



## Worimi Local Aboriginal Land Council Sponsorship Trust Policy

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**Implementation date:** To be confirmed (*subject to NSWALC approval*)

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**Proposed review date:** ongoing & within 12 months of implementation

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**Contact officer:** Chief Executive Officer

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**Relevant legislation:** Aboriginal Land Rights Act 1983 (as amended)

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**Related policies/documents:**

- Code of conduct
  - Risk management plan
  - Financial management policy
  - Asset management Policy
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**Responsible division:** Community Benefit Trust Committee, Board Members, CEO, Finance Unit

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## Introduction:

The WLALC recognises the financial burden faced by WLALC Members, their families and other Aboriginal community members when **high achieving opportunities** (i.e. sporting, academic or the arts etc) are gained which; financially sits outside of their normal family household budgets and income.

The WLALC seeks to engage in financial and material sponsorship arrangements thus providing a supporting contribution of some valuable to these rare and unique, outstanding and high achieving opportunities that are presented.

In doing so, the WLALC recognises that the organisation faces a number of risks including perceptions of corruption and nepotism that are likely to rise from ill-informed membership and/or community based persons. This is more so if sponsorship is not completed in an open, transparent and reportable manner that complies with the Aboriginal Land Rights Act, the WLALC Community Land & Business Plan, the WLALC Code of Conduct and good governance and accounting practices.

A key risk relates to conflicts of interest which could arise for a number of reasons, including differences between the goals of the WLALC and the requesting applicant needs or the conflicting or pecuniary interests held by a WLALC Board or staff member directly; or even indirectly, involved in the sponsorship request.

Another risk is that the sponsorship arrangements could affect, or be perceived to affect, the way the WLALC operates, for example: It could impose conditions that limit, or seem to limit, the WLALC's ability to undertake its operational duties fully and impartially.

This Sponsorship Trust Policy document has been produced to raise awareness of the issue of sponsorship and associated corruption risks (both real and perceived) and assists in providing practical guidance and strategies to be applied to address them.

## Policy Objective:

This policy provides a transparent process in the provision of sponsorship to WLALC members, their families and Aboriginal people in the interests of transparency and accountability.

Areas covered include:

- What is Sponsorship?
- WLALC Sponsorship
- What benefits exist for the WLALC?
- Worimi LALC Sponsorship Principles
- Policy Application
  - Managing the Policy
  - Who can use the Policy?
  - Reporting and Accountability
  - Conflict of Interest
  - WLALC responsibilities
  - Legislative Guidelines
- Applications and Sponsorships not permitted under this Policy
- Prohibited Sponsorships by Outcome / Operation
  - Exceptional Circumstances
- Approval process
- Contracting the sponsorship
  - Managing the sponsorship
- Evaluating and reporting
  - Evaluating
  - Reporting

## What is Sponsorship?

- Sponsorship can be provided:
  - By the corporate sector or private individuals, in support of an activity, or
  - By the public sector in support of related and worthwhile private or public sector activities.
- For the purpose of this Policy, Sponsorship does not include:
  - The selling of advertising space
  - Joint ventures
  - Consultancies
  - Grants (in regards to received income)
  - Unconditional gifts, donations, bequests or endowments.
  - Business development and income making activities
- Sponsorship is **not to be seen as** charitable and big-hearted (a.k.a philanthropic)
- WLALC Sponsorship is to be considered a **commercial arrangement** in which the WLALC (a.k.a. the Sponsor) provides a financial contribution (i.e. money) or in kind support towards an activity that is considered to be of a unique and/or high achieving nature.
- Subject to the application and amount being sponsored, the WLALC may expect to receive a reciprocal benefit beyond a modest acknowledgement.
  - It is generally expected that a return of an agreed kind i.e. marketing and/or other promotion, will be returned to the sponsor. The WLALC accepts that this may not always be the case and is subject to review per capita.
  - An approved sponsorship agreement can last from a few hours (for a specific activity i.e. WLALC staff labour provided to assist with a community event), to an agreement of financial value, reportable for the year.

