

**SPONSORSHIP PROCEDURES**

Effective: 11 july 2017

# TABLE OF CONTENTS

[1 SEEKING AND GRANTING SPONSORSHIPS 1](#_Toc486320688)

[2 ASSESSING SPONSORSHIP ARRANGEMENTS 1](#_Toc486320689)

[3 APPROVING SPONSORSHIP ARRANGEMENTS 2](#_Toc486320690)

[3.1 Table 1 Sponsorship approvals summary 2](#_Toc486320691)

[4 PUBLICITY 3](#_Toc486320692)

[5 SPONSORSHIP AGREEMENTS 3](#_Toc486320693)

[6 MANAGING SPONSORSHIPS 4](#_Toc486320694)

[7 CROSS AGENCY 5](#_Toc486320695)

[8 EVALUATION AND REPORTING ON SPONSORSHIPS 5](#_Toc486320696)

[9 FLOW CHART – Sponsorship process 6](#_Toc486320697)

[10 RELATED POLICIES AND OTHER RELEVANT DOCUMENTS 7](#_Toc486320698)

[11 RELEVANT LEGISLATION 7](#_Toc486320699)

[12 REVIEW DATE 7](#_Toc486320700)

[13 CONTACT INFORMATION 7](#_Toc486320701)

[14 APPENDIX 8](#_Toc486320702)

[14.1 APPENDIX 1 – for Department/college use in seeking sponsorship, with a format for respondents 9](#_Toc486320703)

[14.2 APPENDIX 2 – information to be provided by organisations seeking sponsorship from the Department of Training and Workforce Development or TAFE colleges 13](#_Toc486320704)

[14.3 APPENDIX 3 – Sponsorship evaluation and acquittal statement 16](#_Toc486320705)

[14.4 APPENDIX 4 – Risk management checklist and template 19](#_Toc486320706)

**PROCEDURES**

These procedures must be read in conjunction with the Sponsorship Policy for the Department of Training and Workforce Development and TAFE colleges.

Refer to the diagram on page 6 for a flow chart representation of the following procedures.

# SEEKING AND GRANTING SPONSORSHIPS

In all cases State Supply policies must be observed to ensure open and effective competition, integrity and value for money.

The responsible area of the Department or college develops an appropriate level business case for approval to proceed.

**Seeking sponsorship (Incoming)**

Officers responsible for seeking sponsorship for a Department or college event or initiative must use the format in Appendix 1 to develop a business case for approval.

This may be in response to an offer of sponsorship, either monetary or in-kind from an external organisation.

**Requests for sponsorship from external organisations (Outgoing)**

Organisation’s seeking sponsorship from the Department or college must use the format in Appendix 2 for inclusion in the business case.

# ASSESSING SPONSORSHIP ARRANGEMENTS

Criteria for evaluating sponsorships applications may include:

* how well the event/initiative targets key Department/college audiences;
* the range of expected tangible benefits to be received;
* relevance of the activity to help achieve business outcomes for the Western Australian Government and the Department/college;
* the reputation of the organisation seeking sponsorship;
* conflict with other supporting activities;
* total costs involved;
* the extent to which sponsorship outcomes and suggested benefits can be assessed and measured; and
* value for money in general and when compared to other opportunities/applicants.

Being a past recipient of sponsorship funds from the organisation in no way guarantees or suggests an event or organisation will be successful in seeking subsequent sponsorship. The above criteria apply to all sponsorship proposals, regardless of any past involvement by the Department or college.

Applicants must disclose all matters that would affect the Department’s/college’s decision to approve their sponsorship application.

The Department/college reserves the right to undertake reasonable checks of applicants at its discretion. These may include referee and/or financial/probity checks of the applicant and the organisation/s associated with the applicant.

Risk management is to be considered in regard to all sponsorship arrangements (refer Appendix 4). A detailed risk identification and management plan should be developed for sponsorship arrangements that are considered sensitive, high risk, complex or involving substantial funding.

