

## Sponsorship Policy and Procedure

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### 1.0 Purpose

The objective of this policy is to detail Bendigo Kangan Institute's (BKI) position for the provision of sponsorship to organisations and the acceptance of sponsorship from other organisations.

### 2.0 Policy

2.1	Definition and Principles	<p><b>Definition</b></p> <p>Sponsorship is the purchase of rights or benefits, including naming rights, delivered through association with the sponsored organisation's name, products, services or activities.</p> <p>Sponsorship does not include:</p> <ul style="list-style-type: none"> <li>• grants (money, goods or other benefits) provided to the recipient for a specified purpose with no expectation of attaining rights and benefits</li> <li>• endorsements, bequests, donations, philanthropic gestures and gifts to the people and State of Victoria</li> <li>• the purchase or sale of advertising space, editorial comment or advertorials.</li> </ul> <p><b>Principles</b></p> <p>Sponsorship agreements entered into by BKI must:</p> <ul style="list-style-type: none"> <li>• only relate to 'appropriate activity' (see 3.1 Procedures)</li> <li>• only be with an 'appropriate association' (see 3.2 Procedures)</li> <li>• support the achievement of BKI functions and objectives</li> <li>• ensure value for money</li> <li>• demonstrate ethical, impartial and fair principles</li> <li>• increase effectiveness of strategic programs</li> <li>• be appropriate activity of BKI and not damage BKI's reputation</li> <li>• not open BKI to an actual, perceived or potential conflict of interest</li> <li>• have an explicit end date</li> </ul> <p><b>Providing Sponsorship</b></p> <p>Providing sponsorship is permitted at BKI.</p> <p>Providing sponsorship is the right to associate one or more of BKI's brands with another organisation's event, activity, service or product.</p> <p><b>Receiving Sponsorship</b></p> <p>Receiving sponsorship is permitted at BKI.</p>
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		Receiving Sponsorship is allowing an external organisation to associate with one or more of BKI's brands through the support of a BKI lead event, activity, venue or asset.
2.2	Managing	BKI will comply with Standing Direction Instructions which requires BKI's internal control systems to include a sponsorship policy and procedure.
2.3	Recording	<p>All sponsorship activity is to be included in a Sponsorship Register. For Bendigo TAFE, Kangan Institute and eWorks the register is maintained by the Marketing Department and can be found on the staff portal. VETASSESS maintain a separate Sponsorship Register.</p> <p>All sponsorship transactions are to be recorded accurately and on a timely basis.</p> <p>Procurement Department is to be provided with all Sponsorship information where BKI provide/receive sponsorship. This information is to be maintained within the Contracts database.</p> <p>Sponsorships are not exempt from the purchase order process. All monies paid for sponsorship must have a PO raised within FinanceOne.</p>
2.4	Reporting	<p>BKI must ensure there is effective management and reporting processes to ensure sponsorships achieve maximum value and accountability.</p> <p>Sponsorships are required to be reported in financial statements, budget papers, annual reports or in publicly available performance reports accurately and on a timely basis.</p> <p>Sponsorships provided by BKI as part of a reputation management strategy or to achieve communications objectives, must be reported to Strategic Communication, Engagement and Protocol Branch within the Department of Premier and Cabinet's Cabinet, Communications and Corporate Group. When valuing benefits for reporting purposes, in-kind benefits should be priced at their market rate.</p>

