



CORPORATE
PARTNERSHIPS

A U S T R A L I A D A Y

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Contact Officer: Assistant Director Communication and Corporate Strategy
Related policies: Independent Commission Against Corruption, "Sponsorship in the Public sector" May 2006
Responsible Division: Communication and Corporate Strategy

GUIDING PRINCIPLE

This sponsorship policy has been developed to guide the Australia Day Council of New South Wales (ADCNSW) in understanding, implementing and delivering the processes of sponsorship. This document will clarify and document the basis upon which ADCNSW pursues and manages partnerships. Corporate partnership principles identifying the criteria in selecting partnerships, and the benefits of being associated with ADCNSW are discussed in this policy.

OVERVIEW OF AUSTRALIA DAY COUNCIL OF NSW PARTNERSHIPS

The ADCNSW is a registered business name of the New South Wales Premier's Department and operates within the Office of Protocol and Special Events. ADCNSW has an Advisory Council appointed by the Premier which meets regularly throughout the year.

Australia Day is the single most celebrated day in our nation. ADCNSW successfully partner with corporate and government organisations to deliver creative, innovative, relevant and diverse programs and events that will evoke community spirit state wide.

The vision of ADCNSW is to inspire national spirit and to enrich the life of the nation. With the assistance of sponsorship ADCNSW is able to accomplish this vision by working with and for the community in uniting people through the celebration of Australia Day, promoting excellence in service to the nation and lead discussion and debate to build a shared future.

ADCNSW is aware of today's competitive sponsorship market and has responded to it by creating strategic and long term alliances, valuable returns on investments, and delivery of strong marketing and communication messages. ADCNSW has enjoyed some of the longest corporate partnerships in the special event industry.

DEFINITION AND OUTLINE OF ADCNSW PARTNERSHIPS

Sponsorship is the contribution of cash or in-kind services from corporate or government organisations. Sponsorship in turn provides promotion and association of that corporate or government organisation with ADCNSW.

Sponsorship is not a donation in cash or in-kind for which little or no commercial return is expected.

Sampling and sales rights will be approved on an individual basis by ADCNSW. A cash investment will be given to ADCNSW in return for brand awareness through ADCNSW events.

Signing off on contracts and income amounts are to be determined by the Premier's Department document "Instrument of Delegation". (Please see pages 1 & 3)

GENERAL POLICY

ADCNSW will accept funds, services, or goods supplied by private or public sector organisations as a sponsorship contribution to the various events and programs implemented and administered by ADCNSW. These sponsorship partnerships shall aim to produce and deliver objectives and benefits of both parties.

CORPORATE PARTNERSHIP PRINCIPLES

Vision

To inspire national spirit and enrich the life of the nation.

Mission

To work with and for the community:

- Uniting people through the celebration of Australia Day
- Promoting excellence in service to the nation
- Leading discussion and debate to build a shared future

Goals

- Develop the Australia Day brand as a high value asset of the ADCNSW.
- Strongly position Australia Day as a focus for building community and national spirit throughout NSW.
- Deliver annually excellent, creative, innovative, relevant and diverse Australia Day programs and events which promote pride, emotion and community spirit state wide.
- Promote civic values and active citizenship in the community through Australia Day celebrations.
- Enhance successful relationships with our stakeholders at national, state and local levels.
- Continue to build the role of the ADCNSW as dynamic, creative and instrumental to the ongoing success of Australia Day.

Values

Teamwork: We work cooperatively committing ourselves to the achievement of common goals & objectives.

Respect: We value the diversity of skills and experience within OPSE and treat each other fairly & with respect. The same respect shall be extended to all sponsors.

Excellence: We strive for excellence and best practice in the delivery & support of special events and programs.

Solutions: We pride ourselves on coming up with practical efficient solutions and our "can do" attitude.

Flexibility: We are flexible with our processes, our priorities and our time.