## WLALC Sponsorship Fund

For the purpose of administering the WLALC Sponsorship Trust Policy the WLALC has created a Sponsorship Fund whereby; 2% of monies received via WLALC's existing Sand Extraction enterprise will be deposited in the Sponsorship Fund.

The WLALC has an approved NSWALC Annual budget for 2014/15 with an allocated Community Benefit Scheme expenditure showing. The 2% percent deposited into the Sponsorship Fund will be dictated by the Sand Extraction sales and calculated on a month by month basis. It is anticipated that the Fund could range between \$32,000 - \$40,000 in any given year however; this will be monitored and the WLALC budget will be varied consequently (in accordance with the ALRA).

Funds will be overseen by the WLALC Community Benefit Trust Committee. The CBTC will provide an outcomes report to the WLALC Board each month which in turn; will be received by the WLALC Members at Ordinary meetings, via Annual Reports and at each Annual Budget review.

## WLALC Community Benefit Trust Committee (CBTC)

For the purposes of transparency and governance, it has been resolved by Members, that ALL Sponsorship Trust Funds will be administered by a WLALC Community Benefit Trust Committee (CBTC). The CBTC cannot approve sponsorship as 'value in kind' for WLALC Staff labour hours, without the approval of the CEO

The Committee MUST consist of a minimum 3 people but no more than 5.

The minimum makeup of 3 persons must consist of:

- 1 x WLALC Board Member;
- 1 x WLALC Member; and
- WLALC CEO.

- The WLALC Board Members is to be endorsed by the WLALC Board and must continue to be an elected member of the Board.
- The WLALC Member must be selected at a Duly Constituted meeting of members.
  - So that a conflict of interest does not exist, the elected member(s) must be clearly identified as being neutral and unbiased to the opinions and wishes of the WLALC Board and/or WLALC Staff.
  - It is accepted that a detached bloodline relationship may exist however; there is to be no direct association i.e. sibling, brother or parent etc.
- Of the additional 2 persons (making up a maximum of 5), one MUST be a WLALC Board Member and the other MUST be a WLALC Member (both of whom will also be elected as per dot points 1 & 2 above).

For special circumstances/applications, the WLALC Board may appoint additional persons to the committee however; it is agreed that the principle number is to remain at 5. It is agreed that at the time of the Sand Extraction funds ceasing, the Sponsorship Trust Funds and the CBTC will cease also.

The WLALC recognises the commitment and contribution of the CBTC and agrees to reimburse each member (not including the CEO) for their out of pocket expenses on each occasion a meeting is called to assess applications. The NSW Premiers guidelines will be used as the tool by which to calculate an agreed reimbursement of 'out of pocket expenses' e.g. travel calculated at cents per klms rate.

## WLALC Sponsorship

For the purpose of this Policy, Sponsorship is provided to a WLALC Member and or a family member (e.g. a sibling), or an organisation that is seeking to gain financial or material resources from the WLALC, ***for use in undertaking an activity of uniqueness, or exceptional high achievement or achieving an objective deemed acceptable to the benefit of the WLALC community and its Members.***

**Example 1:** Donald heard on the Koori grapevine that there was going to be a National Aboriginal golf Tournament in Perth and likes his chances. Donald applies to the CBTC for assistance to pay for flights, accommodation and registration.

**Outcome:** Donald is like so many other Members that would love to attend as well unfortunately, his request offers nothing of exceptional circumstances that would justify supplying Donald with any financial assistance. If approved, Donald's application would not comply with the purpose of the Sponsorship Policy and could easily be considered nepotistic; with a demonstration of favouritism being displayed, if approved.

**Donald's application would be refused.**

**Example 2:** Debbie has been accepted onto the Australian Women's golf team and is required to be present in Perth to compete prior to the National Aboriginal Golf Tournament that Donald wanted to play in. Debbie submits an application to the CBTC seeking assistance with flights, accommodation and registration.