Provision in the sponsorship agreement needs to be made for the possibility that the Department or college approve an applicant and then later becomes aware of matters that would disqualify that organisation from receiving sponsorship. Approval for sponsorship may be withdrawn and the Department or college will not accept responsibility for any loss or damage suffered as a result.

# APPROVING SPONSORSHIP ARRANGEMENTS

## Table 1 Sponsorship approvals summary

|  |  |  |
| --- | --- | --- |
|  | **Approving position** | |
| **Value/purpose/issue** | **Department** | **College** |
| Up to $20 000 - incoming and outgoing request, straightforward | Corporate Executive | Governing Council (or delegate) |
| Over $20 000 incoming and outgoing request, straightforward | Corporate Executive | Governing Council (or delegate) |
| Over $20,000 and sensitive, medium or high risk, complex or involving substantial funding | Corporate Executive subject to the Director General seeking Minister’s advice | Governing Council (or delegate) subject to the Governing Council Chair seeking Minister’s advice |
| Naming rights | Minister | Minister |
| Where a potential sponsor could seek to influence legislation, public policy or the legislated role of the public authority. | Minister (or delegate) | Minister (or delegate) |
| When considering a sponsorship agreement with a sponsor or organisation it regulates | Minister (or delegate) | Minister (or delegate) |
| Areas which may have the potential to cause widespread public controversy | Minister (or delegate) | Minister (or delegate) |

**Incoming** sponsorship arrangements up to $20 000, other than those requiring Ministerial approval (see below) must be approved by the appropriate Executive Director or Governing Council (or delegate).

**Outgoing** sponsorship arrangements up to the value of $20 000 , other than those requiring Ministerial approval (see below) must be approved by Corporate Executive in the case of the Department and in the case of the college the Governing Council (or delegate).

**Sponsorship arrangements that are straightforward with a value exceeding   
$20 000** are to be approved by Corporate Executive (Department) or Governing Council (colleges).

**Sponsorship arrangements with a value exceeding $20 000 that are deemed to be sensitive, medium or high-risk, complex or involving substantial funding** are to be approved by Corporate Executive (Department) or Governing Council (colleges), subject to the Director General or Governing Council Chair seeking advice from the Minister for Education and Training.

**The Minister (or their delegate)** **must give written approval to proceed in relation to the following sponsorship arrangements**:

* where a sponsorship arrangement includes naming rights.
* where a potential sponsor could seek to use the sponsorship arrangement to influence legislation, public policy or the legislated role of the public authority.
* when considering entering into a sponsorship agreement with a sponsor or organisation it regulates.
* areas which may have the potential to cause widespread public controversy.

# PUBLICITY

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 must not overwhelm recognition of the Western Australian Government.

The relevant Minister or Minister’s nominated representative must be granted the opportunity to announce the Government’s support of a sponsored initiative.

# SPONSORSHIP AGREEMENTS

Sponsorship initiatives must have an appropriate agreement signed by all parties to the agreement. This must be prepared by the responsible officer detailing the rights, obligations and entitlements between the parties (Legal advice should be sought from the State Solicitors Office if required).

A memorandum-of-understanding (MOU) for sponsorship of initiatives between government departments may be used where considered appropriate.

The written sponsorship agreement or MOU must specify the period of the arrangement, roles and responsibilities of individual parties and the value of the sponsorship.

This agreement will include an itemised list that includes:

* the nature and level of acknowledgment to be given to the sponsor, including:
* use of Departmental/college logo on event documentation (if applicable); and
* display of Department/college promotional material (if applicable); and
* benefits that will be provided to the sponsor, including:
* complimentary and/or discounted attendance (if applicable);
* opportunity for Minister and/or department/college executives to speak and/or present awards (if applicable); and
* evaluation and acquittal arrangements.

Sponsorship agreements may be renegotiated by either party. The agreement should ensure the Department/college will incur no expense in the event that a sponsor withdraws.

