



# Sponsorship Policy

## 1 Purpose

This Sponsorship Policy (policy) establishes the Department of Communities' (Communities) position on sponsorships and how and when they will be offered. It identifies and directs officers on what legislation, procedures and processes to follow when assessing and providing sponsorship funding.

## 2 Scope

This policy applies to all employees and contractors of Communities and the Disability Services Commission as the Employing Authority and/or as Agents.

## 3 Definitions

Sponsorship provides an opportunity to associate Department of Communities' name, image or brand and/or its programs, policies and services with an organisations event or initiative.

It involves a negotiated exchange and should result in tangible, material and mutual compensation for the principal parties to the arrangement.

Communities' sponsorships are short-term, may be repeated but are finite. Sponsorships are principally for education/information events. For example, holding conferences, awards, forums, or seminars. Sponsorship support will be provided prior to an activity/event taking place.

This sponsorship program applies to:

- In-kind sponsorship which is the provision or receipt of goods or services to support or enhance an initiative at a reduced rate or free of charge.
- Outgoing sponsorship, whereby Communities provides sponsorship funding to another party for an initiative and/or event for which the Department is invoiced.

## 4 Policy statement

Communities recognises that sponsorships can help increase the effectiveness of its strategic objectives. Sponsorship applications should be aligned to the Department's Outcomes as listed in the [Communities' Strategic Direction Statement 2022–2025](#), with organisations acknowledging the Department's support as a sponsor, as specified in a sponsorship agreement signed by both parties. They will deliver benefits and represent value to the Western Australian (WA) Government, Communities and the wider WA community. Communities will ensure fair, consistent and ethical practices occur during sponsorship assessment and administration.

<sup>1</sup> Department of Finance, [Sponsorship in Government Guidelines \(2022\)](#)

## 5 Responsibilities

The following is a summary of key roles and responsibilities and is not exhaustive.

### Communities Leadership Team

Members are responsible for:

- approving this policy and any subsequent amendments
- promoting use of this policy across Communities
- approving Director General Briefing Notes on decisions on sponsorship applications.

### Director General

The Director General is responsible for delegating authority, minimum of Tier 4 Director level, to approve all sponsorship-panel recommended proposals.

### Corporate Communications directorate

The directorate is responsible for:

- this document and associated guidance and any subsequent reviews and amendments of the Sponsorship Policy
- coordinating the assessment, management and administration of sponsorship opportunities within Communities, in consultation with the Sponsorship Committee
- communicating the approved or declined proposals on behalf of the Department
- ensuring payment is progressed and recorded by the directorate's Business Support Officer
- carrying out account management of the Director General's Sponsorship account
- keeping records of all sponsorship events
- collaborating with all directorates, particularly the Business Services and Contracting directorates, to receive contractual/finance advice and ensure any finance auditing requirements are met
- ensuring successful sponsorship applicants fulfil their acquittal reporting requirements.
- ensuring promotional opportunities as part of the sponsorship agreement are carried out
- carrying out an evaluation of the sponsorship program at the end of each financial year.

### Sponsorship panel

The Sponsorship panel will meet twice per year to:

- assess sponsorship requests against set criteria and within the Sponsorship budget.
- inform business units of the successful and unsuccessful applications so they can manage relationships with their stakeholders.
- provide CLT with rationale for successful and unsuccessful applications and seek approval via briefing note.

### Business Services division (Finance)

The directorate is responsible for:

- confirming an annual budget for sponsorships.

### **Contracting and Commissioning division**

This division is responsible for:

- due diligence carried out to ensure there is no duplication of funding in service agreements/other existing agreements relating the sponsorship application.

### **Legal and Business Services branch**

The branch is responsible for:

- ensuring this policy and supporting documents meet legislative requirements.

## **6 Procedures, guidelines and forms**

### **Application and eligibility**

The sponsorship guidelines outline how officers are to carry out sponsorship administration.

There is a value limit for applications and funding decisions are merit based. There will be a cap of \$20,000 (excluding GST and subject to Director General discretion) for successful sponsorship applications. Communities will have a maximum financial threshold for the overall sponsorship program budget.

Preference will be given to organisations who do not have a current service agreement with Communities that includes funding for events.

### **Accountability and record keeping**

Records will be kept in accordance with the *State Records Act 2020* and Communities' Information Management Policy.

Officers involved in sponsorship administration and decision-making will abide by Communities' Code of Conduct and Conflicts of Interest policies and act in accordance with the Fraud and Corruption Control Plan and Integrity Strategy and Framework. Evaluation criteria and assessment processes will be clear, transparent and consistently applied, and feedback on applications can be provided on request. Sponsorship agreements will be monitored for effectiveness and value for money, including acquittance of funds.

Details of sponsorship arrangements will be recorded in a sponsorship register and published on the public website, in the Communities Annual Report, and within the Communities internal audit cycle for periodic review.

### **Communities policies and procedures**

- Communities Sponsorship Guidelines

- Gifts and Benefits and Hospitality Policy
- Communities Code of Conduct
- Conflicts of Interest Policy
- Ministerial Sponsorship Direction

## 7 Other related documents

### Legislation and regulations

- [Financial Management Act 2006](#)
- [Public Sector Management Act 1994](#)

### Whole of government policy

- [Sponsorship in Government Guidelines](#)
- [Commissioner's Instruction No. 7: Code of Ethics](#)
- [Premier's Circular 2017/05 – Use of WA State Government Badge by Public Sector Agencies](#)

## 8 Resources

This policy, approved by the Communities Leadership Team, rescinds the following legacy policies:

- Sponsorship Policy and Business Practice Guide (Housing)
- Sponsorship Policy (Child Protection and Family Support)
- Sponsorship Policy and Procedures (Local Government and Communities)
- Sponsorship Policy (Disability Services Commission).

## 9 Document control

|                         |   |
|-------------------------|---|
| <b>Publication date</b> | July 2024   |
| <b>Review date</b>      | July 2024   |
| <b>Owner</b>            | Office of the Director General Executive Director |
| <b>Custodian</b>        | Corporate Communications – Director               |

## 10 Amendments

| Version | Date          | Author                        | Description   |
|---------|---------------|-------------------------------|---|
| 1       | May 2021      | Senior Communications Officer | Draft policy based on 2018 document   |
| 2       | August 2022   | Senior Advisor, Governance    | Process-based amendments  |
| 3       | April 2023    | Senior Communications Officer | Revisions based on divisional consultations   |
| 4       | November 2023 | Senior Communications Officer | Revisions based on feedback from BOSS, Corporate Communications                     |
| 5       | July 2024     | Communications Manager        | Revisions based on 2024 review of Sponsorship program                               |
| 6       | May 2025      | Communications Manager        | Revisions based on DG approval of capped amount and twice-yearly sponsorship panel. |