**Outcome:** Debbie's achievement is exceptional and as a result of her inclusion on the Australian team, Debbie is compulsorily required to attend, or forfeit her position.

**Debbie's application can be justified and in this circumstance is would be recommended as being approved.**

- **The question is: How much is Debbie eligible for to justify the decision of the CBTC?**
- **What other questions might the CBTC ask of Debbie to make a sound and reasonable decision?**

### **NO CASH FUNDS WILL BE PROVIDED**

**Sponsorship will not be provided or paid as a cash benefit, including electronic transfers.**

ALL Sponsorship payments will be made via one of the following:

- As a value-in-kind e.g. shirt, books or other supplies relevant to the needs of the activity/objective.
  - Once approved for a value in kind, either the WLALC or the applicant may acquire the agreed item at the agreed value e.g. study books etc.
  - NOTE: If the item is acquired by the applicant, a reimbursement of costs will be provided subject to the submission of receipts.
- As a direct invoice payment towards the associated/approved activity.

- In this circumstance, the WLALC will pay the agreed amount/monies directly on receipt of an approved invoice.

The monetary value of sponsorship arrangements will vary as determined and agreed to by the CBTC however; will not exceed a total value of **\$500 per application** and each applicant is only entitled to apply for sponsorship once per year. In making their decision, the CTBC reserves the right to undertake further investigation etc in order to determine the validity of the application and/or to determine if applicant has a conflicting interest e.g. same outcome, different names etc.

**Example 3:** Debbie's mum (from example 1 above), Aunty Becky has applied to the CBTC to assist with Debbie's costs in Perth for the Golf Tournament.

**Outcome:** Debbie's has already applied and her application has already been approved.

**As Aunty Becky's application is for the same activity, it is considered a conflicting interest and refused**

## What Benefits exist for the WLALC?

While a sponsorship, by definition, must provide both the sponsor and WLALC with clear benefits, it is accepted that there may not always be a benefit to the WLALC.

Benefits to WLALC could include, for instance, the exposure of the WLALC's name or logo as a supporter of the activity. This activity may attract a larger or different audience from that which the WLALC may target in its normal business.

The association of the WLALC with the broader public interest (created as a result of the sponsorship offered) can improve or enhance the WLALC's relationship and/or reputation with its Members, stakeholders and their staff or customers - as well as provide the opportunity for the WLALC to present its name and products to a wider market.

## **Worimi LALC Sponsorship Principles:**

*(The following principles also apply to circumstances where the WLALC may be the recipient of sponsorship from a third party)*

**1. Any sponsorship paid or received 'MUST NOT' impose or implies conditions that limits, or appears to limit, the WLALC's ability to carry out its functions fully and impartially.**

*Sponsorship cannot be seen to hinder or influence the way WLALC operates. The WLALC must carry out its functions fully and impartially, regardless of the sponsorship being provided. All parties must fully understand and accept this principle.*

**2. There is to be NO conflict or contradiction between the objectives of the sponsorship and the WLALC core values and purpose for creating sponsorship opportunities.**

*Before any sponsorship is provided or received, the WLALC must ensure its values and objectives do not conflict with those of the sponsorship recipient. A provision is provided that allows for the any sponsorship to be terminated if these values or objectives pose a conflict of interest for the WLALC.*

**3. In general, the WLALC will not provide (or accept) sponsorship from people or organisations which are, or may be, subject to regulation or inspection by the WLALC. Where adhering to this principle would limit the WLALC's sponsorship opportunities, the WLALC will develop alternative strategies to ensure it can carry out its responsibilities in an open, fair, accountable and impartial manner.**

*The Independent Commission against Corruption (ICAC) believes that, in general, agencies should not accept or provide sponsorship to parties subject to their regulation or inspection. However, it is recognised that agencies may have difficulty attracting sponsorship if they adhere to this principle in all cases.*

*If the WLALC seeks or provides sponsorship for a particular event or activity to a party related by regulation or inspection, when considering whether to enter into a sponsorship arrangement the WLALC will consider the best interests of the organisation, the Members, public perceptions and the potential risks as well as the potential benefits to the WLALC. The WLALC will take appropriate action to manage the risks including, but not limited to:*