The sponsorship agreement should clearly set out any requirements on the use of organisation identifiers, including trademarks, names, logos and slogans.

# MANAGING SPONSORSHIPS

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

Business cases must be presented in writing, provide sufficient detail for assessment and 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 held by Communications and Marketing in the Department or the equivalent branch in a TAFE college.

The Department and colleges must review sponsorship arrangements annually. This will ensure arrangements comply with this policy and are not based on historical association as this may limit other equally worthy organisations from accessing sponsorship arrangements.

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.

# CROSS AGENCY

When providing sponsorship the organisation seeking funding or in-kind support must be asked to indicate if they have received, or have applied to receive funding for the activity from other government agencies.

If sponsorship is sought from more than one college or Department, a unified approach must be taken to ensure value for money and benefit. In such instances Communication and Marketing within the Department will take a co-ordination role.

# EVALUATION AND REPORTING ON SPONSORSHIPS

Communications and Marketing within the Department will maintain the Department sponsorship database and report on sponsorships across the Department annually to Corporate Executive. Responsible areas must provide an annual statement against all sponsorship arrangements to Communications and Marketing.

Communications and Marketing (or equivalent) within the college will maintain the college sponsorship database and report on sponsorships across the college annually to the Governing Council. Responsible areas must provide an annual statement against all sponsorship arrangements to Communications and Marketing (or equivalent) for reporting to college corporate executive or the Governing Council.

The evaluation and acquittal should be appropriate to the value and complexity of the sponsorship initiative.

The process outlined in Appendix 3 should be used by recipients of Departmental or TAFE college sponsorships.

# FLOW CHART – Sponsorship process



# RELATED POLICIES AND OTHER RELEVANT DOCUMENTS

* Department of Training and Workforce Development/TAFE college *Sponsorship policy*.
* State Supply Commission supply policies
  + Probity and accountability;
  + Value for money;
  + Open and effective competition; and
  + Buy local policy.
* State Supply Commission – *Sponsorship in government guidelines: A handbook to assist public authorities*.
* Public Sector Commission: *Commissioner’s instruction No.7 – Code of Ethics*.
* Public authorities’ individual codes of conduct.
* State Supply Commission: *Sponsorship in Government Guidelines. A Handbook to assist Public Authorities* (July 2014).
* AS/NZC ISO 31000:2009 – *Risk Management – Principles and Guidelines*.
* *Government Advertising and Communications Guidelines 2016*.
* Treasurer’s Instruction 825

# RELEVANT LEGISLATION

* *Vocational Education and Training Act 1996*
* *Vocational Education and Training (General) Regulations 2009*
* *Vocational Education and Training (Colleges) Regulations 1996*
* *Financial Administration and Audit Act 1985*
* *State Supply Commission Act 1991*
* *Goods and Services Tax Act 1999*
* *Financial Management Act 2006*
* *Public Sector Management Act 1994*
* *Freedom of Information Act 1992*

# REVIEW DATE

11 July 2018

# CONTACT INFORMATION

General queries:

Training Provider Governance

Procurement Strategy

Department of Training and Workforce Development

Optima Centre, Building B

16 Parkland Road

OSBORNE PARK WA 6017

T: 6551 5026

E: [tpg@dtwd.wa.gov.au](mailto:tpg@dtwd.wa.gov.au)

# APPENDIX

**Appendix 1** For Department/TAFE college use in seeking sponsorship, with a format for respondents

**Appendix 2** Information to be provided by organisations seeking sponsorship from the Department of Training and Workforce Development

**Appendix 3** Evaluation and acquittal statement

**Appendix 4** Risk management checklist and template

## APPENDIX 1 – for Department/college use in seeking sponsorship, with a format for respondents

(This may be in response to an offer of sponsorship, either monetary or in-kind from an external organisation)

An appropriate level of detail should be supplied in all business cases based on value and risk.

