community groups via existing funding programs offered by the constituent Councils; City of Victor Harbor and Alexandrina Council. Individuals or organisations requesting sponsorship from the Authority or the operational managers of the Fleurieu Aquatic Centre will be referred to Council websites for further information.

## 2. Objective

To formalise general principles to apply to the negotiation, implementation and management of sponsorship arrangements.

### 3. Definitions

In this Policy, unless the contrary intention appears, these words have the following meanings:

Constituent Councils	City of Victor Harbor and Alexandrina Council
Sponsor	A sponsor is any organisation or individual providing resources to the Authority, for use in achieving Authority objectives, in return for specific benefits.
Sponsorship	<p>Sponsorship is a commercial arrangement in which a sponsor; generally, the corporate sector or private individuals, provides a contribution in money or in kind to support an activity in return for certain specified benefits. Sponsorship is not philanthropic. A sponsor expects to receive a reciprocal benefit beyond a modest acknowledgement. Sponsorship does not include:</p> <ul style="list-style-type: none"><li>• Selling advertising space.</li><li>• Joint ventures.</li><li>• Consultancies.</li><li>• Grants.</li><li>• Unconditional gifts, donations, bequests or endowments.</li></ul>
Sponsorship Agreement	A sponsorship agreement outlines the terms of the sponsorship.

### 4. Benefits and Risks

#### 4.1. Benefits

Benefits to organisations involved with the Authority may include:

- Branding - positive associations through links with Authority initiatives supporting the community.
- Corporate Social Responsibility - opportunities to demonstrate corporate citizenship.
- Public Relations - increased exposure to target a group of potential customers.

Benefits to the Authority in seeking sponsorship arrangements include:

- The connection with a reputable sponsor could enhance the Fleurieu Aquatic Centre's image and reputation.
- The sponsorship could make it possible for the Authority / Fleurieu Aquatic Centre to undertake beneficial non-core activities that could not otherwise be funded or undertaken to the same extent.
- The sponsorship could provide an injection of resources, either cash or in-kind. This may reduce the cost of an event or activity or enable it, in the public interest, to be expanded or enhanced.
- The sponsorship could achieve greater community awareness or public profile for the Fleurieu Aquatic Centre, or for a particular activity or program, than may otherwise have been possible.

## 4.2. Risks

In the absence of a formal policy, sponsorship arrangements have the potential to compromise the way the Authority conducts its business.

These risks include:

- Unfair influence on the equitable purchasing of other goods and services.
- Poor public perception of the arrangement, undermining community confidence in the neutrality and integrity of the Authority.
- Association between the Authority and an organisation that the community doesn't trust or value.

## 5. Probity Principles

A sponsorship arrangement should not impose or imply conditions that would limit, or appear to limit, the Authority's ability to carry out its functions fully and impartially.

There should be no real or apparent conflict between the objectives of the Authority and those of the sponsor. The Authority will not accept sponsorship from organisations or individuals who produce products or services that may cause subsequent harm to the wellbeing of children, young people, families and the community. Sponsorship related to alcohol, gambling and tobacco will not be considered.

Attributes of acceptable sponsors include:

- Potential sponsors are reputable individuals or bodies.
- The objectives and products of potential sponsors do not conflict with the values and objectives of the Authority.
- The objectives and missions of potential sponsors' parent companies or subsidiaries do not conflict with those of the Authority.

The Authority reserves the right to decline sponsorship from organisations that are inconsistent with its values and objectives. All agreements shall include a suitable clause that enables the Authority to terminate the agreement with minimal risk or disruption should it determine that the Sponsor no longer exhibits values consistent with those of the Authority.

The Authority reserves the right to decline sponsorship from organisations that demonstrate unethical business practices; or whose products create a potential health or safety risk to consumers; or whose products or services are at odds with the Authority's duty of care to its patrons; and/or are considered to be detrimental to the health and wellbeing of the community and/or environment.

In accepting sponsorship, the Authority will also consider any potential impacts on existing supplier relationships to the Fleurieu Aquatic Centre.

Sponsorship of the Authority (Fleurieu Aquatic Centre) activity should not involve explicit endorsement of the sponsor or the sponsors' products or services.

Where sponsorship takes the form of provision of a sponsor's product, the product should still be evaluated for its fitness for purpose against objective operational criteria which are relevant to the Authority's (Fleurieu Aquatic Centre's) needs.

The Authority will advertise expressions of interest (EOI) for sponsorship arrangements wherever possible when the Authority is seeking sponsorship.

Wherever possible, the Authority will assess sponsorship proposals against pre-determined criteria which have been published in advance or which are circulated to organisations which submit an expression of interest.