- *Recording the circumstances resulting in its decision-making process;*
- *Carrying out its functions in regard to this party in a fair, accountable, open and impartial manner. The sponsorship agreement will give the WLALC the option of terminating or suspending the sponsorship arrangement in such cases if it is deemed an appropriate action.*
- *Communicating to the all parties clearly that the sponsorship arrangement has no bearing on the WLALC's regulatory functions which; will also be clearly stated and acknowledged in all documentation including the sponsorship agreement*

**4. Sponsorship will not involve explicit endorsement of a product.**

*The act of entering into a sponsorship arrangement in itself sends an implicit message of endorsement of the sponsor and its products. The WLALC must be careful in their choice of sponsorship recipients and must be certain to take steps to ensure they do not explicitly endorse a sponsorship recipient or their products and the sponsorship agreement should clearly state this.*

NOTE: Where sponsorship involves the sponsor providing a product to the WLALC, the WLALC will evaluate that product for its fitness for purpose against objective criteria that are relevant to the WLALC's needs.

*The WLALC will be careful not to accept a sponsor's products simply because they are offered free of charge: this could result in implicit endorsement of a sub-standard product. The WLALC will ensure the product is of the type and quality that it requires before it agrees to accept anything.*

**5. It is inappropriate for any employee of the WLALC to receive a personal benefit from a sponsor.**

Sponsorship is not to benefit individual staff and must be used in the interest of all employees or Members.

Where a benefit is provided by an external party and used by an individual staff member the WLALC should minimise perceptions that a personal benefit was given to an individual WLALC employee. For example:

- The sponsorship should be offered to and negotiated with the WLALC, not the individual employee; and
- The WLALC, not the sponsor, will select the individual to receive the benefit.

**6. For the majority of sponsorships, the WLALC's best interest is served by making opportunities widely known. Sponsorships will be granted by using open and transparent processes that are broadly based and not limited to individuals that are strategically invited to apply for assistance.**

*It is a proven trend for the WLALC to commonly receive 'unsolicited' proposals from sponsors which; can often be difficult to assess at short notice. Things to be considered include the uniqueness of the activity being proposed / undertaken, the total dollar value of the sponsorship being sought and the benefit to WLALC and/or its Members?*

*The WLALC maintains that open tendering is the most appropriate method however; accepts that open tendering can sometimes be problematic for a number of reasons e.g. a one-off opportunity of considerable benefit will be lost to the WLALC during the time taken by a tender process.*

*In all cases, the WLALC will select the most open strategy appropriate for the circumstances at hand and record the nature of the sponsorship, the decision-making process and the strategies for addressing any potential corruption risks.*

**8. WLALC sponsorship proposals must be measured against predetermined criteria which is to be provided to all Members or persons that submit an expression of interest for sponsorship.**

*The WLALC has and unwritten and general criteria by which it will consider and assess potential sponsors.*

*Where possible, this generality will be recorded and made available and will include selection criteria plus any additional particular sponsorship opportunities that may be considered. The WLALC will document its assessment process, the reasons for decisions made and the outcomes achieved.*

**9. Any sponsorship arrangement is to be viewed as a contract and should be described in a written formal agreement, no matter how small.**

*Sponsorship agreements are legally binding contracts and should be prepared and administered accordingly.*

**10. All sponsorship arrangements should be approved by the Community Benefit Trust Committee (CBTC) and described in the WLALC's Annual Report in a form equal to the significance of the sponsorship received or provided.**

*The WLALC will maintain a database of sponsorships provided and received. This reporting system will allow all sponsorship data to be collected for internal audit programs and annual reports etc.*

**11. Neither this Policy nor the CBTC will act outside of the conditions imposed by the Aboriginal Land Rights Act and NSWALC policy re: 'Social Benefit Schemes' approval.**