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### **3.0 Procedures**

3.1	Appropriate activity	<p>'Appropriate activity' is activity in which the introduction of a commercial sponsor would not reasonably be seen to compromise the public interest, or affect BKI's ability to perform its duties impartially.</p> <p>BKI <b>may</b> sponsor:</p> <ul style="list-style-type: none"><li>• Activities related to BKI's objectives</li><li>• Events</li><li>• Venue or asset naming rights</li></ul> <p>BKI <b>will only</b> consider sponsorship opportunities which meet one of the following criteria:</p> <ul style="list-style-type: none"><li>• Student Involvement/Opportunity: sponsorship provides an opportunity for students to gain practical hands on experience in a real world setting or enrich the student experience.</li><li>• Industry/external stakeholder engagement: sponsorship provides opportunity to engage, network and relationship build with industry, local government, state government, media, schools, community groups, international agents.</li></ul>
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		<ul style="list-style-type: none"> <li>• Student Acquisition: sponsorship creates a platform for showcasing BKI's skills and capabilities to prospective students with the goal of increasing enrolments.</li> <li>• Reputation: sponsorship of key brands with high brand regard that support the reputation of BKI's brands</li> </ul> <p>BKI <b>will not</b> sponsor:</p> <ul style="list-style-type: none"> <li>• activities unrelated to BKI's objectives</li> <li>• individuals or political parties</li> <li>• organisations if the sponsorship fee will be passed on to a third party as sponsorship or a grant</li> </ul> <p>BKI <b>will not</b> enter into arrangements which include, or allow, the provision of private benefits, either to the parties to the arrangements or to third parties.</p> <p>BKI <b>will not</b> enter into arrangements which require the disclosure of the names or addresses of employees, groups or organisations held by or associated with BKI.</p>
3.2	Appropriate Associations	<p>Appropriate associations are sponsorship partners whose values, activities, products and purposes are consistent with the values, activities, purposes and goals of BKI and the Victorian Government.</p> <p>Sponsorship agreements are to only be commenced with organisations where the risk of damage to the reputation to BKI or the Victorian Government is low.</p>
3.3	Seeking Sponsorship	<p>BKI requires that opportunities to sponsor our activities be offered to an appropriately broad field of potential sponsors.</p> <p>Where possible and practical, sponsorship opportunities should be publicly advertised.</p> <p>Factors to consider whether to publicly advertise a sponsorship opportunity are:</p> <ul style="list-style-type: none"> <li>• the value of the opportunity</li> <li>• the possible forms the sponsorship can take</li> <li>• the number of competitors in the market</li> <li>• potential negative impacts of advertising on existing sponsorship agreements, or on existing offers</li> <li>• timeliness</li> </ul> <p>Where it is deemed inappropriate to publicly advertise a sponsorship opportunity a direct approach to a number of potential sponsors can be made. The rationale for the decision must be documented, and the size of the field should reflect the scale of the sponsorship.</p>

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3.4	Sponsorship Proposals	<p>Sponsorship Proposals are required for both BKI acting as Sponsor and for BKI being the recipient of Sponsorship. Regardless of the situation, a Sponsorship Proposal must address how the opportunity:</p> <ul style="list-style-type: none"> <li>• contributes to advancement of BKI's priorities</li> <li>• supports the BKI's goals and objectives</li> <li>• increases effectiveness of the BKI's strategic programs</li> <li>• communicates key messages to target audiences</li> <li>• engages or builds relationships with key stakeholders.</li> </ul> <p>All sponsorship proposals, irrespective of whether it is internally or externally generated, is to be documented in sufficient detail to enable a full analysis of risks, costs and benefits to be undertaken. This includes specifying the nature, quantity and value of "in-kind" benefits provided or received, and identifying full costs to BKI.</p> <p>All sponsorship proposals are required to have clearly defined objectives, key performance indicators (KPI's) relating to the sponsorship objectives and an evaluation strategy that measures achievement of KPI's.</p> <p>A Business Case is required for sponsorship proposals where BKI is the sponsor of greater than \$150k.</p>
3.5	Evaluating Sponsorship Proposals	<p>Sponsorship Proposals must be evaluated against a pre-defined set of selection criteria, which is to include a criteria on 'value for money' (see below). The selection criteria to determine the successful applicant must be established and documented before advertising or external communication of opportunities.</p> <p>For the preferred sponsorship associate, two checks are required:</p> <ul style="list-style-type: none"> <li>• A background check to identify any risks associated with the organisation. It should include business interests and activities.</li> <li>• A financial viability check to ensure that potential financial risks are identified.</li> </ul> <p>At the conclusion of the evaluation process the reasons for selecting the successful applicant must be documented.</p>
3.6	Value for Money	<p>'Value for money' should not be interpreted as simply the highest price when seeking sponsorship, or the lowest price when providing sponsorship, but also involves consideration of other factors including:</p> <ul style="list-style-type: none"> <li>• strategic benefits and risks to BKI</li> <li>• capacity to advance BKI's priorities and objectives</li> <li>• direct and indirect costs of servicing the sponsorship</li> </ul>

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		<ul style="list-style-type: none"> <li>• value of opportunities for networking or reaching new audiences</li> <li>• value of alternative uses of the sponsorship budget</li> </ul>
3.7	Sponsorship Agreements	<p>All sponsorship activities must have an executed Sponsorship Agreement. Where BKI is the Sponsor the Sponsorship Agreement must include:</p> <ul style="list-style-type: none"> <li>• the terms and conditions of the arrangement</li> <li>• The monetary value of the sponsorship; in-kind benefits are to be priced at the market rate</li> <li>• explicit commencement and end dates</li> <li>• methods for sponsorship payments to occur</li> <li>• reporting requirements of the benefit recipients</li> <li>• procedures to recover or withhold financial benefits where there is inadequate delivery of agreed benefits by the other party</li> <li>• a statement that the sponsorship is not an endorsement of the product or the organisation</li> <li>• a termination arrangement for potential that the association with the sponsored organisation becomes inappropriate</li> </ul> <p>Agreements must be appropriately authorised and may only be entered into by an employee with the appropriate financial delegation.</p>
3.8	Approval of Sponsorship Arrangements	<p>All sponsorship activity is to be reviewed by the Marketing Department.</p> <p>Providing sponsorship to other organisations is to be approved in line with the Delegations of Authority, as follows:</p> <p><b><u>All except VETASSESS</u></b></p> <ul style="list-style-type: none"> <li>• Up to \$10k – Head of Brand and Acquisition</li> <li>• \$11k-\$50k - Chief Student Experience and Growth Officer</li> <li>• \$51k - \$150k - Chief Operating Officer</li> <li>• \$151k - \$250k - Chief Executive Officer</li> <li>• \$250k+ - BKI Board</li> </ul> <p><b><u>VETASSESS</u></b></p> <ul style="list-style-type: none"> <li>• Up to \$150k – Executive Director, VETASSESS</li> <li>• \$151k - \$250k - Chief Executive Officer</li> <li>• \$250k+ - BKI Board</li> </ul>