Sponsorship request by <*insert the Department of Training and Workforce Development or name of TAFE college*> and <insert name of respondent>

|  |  |
| --- | --- |
| **TITLE OF SPONSORSHIP REQUEST**:  Value of sponsorship $Est or actual | |
| Department/college contact person:  (Provide name, title and contact details.)  Name  Title  Telephone  Email address | Insert name of organisation  Contact person name  Title  Telephone  Email address  ABN |
| **Introduction**:  (Explain the background or context for this request for sponsorship.) | |
| **Sponsorship requirement**:  (Explain what the sponsorship activity will involve, for example proposed event program, target audience, activities involved, dates and times, duration, if an extended period etc.) | |
| **Outcomes/Objectives**:  (What outcomes is the Department/college seeking in this request? What is the sponsorship activity designed to achieve? How does it relate to the Strategic Plan?) | |

|  |  |
| --- | --- |
| **Benefits to sponsor**:  (briefly describe the benefits and rights the sponsor will receive from this arrangement, for example type of exposure or publicity, coverage in publications, merchandising rights, display opportunities, media exposure, signage, logo exposure, community recognition, etc.) | |
| **Selection process if required for competitive quotations**:  (Explain how responses will be evaluated and by whom.)   * Type of selection process to be used e.g.one sage two stage. * Evaluation process e.g. short listing process and clarification of offers presentations and demonstrations of proposals or solutions offered. * Negotiations to be conducted and the sage at which they will occur. | |
| **Selection criteria - How will the sponsorship be evaluated**?  (Develop criteria consistent with the Department’s/college’s policy on sponsorship, and which will enable responses to be ranked in terms of their capacity to meet the objectives of the sponsorship arrangement. Criteria should seek details of what actions respondents will take to provide the sponsorship requested and to evaluate success at the end of the arrangement. Criteria may also relate to respondents’ capacity and experience to meet the requirements of the proposed sponsorship and deliver the outcomes sought.) | |
| **How will funds be acquitted?** |  |
| **Sponsorship proposal approved by**:  Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Position: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Date: \_\_\_\_\_ |

To be completed by the **respondent** if proposal is approved:

|  |  |  |
| --- | --- | --- |
| **NAME AND DESCRIPTION OF ORGANISATION**: | | |
| Contact name and position: | | |
| Postal address: | | |
| Email address: | | |
| Tel: | Mobile: | Fax: |

|  |  |
| --- | --- |
| Is your organisation registered for GST? |  |
| What is the organisation’s ABN/ACN? |  |

|  |
| --- |
| Response to the selection criteria:  (Provide specific information relevant to each criterion to demonstrate your capacity and experience to meet the requirements of the <*insert department of training and workforce development or TAFE college name here*> with regard to this sponsorship opportunity.) |

|  |
| --- |
| Organisation’s expectations of the <Insert Department of Training and Workforce Development or TAFE college name here>:  (Indicate here, any expectations or requirements you may have of the department with regard to this sponsorship arrangement.) |
| Referees:  (Provide contact details for two referees who can support your application.) |

|  |  |
| --- | --- |
| Name:  Organisation:  Position:  Telephone:  e-mail:  Address: | Name:  Organisation:  Position:  Telephone:  e-mail:  Address: |

Please return this completed sponsorship request form to:

Name:

Position title:

Postal address:

Telephone:

Email address:

## APPENDIX 2 – information to be provided by organisations seeking sponsorship from the Department of Training and Workforce Development or TAFE colleges

Request by an external party for sponsorship from <*insert name of TAFE college or the Department of Training and Workforce Development*>

|  |  |  |  |
| --- | --- | --- | --- |
| NAME AND NATURE OF ORGANISATION: | | | |
| Contact name and position: | | | |
| Postal address: | | | |
| Email address: | | | |
| Tel: | Mobile: | | Fax: |
| Is your organisation registered for GST? | |  | |
| What is the organisation’s ABN?  Name, description and dates/duration of sponsorship initiative: | |  | |

|  |
| --- |
| History of the event, program or initiative: |
| Objectives of the initiative; size and nature of target audience: |
| What are the benefits to the <*Insert name of TAFE college or Department of Training and Workforce Development*> in being associated with this initiative? |
| What sponsorship amount is being requested or sponsorship options available? |
| How will these funds be used? |

Details of other parties being approached to provide sponsorship or other funding or support (this includes if other TAFEs or government agencies have been approached):

How will you evaluate the success of the sponsorship? What data or other information will you be able to provide at the end of the sponsorship initiative?

