

Sponsorship

TIPP 1.10

December 2022

Acknowledgment of Country

We acknowledge that Aboriginal and Torres Strait Islander peoples are the First Peoples and Traditional Custodians of Australia, and the oldest continuing culture in human history.

We pay respect to Elders past and present and commit to respecting the lands we walk on, and the communities we walk with.

We celebrate the deep and enduring connection of Aboriginal and Torres Strait Islander peoples to Country and acknowledge their continuing custodianship of the land, seas and sky.

We acknowledge the ongoing stewardship of Aboriginal and Torres Strait Islander peoples, and the important contribution they make to our communities and economies.

We reflect on the continuing impact of government policies and practices, and recognise our responsibility to work together with and for Aboriginal and Torres Strait Islander peoples, families and communities, towards improved economic, social and cultural outcomes.

Artwork:

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Preface

NSW Treasury's Sponsorship Policy aims to promote transparency, promote the efficient and effective use of taxpayer funds used for sponsorship purposes, and maintain the impartiality and neutrality of Treasury when dealing with any sponsored organisations.

It was developed in line with:

- Independent Commission Against Corruption – Sponsorship Prevention Advice, 2018
- Independent Commission Against Corruption – Sponsorship in the Public Sector, 2006.

The Policy applies to all Treasury staff, including the Office of Energy and Climate Change.

Through the effective application of the Policy, Treasury can ensure sponsorship opportunities are assessed appropriately, accurately and with the aim of promoting public value.

Dr Paul Grimes PSM
Secretary, NSW Treasury

December 2022

Note

General inquiries concerning this document should be initially directed to:

Strategic Communications and Internal Engagement, NSW Treasury
(communications@treasury.nsw.gov.au).

This publication can be accessed from the Treasury's website (www.treasury.nsw.gov.au).

1 Overview

1.1 Policy statement and objective

The purpose of the TIPP 1.10: Sponsorship (the Policy) is to outline the principles and processes to be followed for all incoming and outgoing sponsorship for NSW Treasury (the Department).

The objectives of the Policy are to:

- establish a framework and process for seeking, approving and managing sponsorship
- set evaluation and approval criteria to ensure consistency, transparency and direct alignment of resources with core departmental and government priorities
- lower or eliminate the risk of corruption, including the perception of unfair advantage
- choose appropriate sponsorship to build and enhance our reputation.

1.2 Scope

The Policy applies to all staff and contractors of the Department, including temporary and casual staff, private contractors and consultants. It applies to all line areas that deal with incoming or outgoing sponsorship on behalf of the Department.

Per the Independent Commission Against Corruption (ICAC), sponsorship is a commercial arrangement in which a person or organisation provides a contribution in money or in-kind support for specified benefits. It includes partnering or aligning with an organisation for support or benefits. It does not include funding agreements, grants, gifts, donations, stand-alone membership or advertising.

The Department does not use sponsorship as a primary tool in conducting business and receives no funding for this purpose. Sponsorship (if financial delegate deems it essential) is sourced, evaluated, approved, managed and funded by the line area. The Communications Division endorses and regulates all sponsorship for risk and ICAC audit purposes.

The Policy has been developed in line with guidance from ICAC, including *Sponsorship in the Public Sector* and *Corruption Prevention - Sponsorship*.

1.3 Responsibilities and support

Treasury's Communications Division works closely with branches, divisions and groups to ensure that sponsorship is managed properly and represents good value for money.

Generally, operations and logistics management for sponsorship and event delivery sits with the branch, division or group that is managing the sponsorship relationship. Communications can provide advice, assistance and support on an as-needed basis in consultation with the Executive Director, Communications.

2 Procedure

2.1 Assess sponsorship opportunity

Consider the opportunity using the Sponsorship Considerations and Principles section of this policy.

Discuss with your relevant communications team about the requirements to fully realise the proposed sponsorship benefits.

2.2 Complete sponsorship assessment checklist

Evaluate the sponsorship using the sponsorship assessment checklist. This will help to determine whether the sponsorship opportunity is appropriate for the Department and the Department's resources.

It can be found in the Sponsorship Procedural Document, available on the intranet.

The checklist will help in brief development and the approval process.

2.3 Seek approval

Seek approval through Objective ECM (or CM9 for OECC) using the Department's briefing template along with the sponsorship assessment checklist, sponsorship proposal and any supporting documents.

Ensure you have listed any real or perceived risks and addressed each risk with likelihood/solution.

You should also include all consulted parties, including your relevant communications team, in advance of submitting your brief for approval.

