

CULTURAL FACILITIES CORPORATION
Ethical Sponsorship Policy

**A policy to guide the assessment of proposals to sponsor
the Cultural Facilities Corporation**

Authorised by :



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Date :

w.e.f. December 2019

Board approved :

December 2019

Date for review :

December 2024

Version :

Version 2.0



ACT
Government



**CULTURAL
FACILITIES
CORPORATION**

DOCUMENT PROPERTIES

Schedule of Amendments

New features (insertions)	Date
Enhancements (changes)	Date
New Format	June 2019
Deletions	Date

Amendment History

Version No.	Issue Date	Author
Version 1.0	November 2001	
Version 2.0	December 2019	S Chessell

Details

Area responsible for Policy/Plan/Program	CFC Corporate Strategy
Stakeholders	All CFC Staff
Document location	G:\CFC\Staff\Documents\CFC
Record number and name	CFC2016/80
Strategic Plan aligned	Checked by Director, Corporate Strategy
<i>Freedom of Information Act 2016</i> compliant	Document linked to the Open Access Information website? No <input type="checkbox"/> (the document is not appropriate for public viewing) Yes <input checked="" type="checkbox"/> (the document is appropriate for public viewing)

SPONSORSHIP DEFINITION

Sponsorship refers to the negotiated provision of funds or of goods or services on a discounted or in-kind basis, to support advertising, publicity, services, activities or other benefit. Grants, funding, partnership agreements, bidding, donations, bequests, editorial or advertorial content and gifts are not sponsorship.

The Cultural Facilities Corporation (CFC) aims to maintain a broad base of funding sources including sponsorship. The organisation has a responsibility to consider ethical issues that may arise from working with or accepting sponsorship from an organisation and the associated risks.

SPONSORSHIP ASSESSMENT

This document outlines the matters the CFC will consider in assessing sponsorship proposals and negotiating sponsorship agreements.

The CFC will require that :

- a) the potential sponsor complies with all relevant legislation;
- b) the sponsorship activity is consistent with the CFC's role, vision, objectives and values as outlined in its Strategic Plan;
- c) the potential sponsor is perceived as a responsible company within the wider community;
- d) association with the company's products, services, associates, policies and practices cannot reasonably be anticipated to damage the CFC's reputation, status, profile or put future funding at risk;
- e) association with the company cannot reasonably be anticipated to lead to the CFC being seen to fail to meet its social, cultural and environmental responsibilities;
- f) staff must not individually benefit as a result of sponsorship, unless the benefit relates directly to their employment, for example, where a sponsorship funds or partially funds a staff position;
- g) the sponsorship will not compromise the professional standards and ethics of staff or limit CFC's ability to deliver its programs fully and impartially;
- h) sponsorship agreements will be assessed for actual or perceived conflicts of interest for individual staff members, for the CFC or for the Board of the CFC; for example, the sponsor should not influence the CFC's policies or actions explicitly or implicitly;
- i) the CFC Board must be advised of sponsorships over the value of \$20,000 and sign the attendant sponsorship agreement; and
- j) the CFC Board must approve sponsorships over the value of \$30,000 including the attendant sponsorship agreement.

EXCLUSIONS

In determining 'a responsible company' as at (c) above, the CFC will have regard to :

- the nature of the company's products, services or associates; and
- the nature of a company's policies and practices;

Where there may be any doubt about these, all/any such sponsorship proposal(s) shall be referred to the CFC Board for determination/ decision. The CFC retains the right to not accept sponsorship from any entity for any reason.

In relation to 'the company's products, services, associates, policies and practices' as at (d) above, the CFC has agreed that :

- Tobacco companies will not be considered for sponsorship;
- Companies involved in arms manufacture or sales will not be considered for sponsorship;
- Companies involved in producing, distributing, or selling x-rated sexually explicit, or violent material will not be considered for sponsorship;
- Companies that are considered to discriminate on the basis of race, sex, sexuality, age, disability or religion will not be considered for sponsorship;
- Companies considered to be causing significant environmental damage through activities like water pollution or the manufacture of environmentally hazardous products or chemicals will not be considered for sponsorship;
- Companies associated with criminal sources and/or illegal activity will not be considered for sponsorship;
- Sponsorship proposals may be considered for companies that manufacture, distribute, or sell alcoholic products except in the case of presentations/activities involving children under 18 years and in certain cases, youth up to 25 years; and
- Sponsorship proposals may be considered for companies or agencies involved in gambling services or products except in the case of presentations/activities involving children under 18 years and in certain cases, youth up to 25 years.