- Communicate: We aim to communicate openly and share information and ideas at all times.
- Innovation: We display initiative, are open to change and always consider new ways to meet the needs of our stakeholders
- Enjoyment: We enjoy our work, and we are proud and enthusiastic about the programs and events we deliver & support.
- Detail: We focus on the detail, to deliver Australia Day programs and events successfully.

Our partnerships should compliment existing brand values, enhance and promote the ADCNSW, its events and programs to the community.

In entering into a sponsorship partnership with any organisation the ADCNSW regards the sponsoring organisation's position in the community, the involvement which they will have and the extent which those activities support the vision, mission and brand of the ADCNSW.

Sponsorship agreements enable ADCNSW to work positively and creatively with those who it partners to achieve agreed goals of the program or event.

Availability of corporate partnerships are promoted widely within the corporate and government sectors and not solely limited to sponsors already a part of the sponsorship hierarchy.

ADCNSW WILL SEEK PARTNERSHIPS WITH:

- Organisations that share ADCNSW's vision;
- Organisations that share ADCNSW's values;
- Organisations that strengthen and enhance events and programs for the community;
- Organisations that promote civic values and active citizenship in the community through Australia Day celebrations;
- Organisations that assist in building the Australia Day brand through leveraging their partnerships;
- Organisations wanting to build and sustain long term partnerships;
- Organisations that share the same strategic alliances.

ADCNSW WOULD NOT ENDORSE PARTNERSHIPS:

- With organisations that conflict with ADCNSW values / strategic goals.
- With organisations that conflict with existing corporate partnerships agreements. (eg competitor to sponsors with industry exclusivity)
- That would limit or appear to limit the ADCNSW in carrying out its functions by imposed or implied conditions from another organisation.
- That is primarily or exclusively aligned with religious or political groups, tobacco or illegal substances, sexual indicative products or any products or messages which may cause offence or bring ADCNSW into disrepute.

IMPLEMENTATION OF SPONSORSHIP

Sponsorship can be provided to ADCNSW by either cash or in-kind arrangements, as agreed by the organisation and ADCNSW.

In approving in-kind sponsorship, it is recognised that goods or services will be accepted if they relieve the ADCNSW budget. This in-kind contribution would cover items that have funds allocated to it and in turn reduce ADCNSW overall costs and expenditure.

Companies looking to sample products at Australia Day event precincts must do so under the proviso that they adhere to the Corporate Partnership Principles. A negotiated fee will be made depending on the number of precincts, the units of product distributed and the promotion and brand exposure, opportunities or experiences that the companies brand receive.

In certain circumstances, where goods and services may fall outside the budgeted provisions, approval will need to be given for their acceptance into the ADCNSW program. The contribution should not incur additional costs to ADCNSW for the prospective partner's involvement.

BENEFITS OF SPONSORSHIP

- Organisations that partner with ADCNSW will have special access to event participants through the programs and events produced.
- Reward and recognition of sponsors will be equitable and in line with stated hospitality and promotional benefits.
- ADCNSW will ensure that sufficient resources will be allocated to deliver benefits as stated in sponsorship agreements.

CONTRACTUAL AGREEMENTS

These agreements can be in the form of formal contracts or an exchange of letters. Assistant Director, Communication & Corporate Strategy, partnership manager and finance team will determine the format on an individual basis. Each member of the Communication & Corporate Strategy team will be responsible for his/her own projects and clients. This partnership manager is to ensure all negotiated benefits are listed, updated and delivered accordingly.

MONITORING AND REPORTING RESPONSIBILITIES

The Assistant Director, Communication & Corporate Strategy (C&CS) will oversee all sponsorship arrangements along with a partnership manager from the C&CS team. Each partnership entered into with ADCNSW will have a partnership manager who will be the day to day contact on sponsorship arrangements and ensure the delivery of contracted benefits.

Reports will be submitted to partners annually after Australia Day celebrations and before the 31st March or as otherwise agreed with the corporate partner. Each partnership manager will ensure that all sponsors are informed about developments within the corporate sponsorship program.

Companies that sample at Australia Day events will not receive written reports.