*The WLALC recognises the importance of applying good governance, complying with legislation and adhering the NSWALC Policy conditions and approvals at all times. The CBTC will not be swayed to act in a manner detrimental to this compliance. Any persons seeking to bribe, threaten or act fraudulently in their sponsorship application will be dealt with by the full force of the law (this includes any CBTC, Board or Staff member clearly deemed as acting in a manner that brings the Sponsorship Policy and the WLALC into disrepute).*

**12. The Sponsorship Policy must be self-funded and sustainable**

*At the time of endorsing and implementing this **WLALC Recreation & Arts Sponsorship Policy (WRASP)**, the WLALC had the advantage of significant commercial income being generated through a Sand Extraction Agreement. It is deemed sustainable to contribute a total of 1% of the monthly income into a WRASP account for the purpose of providing sponsorship to WLALC Members and their extended families (e.g. siblings etc). It is imperative that the endorsement of Sponsorship applications does not exceed the total amount of income put aside to create a sustainable 'Social Benefit Scheme' and at no time, will decision be made that exceed the income amount and/or place the WLALC at risk of insolvency. At each annual interval, income and expenditure of the WRASP will be assessed and should the income streams from Sand Extraction cease, this Policy will cease also.*

**13. The decision of the CBTC is final.**

*The WLALC will allow for an appeal process to occur where deemed appropriate however; the CBTC retains the right to make their decisions final and not to allow an appeal process if the sponsorship application is not deemed in the interest of the WLALC or its Member(s) and/or contradicts the very purpose of providing a Sponsorship 'Social Benefit Scheme'.*

*An example would be where a Member has applied for Sponsorship to support a business income activity or new business venture to commence. As noted, each application will be assessed on its own merit.*

*In the case of a review taking place, this will be conducted by the WLALC Board or their delegated representative which could include a third party such as the Registrar of the ALRA and/or NSWALC.*



# Sponsorship Policy Application

This following applies to all sponsorship applications (invited and unsolicited) received by the Worimi Local Aboriginal Land Council (WLALC).

This policy does not apply to other grants and donations given by the WLALC, such as:

- Worimi LALC Elders Group (Wubaray Elders);
- NAIDOC Celebrations;
- Educational Scholarship Funds (provided as a result of the Sand Extraction Lease Agreement – See Scholarship Policy)

This policy takes into consideration the Independent Commission against Corruption's (ICAC) *Sponsorship 'A guide to developing policies and procedures for both receiving and granting sponsorship (May 2006)*, the Aboriginal Land Rights Act 1983 and the WLALC's *Code of Conduct*.

This Policy outlines:

- How sponsorship is defined and the process for approval.
- What sponsorships WLALC will and will not undertake.
- Guidelines for assessing, managing, evaluating, developing and reporting on sponsorships.
- The rights and responsibilities of all parties involved in a sponsorship to ensure there is neither conflict of interest nor negative impact on the WLALC's reputation or probity.

## Managing the Policy

The CEO is responsible for the policy and processes outlined in this document. All applications and opportunities must be provided and assessed by the CBTC.

## Who can use this policy?

WLALC Member and their families, including other Aboriginal Members of the WLALC Aboriginal Community can use this policy to enhance opportunities to participate in activities of high achievement and significance. Any person sitting outside of the association criteria may still apply however; priority will first be given to WLALC Members and their families at all times.

Ideas for possible sponsorship opportunities should be discussed with the CEO (02) 4033 8800.

For reasons of consistency and probity, responsibility for further undertakings, investigations and/or further application negotiations for all sponsorships rests with the CEO.

Applications are not considered an approval until such times as they have been assessed and endorsed or refused by the CBTC.

To minimise possibilities where conflict of interest may occur, and to ensure sponsorship activities fulfil WLALC's responsibilities and operate within legislation, policies and guidelines, the CBTC will not undertake any sponsorships that it determines brings the WLALC's reputation into disrepute with Members, NSWLAC or the public.

## Reporting and Accountability

All sponsorships, including the name of the applicant and the activity / event sponsored, will be listed in WLALC's Annual Report. The value of the sponsorship will be published unless the details are commercial in confidence as agreed by both the applicant and WLALC.