Criteria for assessment may include:

- Benefits sought – whether benefits sought are appropriate and within the means and resources of the Authority (Fleurieu Aquatic Centre) to deliver.
- Acknowledgement expectations – what level of recognition the sponsor is looking to obtain, including mediums, frequency and type.
- Reputation – whether there are risks associated with partnering with an organisation.
- Public perception – whether the arrangement will be of benefit or detriment to the public perception of the Authority, the Fleurieu Aquatic Centre and its Constituent Councils.
- Relevance – whether the agreement aligns with the Authority's Charter and objectives.

A sponsorship arrangement is a contract and should be described in a written agreement.

Sufficient resources must be made available to enable the promised benefits to sponsors to be delivered. The potential cost of required resources should be calculated as a cost of the sponsorship.

All sponsorship arrangements under \$10,000 should be approved by the Authority Executive Officer and written agreements can constitute an exchange of letters.

All sponsorship arrangements over \$10,000 should be approved by the Authority Board and a formal contract is required.

Sponsorship arrangements with a value greater than \$20,000 must be reviewed by the Authority's legal advisors prior to execution.

## **6. Receiving Sponsorship**

### **6.1 Developing a Sponsorship Opportunity**

The Authority may seek sponsorship from the private sector for additional funds or in-kind support to reduce the cost of providing additional new facilities, equipment, activities, events or programs at the Fleurieu Aquatic Centre.

Opportunities which may be suitable for seeking sponsorship are those which:

- Would not be compromised by private sector involvement.
- Provide a useful or additional service to the community.
- Have corresponding promotional or other benefits for a potential sponsor.

Activities where sponsor involvement could compromise or be seen to compromise the Authority's ability to exercise its role impartially on behalf of the community or could diminish the public's confidence are not suitable for sponsorship.

A sponsorship prospectus should be developed for nominated projects which outline the specific arrangements that the Authority will consider.

The prospectus will reflect the key tenets of this policy and specifically detail the package of benefits available to prospective sponsors and the financial contribution attached to each level of the package of benefits.

Sponsorship opportunities will be publicised as EOIs via the Fleurieu Aquatic Centre website and in local print media where appropriate. These notices will outline the sponsorship opportunity, assessment criteria and process.

### **6.2 Assessing Proposals**

When an organisation responds to an EOI request, or independently seeks to sponsor an event, activity or program, the Authority will assess requests or submissions against set

criteria. Formal ratings and comments will be maintained on record to ensure transparency. Larger sponsorships may require a more detailed cost/benefit analysis to ensure the arrangements are manageable with existing resources.

Each sponsorship proposal must be accompanied by a risk assessment. This includes assessing:

- That benefits for the sponsoring party do not outweigh the level of sponsorship provided.
- That the type or form of sponsorship is not inconsistent with the objectives or needs of the Authority / Fleurieu Aquatic Centre e.g. accepting free products simply because they are free but not of any perceived benefit.
- That any sponsorship proposal does not require explicit endorsement of the sponsor or sponsor's products.
- Conflicts of interest.
- The capacity of the Authority or the operational managers of the Fleurieu Aquatic Centre to provide adequate resources and facilities to meet the terms of the proposed agreement.

If the assessment concludes that the risks are unacceptably high or the Authority is receiving minimal value from the proposal, the Authority should discontinue consideration of the proposal at this stage.

### **6.3 Formalising an Agreement**

Sponsorships will be subject to a written agreement outlining the nature, expectations and expected outcomes of the arrangement. The agreement will address:

- Purpose, scope and duration of proposal.
- Benefits to the Fleurieu Aquatic Centre and potential sponsor.
- Risk analysis and strategies to manage risks.
- Proposed project manager and resourcing.
- Conditions of the agreement.

The Authority Executive Officer, in collaboration with the operational managers of the Fleurieu Aquatic Centre, will be responsible for keeping records of all relevant documentation including proposals, all relevant correspondence between parties, media releases and other marketing collateral; and a formal evaluation of the sponsorship arrangement.

### **6.4 Management of Sponsorship Arrangements**

The sponsorship arrangement must be transparent to external organisations and meet the highest standards of accountability.

Once a sponsorship proposal has been approved, the Authority Executive Officer will work with the contracted operational managers of the Fleurieu Aquatic Centre to allocate responsibility for developing, monitoring and evaluating the arrangement including:

- Sponsorship parameters.
- Performance indicators.
- Roles and responsibilities.
- An implementation plan and timeframe.

Sponsorship funds will be administered in accordance with the Authority's financial management processes. All sponsorship agreements will be listed in a publicly accessible sponsorship register and current sponsorship agreements will be noted in the Authority's annual report in a form commensurate with the significance of the sponsorship.

## 7. Delegations

The Authority Executive Officer has the authority to implement this policy.

## 8. Availability of this Policy

This Policy will be available on the Fleurieu Aquatic Centre website.

## 9. Review

This Policy shall be reviewed by the Authority triennially.

### Document History

Version	Document	Action	Date
1.0	Approved	FRAC Authority Board	17 November 2017
2.0	Approved	FRAC Authority Board	29 January 2021