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		<p>Receiving sponsorship by BKI, including VETASSESS, is to be approved by the CEO.</p> <p>Where an actual, potential or perceived conflict of interest may exist with one of the identified approvers they shall abstain from involvement in the impacted sponsorship arrangement and approval shall be escalated to the next approver in the hierarchy.</p> <p>Appropriate authorisation, up to Ministerial level, is required for any sponsorship agreement that confers naming rights for a government asset, event or initiative.</p> <p>Appropriate authorisation, up to Secretary level, is required for any sponsorship agreement that involves government acquisition of naming rights for an external asset, event or initiative.</p>
3.9	Appropriate Acknowledgement	<p>For all sponsorship arrangements, there is to be appropriate acknowledgement by the sponsored organisation for sponsorship provided by BKI. This acknowledgement is to be a public acknowledgement and must recognise one or more of the BKI brands (Bendigo TAFE, Kangan Institute, e-Works or VETASSES) through approved logo and/or name use.</p> <p>The public acknowledgement is to clearly indicate BKI's support, rather than ownership of the sponsored activity.</p> <p>Acknowledgement can be naming rights, corporate signage rights and acknowledgement in speeches and media releases. Where appropriate, BKI's Chief Executive Officer or other Executive should be given the opportunity to announce BKI's support.</p> <p>When providing sponsorship, BKI as a Victorian Government agency, must ensure appropriate acknowledgement of the government as sponsor. The forms of acknowledgement should be negotiated in advance and documented in the written agreement. The acknowledgment should:</p> <ul style="list-style-type: none"> <li>▪ be commensurate with the value of sponsorship provided, and comply with the Brand Victoria Guidelines and</li> <li>▪ clearly indicate government support for, rather than ownership of the sponsored activity.</li> </ul> <p>Additional types of acknowledgement may take the form of naming rights, corporate signage rights and acknowledgement in speeches and media releases. Where appropriate, the relevant Minister should be given the opportunity to announce the government's support.</p>
3.10	Evaluation on Completion of Sponsorships	<p>All sponsorships must be evaluated when concluded, and the outcomes documented.</p>

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3.11	Co-ordination between Government Agencies	<p>Sponsorship activities are to be co-ordinated between government agencies.</p> <p>The Government Sponsorship Register is to be utilised to:</p> <ul style="list-style-type: none"> <li>• ensure that the proposed sponsorship does not conflict with or inappropriately duplicate that of any other agency</li> <li>• identify whether there is potential additional benefits to be gained by collaborating with another agency in seeking or providing sponsorship.</li> </ul>
3.12	Sponsorship Management	<p><b>Ethical Behaviour and Fair Dealings</b></p> <p>The sponsorship activities of Victorian Government agencies will demonstrate high standards of ethical behaviour and fair dealing. Officers involved in sponsorship management or decision making must maintain high levels of integrity in all official dealings including:</p> <ul style="list-style-type: none"> <li>• disclosure and resolution of conflicts of interest;</li> <li>• refusal of gifts, invitations to events and functions, or other favours;</li> <li>• receiving approaches from organisations that might be interpreted as attempts to obtain influence or advantage;</li> <li>• maintenance of confidentiality in respect to commercial-in-confidence, intellectual property issues, matters under negotiation and any other confidential information; and</li> <li>• maintenance of high standards of accountability.</li> </ul> <p>The Code of Conduct for the Victorian Public Sector and any other directions issuing from the Victorian Public Sector Commission or agency management should be consulted in respect to these and other matters of ethical behaviour and fair dealing. Breaches of ethical standards can lead to disciplinary action or dismissal.</p> <p>BKI must ensure that sponsorship arrangements do not include, or allow, the provision of private benefits, either to the parties of the arrangements or to third parties, except as permitted by the Code of Conduct or Victorian Public Sector Commission directions.</p> <p>BKI must ensure that sponsorship procedures appropriately separate the duties of appraiser of applications, approval of offers and payment of benefits.</p> <p>The independence of BKI's purchasing and sponsorship activities must be maintained by not allowing decisions in relation to one, to influence decision making in respect of the other.</p> <p><b>Effective Management of Sponsorships</b></p> <p>When providing sponsorship, BKI must ensure that all agreed benefits are delivered.</p> <p>All sponsorship proposals should have clearly defined objectives, key performance indicators (KPIs) related to the objectives, and an evaluation strategy that measures achievement of KPIs.</p> <p>Substantial sponsorships additionally require a business case</p>

