



Policy name: BGCP Corporate Sponsorship Policy		
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BGCP Corporate Sponsorship Policy

Scope

This document outlines the Botanic Gardens & Centennial Parklands (BGCP) policy for receiving corporate sponsorship.

Corporate sponsorship is a commercial arrangement in which a sponsor provides a contribution in money or in kind to support an activity in return for certain specified benefits. Sponsorship is not philanthropic. A sponsor expects to receive a reciprocal benefit beyond a modest acknowledgement.

Corporate sponsorship may include associations with, but not limited to, capital projects, programs, positions, research, exhibits and events. It does not include:

- The dedication of a bench, tree or statue.
- Membership.
- Arrangements for club use of community sporting fields.
- Selling of advertising space.
- Joint ventures.
- Government, philanthropic or corporate grants.
- Unconditional gifts, donations, bequests.
- Endowments.
- Value in kind associated with public events in lieu of fees

The Royal Botanic Gardens and Domain Trust and the Centennial Park and Moore Park Trust have successful corporate partnerships that support world-class science, horticulture, education and recreation programs. Partnerships enable the Trusts to achieve objectives by:

- Undertaking beneficial non-core activities that could not otherwise be funded or undertaken to the same extent.
- Reducing the costs of a particular event or activity, or enabling it to be expanded or improved.
- Providing non-tied funding to support the operations of the Trusts.
- Enhancing image and reputation.
- Achieving greater community awareness and public profile.

Purpose

The purpose of this policy is to provide a framework to ensure that the BGCP's corporate sponsorship relationships:

- are conducted to the highest standards;
- are in line with the values of the BGCP;
- uphold the organisation's reputation; and
- maximise BGCP resources to advance its strategic goals.

Policy

The BGCP aims to be open and transparent in its sponsorship arrangements and to this end the guiding principles for receiving sponsorship are published below.

1. Suitability

All sponsorships must be consistent with the BGCP vision, mission, values, strategic and business objectives.

2. Probity

Sponsorships must not undermine public confidence in the integrity of BGCP or its programs. Before entering into a sponsorship agreement, the BGCP will consider:

- a. The motives of the prospective sponsor entering into the partnership.
- b. Whether the partnership would imply conditions that limit, or appear to limit, the ability for the BGCP to carry out its functions fully and impartially.
- c. Whether the values and objectives of the potential sponsor conflict with those of the BGCP. This will be determined by the BGCP Executive Director and relevant Board following a due diligence process.
- d. Whether the sponsorship would be perceived by the public as an explicit endorsement by the BGCP rather than an acknowledgement of support. The BGCP does not directly endorse products or services ¹.
- e. Whether there is a perceived or real risk that the partner may attempt to influence public policy, legislation or the operations of a government agency through the relationship.
- f. Whether the prospective sponsor is or will be subject to the regulatory actions of the Office of Environment and Heritage or its agencies during the sponsorship period.

3. Value for money

The BGCP may only enter into sponsorships where the income or in kind contribution from the sponsor is equal to or greater than the value of benefits it receives. In determining value for money and pricing of the sponsorship, the BGCP will consider:

- a. The real costs of providing and servicing the sponsorship.

¹ Further guidance on endorsement may be found in the ICAC publication "Sponsorship in the public sector" (2006).

- b. Whether the agreement would restrict future opportunities for the BGCP to achieve greater benefits elsewhere.
- c. The commercial value of exposure for the sponsor.
- d. The strategic value of the partnership to the sponsor.
- e. The social, community, tourism, environmental and economic value of the project and partnership.
- f. Whether the partnership enhances public perception of both parties.
- g. Whether the partnership advances the objectives of both parties.
- h. Whether products or services offered to the BGCP as value in kind are fit for purpose, relevant to the BGCP's needs and of appropriate quality.
- i. GST implications.

4. Fair Dealing

Nominated representatives of the BGCP will negotiate and manage sponsorship agreements with the highest standards of ethical behavior. This includes:

- a. Adhering to NSW Procurement practices and regulation, and supporting the principle of open and effective competition.
- b. Conducting a high standard of due diligence and risk assessment.
- c. Disclosure and resolution of conflicts of interest.
- d. Ensuring all agreements align with relevant legislation.
- e. Ensuring the sponsor is given every opportunity to utilise the contracted sponsorship benefits.
- f. Maintain appropriate confidentiality and privacy in all dealings.
- g. Ensuring no inducements have been made or received, and no personal benefit has been provided to BGCP staff or the relevant Board.

5. Accountability

Nominated representatives of the BGCP will:

- a. Allow sufficient time for due consideration at all stages of the process.
- b. Use fair, predefined evaluation models for making assessments and decision.
- c. Obtain all necessary authorisations in line with approved organisational delegations and follow prescribed procedures.
- d. Effectively achieve outcomes as designated in the agreement.
- e. Maintain high standards of record keeping including compilation of sponsorship records on a central filing system for easy access and review.
- f. Maintain high standards of reporting, including reporting all sponsorships in the publically accessible annual report.

- g. Manage funds received in accordance with the BGCP procedures and make readily available all financial records of the partnership for audit.
- h. Ensure conflicts of interest are declared and managed.
- i. Disclose arrangements as required by legislative, government or other provisions.

Links to related legislation, policies or procedures

The BGCP Corporate Sponsorship Policy has been prepared in accordance with the Office of Environment and Heritage Sponsorship Policy and ICAC's guidelines for sponsorship in the public sector.

Responsibilities

The BGCP Corporate Partnerships team is responsible for corporate sponsorship. All sponsorship needs and enquiries must be directed in the first instance to the Corporate Partnerships team for review. The Corporate Partnerships team will either manage, or support BGCP business units and supporting organisations i.e. Foundations on identifying and approving suitable sponsorships.

Compliance with this Policy

BGCP is committed to maintaining the highest standards of conduct. Every staff member is responsible for maintaining standards that inspire public confidence and trust in BGCP's work. If you are unsure of the appropriate course of action in a particular circumstance covered by this Procedure, discuss the matter with your supervisor.

Failure to comply with this Procedure and may lead to disciplinary or remedial action.

If you are aware of a breach of the associated policies or this procedure notify your supervisor or nominated Public Disclosure Officer.