All Department financial delegates are authorised to approve sponsorships within their financial and budgetary limits. Delegates are to exercise their delegations in accordance with this policy, rules and any other procedures set out by the Communications Division.

You must email the brief approved by the relevant financial delegate, together with all supporting documents, to the Communications Division to obtain a Sponsorship Reference Number.

OECC teams should seek endorsement through OECC CCS Marcomms before advancing a brief for approval.

The Communications Division keeps a register of all approved sponsorship, including OECC sponsorship, for ICAC reporting.

2.4 Negotiate contract

Contractual negotiations must be handled through the Office of General Counsel (OGC).

For OECC divisions, contact your relevant communications coordinator to confirm your division's appropriate contractual negotiation procedures.

Contact the Communications Division or OGC for further assistance.

2.5 Sign a sponsorship agreement

Final responsibility for approving sponsorship agreements lies with the appropriate branch, division or group delegate.

Once the Executive Director, Communications has endorsed the brief and the branch, division or group has undertaken all the required steps outlined in this policy, the relevant branch, division or group delegate may proceed to approve and sign the contractual agreement.

If the Communications Division does not endorse the sponsorship, the branch, division or group will need to seek direct approval from the group's Deputy Secretary, noting that Communications has not endorsed.

2.6 Evaluate sponsorship

Evaluation and reporting measures must be included in the written agreement.

The sponsee is required to provide a report documenting the deliverables and benefits it has provided to the Department as outlined in its sponsorship.

At the conclusion of the agreement, the relevant branch, division or group must formally evaluate the sponsorship to determine overall return on investment. It must consider:

- results achieved against objective specified in the sponsorship agreement
- how closely the terms of sponsorship agreement were met
- success of the sponsored activity
- whether any conflicts of interest arose
- value for money
- recommendations.

Once this formal evaluation is complete, forward it to the Communications Division for record keeping and process improvement purposes.

3 Considerations, inclusions and principles

3.1 Considerations

The Department must:

- Ensure each sponsorship opportunity aligns with the Department and group's strategic priorities as well as NSW Government priorities.
 - Ensure sponsorship agreements will withstand full public scrutiny and not undermine public confidence in the neutrality and integrity of the Department.
 - Ensure sponsorship does not involve the Department explicitly endorsing an entity or its products/services.
 - Ensure that where the sponsorship involves an event with speakers or panellists, there is balance among speakers or panellists in terms of diversity, where possible.
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3.2 Inclusions

Sponsorship agreements must clearly set out the following:

- the parties to the agreement
- value of the agreement (in cash and in kind), including any goods and/or services being provided by both parties
- outlines and timelines of the agreed deliverables and benefits to be delivered by the sponsor and sponsee, including public acknowledgement of sponsorship
- requirement concerning the provision of funding and other obligations to be clearly stated
- a prohibition on the use of NSW Government names and logos without prior approval
- the sponsorship term and any conditions (including period) regarding renewal
- contingency arrangements to address changes (e.g. legislative change affecting the Department)
- termination clauses (e.g. to accommodate change of party performance or reputation)
- any other special conditions that may apply
- an accountability mechanism to ensure information about the origin, nature and extent of the sponsorship is available to the public
- monitoring responsibilities of either or both parties throughout the life of the project
- detailed reporting requirements of either or both parties to review, evaluate and document the outcome of the sponsorship
- responsibilities of either or both parties to evaluate the outcome of the sponsorship
- any resourcing (staff or funds) required by the Department
- for OECC agreements, the agreement must expressly state that OECC is part of the Department.

3.3 Principles

In line with the guidance from ICAC, the following principles must be followed:

- No employee of the Department can receive a personal benefit from a sponsorship agreement. This includes, for example, tickets, memberships, travel, accommodation and gift hampers.
- An employee of the Department must not progress a sponsorship where a conflict of interest occurs.
- The Department will not enter into a sponsorship agreement with an organisation, business or individual that is aligned with religious or political groups, tobacco, alcohol, firearms, gaming or illegal/illicit substances, or if the branch, division or group delegate deems it poses a potential reputational risk.

4 Resources

4.1 Procedural documents and templates

- [Procedural Document: Sponsorship \(TSY intranet\)](#)
 - [Procedural Document: Sponsorship \(OECC intranet\)](#)
 - [Briefing template for NSW Treasury](#)
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4.2 Resources and assistance

- Communications Division: communications@treasury.nsw.gov.au
- [Independent Commission Against Corruption – Sponsorship Prevention Advice, 2018](#)
- [Independent Commission Against Corruption – Sponsorship in the Public Sector, 2006](#)

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