Officers involved in sponsorship activity should be conscious of their primary responsibility for probity. WLALC's *Code of Conduct* is the reference for maintaining professional and ethical behaviour at all times.

The risks associated with sponsorship can be higher than those associated with normal WLALC activities. When assessing applications, the CBTC will take into consideration the following factors.

Major risks might include:

- Perceptions of improper conduct;
- The potential to embarrass the WLALC through associating a WLALC project with an inappropriate activity;
- Undertaking to support an activity on the basis of a promise and when completed, that promise does not materialise;
- Breaching WLALC's accounting requirements;
- Undervaluing or overvaluing applications;
- Not being cost effective or diligent in the decision making process;
- Being incapable of surviving critical public scrutiny

## **Conflict of interest**

Any sponsorship the WLALC undertakes must not compromise WLALC's reputation, public image, probity or its ability to fulfil its functions or compromise its agreed objectives or policies.

While WLALC does not provide applicants with commercial endorsements, applicants may gain credibility from association with WLALC. However, WLALC might lose credibility by associating itself with activities which do not fulfil their responsibilities, which are of poor repute or conflict with the WLALC's commitments.

Protecting WLALC's reputation and its compliance role will be expressed as a term or terms in the agreement. The terms to be included depend on the nature and scope of the sponsorship.

For example, the WLALC can include terms to ensure:

- The WLALC logo is not used without its specific permission.
- The sponsorship offered is not to be regarded as a general endorsement by the WLALC of the activity of the applicant.
- The sponsorship deal will not restrain WLALC's ability to undertake its own compliance roles.
- Information obtained by the WLALC & the applicant in the course of the sponsorship is kept confidential.

Where the applicant proposes to deal with WLALC in any other capacity, the CEO will implement appropriate measures to deal with any actual or potential conflict, consistent with this Policy, ICAC guidelines, the WLALC Code of Conduct and the Aboriginal Land Rights Act 1983 (as amended) and after consulting with the CBTC, the CEO will act accordingly.

## **WLALC Responsibilities**

Any sponsorship provided is not to be seen as replacing an existing service and their responsibility to the applicant.

The WLALC will favour:

- Applications that promote events, programs and other activities/services that are accessible and appropriate to all groups in the WLALC Aboriginal community.
- All relevant program objectives, outcomes and outputs are consistent with this Policy and the WLALC's Community Land & Business Plan.

WLALC is accountable to its Members and any sponsorship the CBTC approves and/or undertakes must be one which the WLALC Board and Members would be proud to see in the public domain.

WLALC works in a regulatory capacity and any sponsorship it undertakes cannot influence decisions or action by the WLALC. Therefore, WLALC will not accept applications for services such as licenses, development applications, compliance and legal dispute resolutions.

## Legislative Guidelines

Any sponsorship undertaken must fall within the ALRA guidelines, NSWALC Policy or Social Benefit Schemes and the WLALC's Code of Conduct.

## Applications and Sponsorships not permitted under this Policy

Given the above considerations, WLALC will not undertake sponsorships that:

1. Involve sponsors that are in the business of pornography or substances (i.e. drugs and alcohol)
2. Involve sponsors in political fields (such as political parties).
3. Involve services such as licenses, development applications, compliance and legal dispute resolutions.

## Prohibited Sponsorships by Outcome / Operation

The following lists highlight prohibited applications given they:

