

MARCH 2022 – VERSION 1.0

1. PURPOSE

To ensure fair and equal consideration of applications for sponsorship from the Council and to support consistent decision-making.

2. OVERVIEW

The State budget for the Heritage Council of Western Australia (Council) includes a line within the controlled grants and subsidies section that is described as Local Government and Tourism. These funds are made available through the Council's sponsorship program.

The Sponsorship Policy is designed to provide the Council with clear and consistent guidelines when deciding whether to support a sponsorship proposal. This policy should be read in conjunction with the relevant Department of Planning, Lands and Heritage procedure as well as the [Sponsorship in Government Guidelines](#).

3. SCOPE

This Policy applies to the Council and all relevant Department staff in relation to the Council's sponsorship of a third party.

4. OBJECTIVES

This Policy is intended to meet the following objectives:

- ensure the responsible management of government funds
- ensure the sponsorship represents value for money
- minimize any risk to the Heritage Council brand
- apply the standards and principles expected of public sector sponsorship programs.

5. POLICY REQUIREMENTS

5.1 BENEFITS

5.1.1 The Council will support sponsorship proposals that achieve one or more of the outcomes stated below, or otherwise demonstrate contribution to the Council's strategic objectives as reflected in the Strategic Plan:

- Demonstrate sustainability, economic and community benefits of heritage conservation and adaptive reuse
- Deliver or contribute to training and information sessions that promote good heritage practice
- Promote community understanding of, and engagement with, the State's heritage places
- Promote heritage champions and success stories that celebrate heritage and those that care for it
- Promote and encourage heritage tourism.

5.1.2. Sponsorships must demonstrate value for money and the required standard of accountability for the expenditure of public funds.

5.2 EXCLUSIONS

5.2.1 For the purpose of this policy, sponsorship activities do not include:

- grants or funding, which are monies or goods provided to a recipient through a formally recognised program for a specified purpose
- stand-alone advertising contracts
- joint ventures, consultancies or partnerships in which the organisations share ownership and responsibility for the ultimate outcome or product

- projects such as displays and exhibitions in which the sponsor does not receive genuine and measurable value for money
 - gifts, donations, bequests, endowments and prizes
 - scholarships and research projects except where it could relate to or influence public opinion.
- 5.2.2 The Council will not sponsor events, organisations or projects that:
- request assistance with financing costs associated with running an organisation, such as staff and equipment costs
 - promote tobacco, alcohol or drug use
 - duplicate or compete with existing Government sponsorship projects
 - involve sponsorship of a political party
 - involve planned activities that could potentially contravene the law, be detrimental to public health or safety, be damaging to the department's reputation or expose the department to legal liability
 - involve not-for-profit organisations that do not have evidence of demonstrated community support and involvement
 - may use the funds to sponsor or make a grant to a third party
 - have the potential to cause widespread public controversy
 - support, promote or facilitate violence, intolerance or discrimination.
- 5.2.3 Sponsorship shall not involve the Council specifically endorsing an organisation, product or services.

5.3 ASSESSMENT

- 5.3.1 Sponsorship applications will be assessed against the Sponsorship Evaluation Framework adopted by the Council. The general criteria for assessment will be noted in sponsorship application forms and related material.
- 5.3.2 Sponsorship assessment criteria will be adopted by the Council and may be revised from time to time in response to strategic priorities, stakeholder feedback, changes in funding or other relevant factors.
- 5.3.3 An initial assessment will be undertaken by the Department and a score and recommendation provided to the Council. The Council may accept the Department's score or substitute its own. Any amendment will be minuted along with the Council's reasons for the amendment.
- 5.3.4 As part of its assessment the Council will consider its compliance with relevant Government legislation, policies and guidelines, including principles of open and effective competition, integrity, value for money and accountability.
- 5.3.5 Noting the restricted funds available to the Council for sponsorship, an application that is assessed by the Council as suitable may not be supported. Where it can do so without missing relevant deadlines, the Council may hold applications until such time that it can assess competing requests for the sponsorship funds.
- 5.3.6 Sponsorships valued at less than \$2,500 (exc. GST) may be determined under delegation consistent with the associated instrument of delegation and this policy.

5.4 MANAGEMENT

- 5.4.1 Sponsorships with a value of \$2,500 or greater (exc. GST) will be formalised through use of a sponsorship agreement signed by the applicant and by the Council or their authorised representative.
- 5.4.2 The sponsorship agreement will state the agreed targets and outcomes, payments to be made, and other agreed benefits, terms and conditions.
- 5.4.3 The sponsorship agreement will include provision for recovery of Council funds in the event that the sponsored activity does not take place or otherwise breaches the agreement.
- 5.4.4 The Council may determine that a sponsorship agreement is to be issued where the project is considered by the Council to be complex, or is one that for any reason warrants management through a sponsorship agreement.
- 5.4.5 A sponsorship that is offered without a requirement for a sponsorship agreement may be agreed via an exchange of letters, provided that the letters clearly articulate the details of the sponsorship.
- 5.4.6 Each sponsorship will require the delivery of a report that details how agreed targets and outcomes have been met. Failure to deliver this report may be taken into consideration in any future request for Council sponsorship.

6. RELATED DOCUMENTS

The following documents support this Policy:

- *Heritage Council sponsorship procedure*
- *Heritage Council sponsorship evaluation framework*
- *Template Heritage Council sponsorship agreement*
- *Heritage Council sponsorship application form*

The Department of Planning, Lands and Heritage recognises the diversity of the Aboriginal peoples of Western Australia and acknowledges the Traditional Owners and custodians and their connection to this land and its waterways. We pay our respect to Elders past and present and those who will follow in their footsteps.

Disclaimer

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