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		<p>establishing the need for the sponsorship and analysing possible alternative ways of achieving the objectives.</p> <p>When providing sponsorship, BKI must ensure that the sponsored organisation delivers all agreed benefits, including products, services, opportunities, branding or any other benefit.</p> <p>To maximise the efficiency of sponsorship processes, consideration should be given to the use of a financial management information system to track outgoing financial benefits.</p>
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### 4.0 Roles and Responsibilities

Role	Responsibility
Board	The Board is responsible for ensuring compliance with Standing Directions and approval of this policy.
ARMC	The Audit and Risk Management Committee (ARMC) is required to be satisfied the Board's attestation of compliance with the requirements of the Standing Directions.
Accountable Officer	<p>The Chief Executive Officer is the accountable officer who has overall responsibility for this policy and procedure.</p> <p>The Accountable Officer's responsibilities include:</p>

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	<ul style="list-style-type: none"> <li>• Approving sponsorship arrangements between \$151k-\$250k.</li> <li>• Accepting all sponsorship provided to BKI.</li> <li>• Reporting any substantial breach of policy and procedure relating to Sponsorship and actions taken to the Chair of the ARMC and the Chair of the Board.</li> </ul>
Chief Operating Officer	The COO is responsible for approving sponsorship arrangements between \$51k-\$150k.
Chief Student Experience and Growth Officer	<p>The Chief Student Experience and Growth Officer has responsibility for the implementation and operation of the policy.</p> <p>The Chief Student Experience and Growth Officer is responsible for approving sponsorship arrangements between \$11k-\$50k.</p>
Director, Group Branding and Student Acquisition	<p>The Director, Group Branding and Student Acquisition has responsibility for day-to-day management of sponsorship activity.</p> <p>The Director is responsible for approving sponsorship arrangements up to \$10k.</p>
Marketing Department	<p>The Marketing Department facilitate the sponsorships process, including involvement in all sponsorship activity for the Institute.</p> <p>The Marketing Department must also raise Purchase Orders for sponsorships.</p>
Procurement Department	The Procurement Department is responsible for the repository of all Sponsorship documentation for the Institute within the Contracts database.
Compliance Manager	The Compliance Manager is responsible for monitoring compliance with the requirements of Standing Directions.

### 5.0 Related Policies, Procedures and Forms

Delegations of Authority Policy

BKI Sponsorship Agreement

BKI Sponsorship Terms and Conditions

Procurement Policy

Gifts, Benefits and Hospitality

Conflict of Interest Policy

Improper Conduct Policy and

Procedure

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### **6.0 References**

Financial Management Act 1994 (Vic)  
Public Administration Act 2004 Privacy  
Act 2000  
Standing Directions for the Minister of Finance (2016)  
Australian Accounting Standards  
Victorian Government Sponsorship Policy (VGSP)  
Code of Conduct for the Victorian Public Sector  
Victorian Government Communication Evaluation Guidelines  
Victorian Government Branding Policy

### **7.0 Definitions**

<b>Word/Term</b>	<b>Definition</b>
BKI	Bendigo Kangan Institute
VGSP	Victorian Government Sponsorship Policy
BKI	Bendigo Kangan Institute
Standing Directions	Standing Directions of the Minister for Finance 2018
VPSC	Victorian Public Sector Commission
Accountable Officer	Chief Executive Officer
CEO	Chief Executive Officer
Staff	BKI employees, contractors, executives, managers and supervisors
Employee	A person employed by the organisation on salary or wages. An employee can be full time, part time or casual.

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### **8.0 Version Control and Change History**

<b>Version</b>	<b>Approved By</b>	<b>Description of Change</b>	<b>Issue Date</b>	<b>Next Review</b>	<b>Document Owner</b>
1.0	Board	Not specified	4 December 2019	30 November 2020	Director, Group Branding and Student Acquisition
2.0	Chief Experience and Growth Officer	Included details about Effective Monitoring, Reporting, Ethical Behaviour and Fair Dealings and related policy references. Reviewed by Head of Governance, Legal, Risk and Compliance.	25 November 2021	27 November 2023	Head of Brand and Acquisition