1. Require or imply WLALC's endorsement of commercial products, services, companies or individuals.
2. Limit WLALC's ability to carry out its function fully and impartially.
3. Restrict access to WLALC's events, products and services by the widest audience possible.
4. Cannot be accountable to this Policy.
5. Personally benefit individual WLALC Board Members and/or Employees
6. Give the applicant influence over WLALC and access to restricted information.
7. Poses a conflict with the broader policies and practices of WLALC.
8. Poses a conflict between the objectives and mission of WLALC and those of the applicant.
9. Imply WLALC endorsement of contentious community issues.
10. Involve provision to the public of a product or service where that product or service has not been evaluated for its fitness for purpose against the objective operational criteria relevant to community needs.
11. Have not gone through the processes set out in this Policy.
12. Require WLALC to commit to delivering a product or service which it does not have the means, infrastructure or resources to do so.
13. Have not been endorsed by the CBTC.
14. Generates surplus capital which is not used to offset costs, or provide a return to the WLALC (not a genuine sponsorship).
15. Place a price on WLALC's sponsorship package that is not fair in comparison to marketplace prices.
16. Requires research to establish the viability of undertaking a sponsorship, where that research exceeds the value of the sponsorship itself.
17. Places a price on a sponsorship package which is so low as to undermine the perceived quality of that package.
18. Places a price on the WLALC which does not represent value-for-money for the activity.
19. Does not have clearly defined objectives which allow the WLALC to evaluate the outcome and results.
20. Does not support the overall objectives of WLALC.
21. Does not have a written letter of agreement and/or sponsorship contract between WLALC and the sponsor.

## Exceptional circumstances

There may be occasions when it is considered necessary or desirable to accept an unsolicited application that contradicts the prohibited section of this Policy. In each case where an exceptional circumstance exists, WLALC must be able to clearly demonstrate and record reasons for selecting and not selecting sponsors.

## Approval Process

Once applications are received, they will be scanned and emailed to all CBTC Members for their review and consideration. Comments can be received prior to the CBTC meeting, seeking further information to support the application if desired.

Subject to timing and CBTC responses, all Sponsorship applications will be tabled for the CBTC to assess and determine if sponsorship, including the value, will be provided.

## Contracting the Sponsorship

Once the proposed sponsorship has been approved, it must be contracted.

Any agreement between WLALC and an applicant must be put in writing, outlining all the rights and responsibilities of both parties, in addition to establishing clear objectives.

**All agreements must be signed by the CEO.**

A standard template will apply to sponsorships and will include:

1. The name of the applicant.(Including the WLALC Membership connection, if the applicant is an organisation)
2. The event, program or service to be sponsored.
3. Term of the sponsorship.
4. An assessment / evaluation procedure.
5. The nature and value of the benefit to be provided by the WLALC and the method of payment.
6. The right of WLALC not to be restricted in its compliance and operational roles by the applicant being sponsored.
7. Cancellation and termination conditions.
8. That the Sponsor advises WLALC of any change in circumstances relating to the Sponsor's reputation
9. That the Sponsor advises WLALC of any association or parent company directly or indirectly involved in the sponsorship

Contracts must be signed before the sponsorship is provided, announced or any publicity materials are produced.

## Managing the Sponsorship

The WLALC will:

- Ensure the contract is executed by both parties prior to the commencement of the sponsored project.
- Determine the approval process for the use of the WLALC logo and other printed materials.
- Maintain good communication with the applicant.

## Evaluating and Reporting

Sponsorship activities should be evaluated against the contractual agreement conditions and do not need to be a complex process as dealings need to be transparent and satisfy spending accountability, reports must be clear and easily accessible .

### Evaluation

Post evaluation is used to gauge and provide information for the annual reports and to note the success of the sponsorship activity. Measurements for evaluation should be established in conjunction with the sponsor. Possible qualitative and quantitative measures could include:

- Whether the letter of agreement or contract was fulfilled.
- The extent to which sponsor used benefits.
- Whether the objective was reached.
- Whether the general community's awareness was raised.
- How much media coverage was generated

In some instances and particularly for major sponsorship, either WLALC or the applicant will gain some benefit from formal marketplace research to assess outcomes.

# Reporting

## Reporting to WLALC

All sponsorships will be provided for within WLALC's budgets for events, programs and services.

The total value of sponsorships for each event will be reported within the financial reports to the WLALC Board, WLALC Members and NSWALC.

Individual sponsorship amounts will be reported unless deemed commercial-in-confidence on the agreement of both the sponsor and WLALC. All sponsorships will be included in the Annual Report.