How will funds be acquitted?

Please return this completed sponsorship request form to:

Name:

Position title:

Postal address:

Telephone:

Email address:

## APPENDIX 3 – Sponsorship evaluation and acquittal statement

All recipients of sponsorship from the <*insert name of TAFE college or Department of Training and Workforce Development*> are required to complete this evaluation and acquittal statement. The statement is to be signed off by the signatory to the sponsorship agreement or nominee.

**Failure to complete this statement will make the respondent ineligible for any further sponsorship.**

|  |  |  |  |
| --- | --- | --- | --- |
| Organisation name: |  | | |
| Title and dates of sponsored event: |  | | |
| Contact’s name and position: | | | |
| Postal address: | | | |
| Email address: | | | |
| Tel: | | Mobile: | Fax: |

Evaluation of sponsored activity

|  |
| --- |
| How was the sponsored activity evaluated? (by what methodology, on what criteria?) |

|  |
| --- |
| What outcomes and benefits for both parties did the sponsorship deliver? |
| To what extent did the outcomes meet the expectations and objectives of both parties? |

Statement of revenue and expenditure

Revenue:

|  |  |  |  |
| --- | --- | --- | --- |
| Date | Received from | Amount |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  | Total  Received | $ |

Expenditure:

|  |  |  |
| --- | --- | --- |
| Item | Amount |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  | Total  Expenditure: | $ |

I certify that the information provided in this Statement is true and correct, and that the funds have been spent in accordance with the terms and conditions of the sponsorship agreement.

Signature \_\_\_\_\_\_\_\_\_\_\_\_\_

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_ Date \_\_

Position \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

When completed, this statement should be emailed to:

Name:

Position title:

Telephone:

Email address:

Postal address:

## APPENDIX 4 – Risk management checklist and template

Title and brief description of the sponsorship activity:

Project manager name:

Title:

Contact details:

|  |  |
| --- | --- |
| Is the proposal consistent with the mission and values of <*insert name of TAFE college or Department*>? |  |
| Will the details of this sponsorship arrangement withstand public scrutiny? |  |
| Is there any possibility of harm to the reputation and image of <*insert name of TAFE college or Department* >? |  |
| Does any aspect of the sponsorship arrangement imply that a product or service is recommended by  *insert name of TAFE college or Department*>? |  |
| How will stakeholders perceive this sponsorship arrangement? Will it alienate any of the organisations or stakeholders with whom the <*insert name of TAFE college or Department* > currently works? |  |
| What previous sponsorship dealings has the sponsor had with <*insert name of TAFE college or Department* >? |  |
| Are the obligations of the parties clear? |  |
| Has the valuation of all monetary and non-monetary benefits been included in the total cost? |  |
| How will withdrawal of sponsorship be managed to mitigate against any detrimental effects on the < *insert name of TAFE college or Department* > or the initiative? |  |
| Are the arrangements of the proposed sponsorship consistent with legislation and Government policy? |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Risks  (for example organisational, financial, health and safety, legal, governance, leadership, reputation) | Likelihood  (low, medium, high) | Potential consequences  (for example financial, legal, reputational) | Management strategy  (actions to be taken and by whom) |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

I confirm that all reasonably identifiable risks associated with this initiative can be satisfactorily managed.

Project manager name: \_\_\_\_\_\_\_\_ \_\_\_ \_\_ Date: \_\_\_\_\_\_

Signature: