



Sponsorship and Membership Policy

Applicable to:
Hunter and Central Coast Development Corporation

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APPROVED BY THE ACTING CHIEF EXECUTIVE, 11 MAY 2020

1. Purpose of the Policy

This policy sets out the principles and practices for Hunter and Central Coast Development Corporation (HCCDC) in evaluating and making decisions about proposals for granting sponsorship and memberships.

HCCDC is a NSW Government agency, responsible for the planning and delivery of economic and urban development in the Hunter and Central Coast regions. We sit within the Place, Design and Public Spaces Group (Place-making NSW division), within the Department of Planning, Industry and Environment, NSW.

The purpose of this document is to outline the policy and processes that will be used to assess and manage sponsorship and membership requests received by HCCDC. Applications are assessed against the HCCDC *Sponsorship and Membership Policy* criteria.

Applications that meet the criteria are recommended to the Senior Communications Manager to present to the HCCDC Senior Leadership Team. Applications supported by the Senior Leadership Team are endorsed under delegation by the HCCDC Acting Chief Executive, and then approved by the Group Deputy Secretary, Place, Design and Public Spaces Group.

Any interested party considering approaching HCCDC about potential sponsorship or membership should first familiarise themselves with the *Sponsorship and Membership Policy (the Policy)*.

This Policy will be published on the HCCDC website to provide guidance to those considering approaching HCCDC for sponsorship or membership.

What is a Sponsorship?

Sponsorship is a commercial arrangement in which a sponsor provides a contribution in money or in “value-in-kind” (VIK) to support specified activities in return for agreed and defined benefits. HCCDC does not engage in sponsorship for purely charitable or philanthropic purposes.

What is a Membership?

Membership is a commercial arrangement with an organisation that provides opportunities to work closely with industry bodies and groups in areas representative of HCCDC’s strategic objectives. Memberships provide staff with learning and networking opportunities that may enhance the work of HCCDC.

2. Sponsorship and membership eligibility criteria

When will HCCDC offer sponsorship or membership arrangements?

HCCDC will consider offering sponsorship and membership to organisations, events and activities that align with HCCDC's strategic objectives, meet eligibility criteria, and are deemed to be appropriate use of HCCDC sponsorship and membership fund allocation.

HCCDC's strategic objectives are to:

- deliver strategic outcomes to grow economic capacity and enhance communities;
- drive industry diversification to grow more jobs to attract and retain talent to the regions;
- create engaging, sustainable and attractive public spaces, connected to better transport options;
- unlock opportunities and realise the full potential of government land and assets;
- respect existing character, culture and heritage; and
- work in collaboration and partnership with community and stakeholders.

HCCDC's eligibility criteria considers the type of activity to be supported, and the organisation proposing the sponsorship or membership.

HCCDC may consider supporting these type of activities:

- events that bring significant economic activity to a city or region;
- events that increase the profile of the two regions in which HCCDC operates;
- revitalisation and community education programs;
- activities or funding of research that relates to or complements HCCDC's strategic objectives, or projects undertaken in areas that HCCDC operates in;
- initiatives that benefit the community (for example goodwill created by a festival, or an ongoing benefit such as a public artwork);
- award programs, conferences, industry lunches, exhibitions and trade shows where there is strategic alignment and a track record of providing economic benefits to a community; or
- significant regional events, sporting events, cultural or community organisation activities.

HCCDC may consider supporting organisations:

- that have a sound reputation with Government, and good performance record for any past sponsorship (if applicable);
- that have a good alignment or fit with the brand and activities of HCCDC; and
- that do not have any conflicts between the objectives or mission or business practices of HCCDC.

What kind of activities will HCCDC not sponsor?

HCCDC will not support organisations or events that:

- have an alignment to political organisations;
- promote gambling;
- may be considered as discriminatory;
- could be detrimental to public health and safety;
- promotes or encourages alcohol or any substance abuse; or
- may be subject to regulation or inspection by HCCDC.

HCCDC will not support events or activities that are:

- purchase or sale of advertising space;
- donations to charities whether in cash or in kind, where there are no contracted benefits in exchange for funds; or
- events and activities outside of NSW and that do not relate to HCCDC projects areas of impact/ outside regional reach of HCCDC.

Benefits to HCCDC

All sponsorship agreements must contain explicit commitments to the benefits that will be delivered in return for the sponsorship. HCCDC requires benefits that are consistent with the support provided and deliver value for Government and its stakeholders.

The following examples are indicative of the types of benefits that may be provided. You may wish to propose additional benefits in return for sponsorship:

- naming rights or other sponsorship designation recognition;
- brand exposure on promotional material including advertising, communications, websites or online material and signage;
- public relations or external communications opportunities;
- use of 'talent' to promote specific messages or outcomes;
- access to databases, website space, use of social media channels or other opportunities which engage with the target audience; and
- other opportunities to generate a greater community awareness for HCCDC message or objective than may otherwise be achievable.

In general, HCCDC has greater capacity to authorise sponsorship where it provides value-in-kind. Sponsorships with a cash component will need to offer benefits to HCCDC of significant value when compared to the funds required. Types of VIK may include contribution through the provision of "gratis" services, or use of assets.

Additional considerations

- A sponsorship must not impose conditions that could limit, or appear to limit, the ability of HCCDC to carry out its functions fully and impartially.
- HCCDC employees must not obtain any personal benefit of any kind from a sponsor.
- Sponsorships will not be constructed to provide explicit endorsement of the sponsor or the sponsor's products.
- HCCDC will follow processes to ensure that sponsorships align with the purposes and objectives of HCCDC, demonstrate value, and offer benefits to HCCDC that are consistent with the support provided.

Not all sponsorship proposals that meet the assessment criteria will be funded. This is because HCCDC receives many proposals and it is not possible to support and fund all of them.

3. Application and assessment process

Assessment process

- To be considered, applicants must complete either the *Sponsorship Application Form (Attachment A)*, or the *Membership Application Form (Attachment B)*.
- HCCDC will assess whether the proposal meets the criteria and is appropriate based on the merits of the application.
- The Senior Communications Manager of HCCDC will review all proposals.
- Once reviewed and supported by the Senior Communications Manager, the Senior Leadership Team will consider the proposal prior to endorsement by the Acting Chief Executive, and final approval by the Group Deputy Secretary, Place, Design and Public Spaces Group.
- HCCDC may, at its sole discretion, consider third party evaluation for new proposals. The fee for the evaluation will be costed to the HCCDC sponsorship cost centre.
- HCCDC will advise the applicants in writing on whether a proposal has been approved or not.

Sponsorship applications

- Applicants must complete the *Sponsorship Application Form (Attachment A)*.
- Applications must be made in writing, and must address the criteria contained in this policy.

Timeframe for processing sponsorship applications:

- HCCDC aims to assess sponsorship proposals within 4-6 weeks of submission. During this time HCCDC determines the total budget allocations, and which proposals can be supported with the pool of funds available.
- The sponsorship commencement date should be at least two months after the month of determination. In some instances, up to six months from the month of determination may be required dependent on the value and length of the sponsorship (for example a proposed flagship sponsorship requires a longer lead time). This enables HCCDC to conduct its assessment with due diligence, then plan, organise and manage all arrangements in accordance with the requirements of this policy.

Membership applications

- Applicants must complete the *Membership Application Form (Attachment B)*.
- Applications must be made in writing and must address the criteria contained in this policy.

Membership proposals will be reviewed and approved as follows:

- Individual memberships such as the Institute of Chartered Accountants or the Australian Institute of Project Management - approval by the Acting Chief Executive.
- Corporate or individual memberships - reviewed by Senior Leadership Team, endorsed by Acting Chief Executive, and approval by the Group Deputy Secretary, Place, Design and Public Spaces Group.

Once a membership has been endorsed, the applicant will receive confirmation via email, payment, or request for payment depending on the organisation's membership process.

4. Sponsorship agreement and management

- When HCCDC decides to provide sponsorship support (whether cash or VIK), the sponsor will be required to enter into a written agreement with HCCDC that details the obligations of each of the parties.
- Depending on the value of the sponsorship and subject to HCCDC's absolute discretion, HCCDC will generally use the following two types of agreements:
 - a simple agreement in the form of letter of agreement for sponsorships up to \$10,000 or those with relatively low risk; or
 - a long form agreement for sponsorships over \$10,000 or those with relatively high risk (as determined by HCCDC).
- Sponsorship agreements will have mandatory reporting requirements, including a post-sponsorship Evaluation Report that must be submitted within two weeks of the sponsorship completion date. If sponsors fail to meet the reporting requirements or the agreed conditions, HCCDC may suspend its support or cease to provide further sponsorship.
- The sponsored organisation may be required to participate in sponsorship management and activation meetings for the duration of the sponsorship. These are usually held at commencement then at appropriate intervals during the sponsorship

5. Sponsorship and membership register

HCCDC will maintain a register of all sponsorship and membership requests. A summary of HCCDC sponsorships and memberships will be recorded in the HCCDC Annual Report.

6. Application of this Policy

This policy applies to all sponsorship and membership arrangements between HCCDC and external bodies. All staff and contractors of HCCDC, including temporary and casual staff, private contractors and consultants engaged by HCCDC, are required to apply this policy.

Accountabilities for this policy

Position	Role Description
Chief Executive, HCCDC	Approver of this policy
Senior Communications Manager, HCCDC Communications Division	Owner of this Policy, and responsible for: <ul style="list-style-type: none"> the overall implementation of this Policy; ensuring that this Policy is adhered to and that staff are aware of the obligations under this Policy; and reviewing the Policy at the reviewed date as mentioned on page one (1) of this Policy or as required.

Document history

Date	Version	Approved by	Amendment Notes
5/12/2018	1.1	Michael Cassel	Policy reviewed and endorsed
2/4/2020	2.1	Valentina Misevska	Policy reviewed and endorsed
11/5/2020	2.2	Valentina Misevska	Policy reviewed and endorsed

Attachment A – Sponsorship Application Form

Applicants must complete the below form to be considered for Sponsorship.

Application for Sponsorship	
Organisation information	
Application date	
Applicant / organisation Legal entity name and ABN	
Organisation type Charity, not for profit, private entity etc	
Website	
Contact details	
Contact name	
Title and responsibility	
Phone number	
Email	
Postal Address	
Sponsorship activity details	
Name of activity or event	
Activity date	
Venue or location	
Summary of the activity	
Is this a one-off or annual activity?	
Who is the target audience?	
How many people see, attend or are involved?	
Requested sponsorship	
Type of sponsorship Cash or value-in-kind	
Sponsorship value \$ excluding GST	\$
Sponsorship hierarchy/level Eg: Major Partner, Official Supplier, Supporting Sponsor Gold, Silver or Bronze Member	
How will the funds provided by HCCDC be used?	

Application for Sponsorship		
Outline the benefits of sponsorship to HCCDC		
How will the success of the sponsorship be measured?		
Alignment with HCCDC's strategic objectives		
Describe which of the following objectives your activity aligns with, and how?		
Deliver strategic outcomes to grow economic capacity and enhance communities		
Drive industry diversification to grow more jobs to attract and retain talent to the regions		
Create engaging, sustainable and attractive public spaces, connected to better transport options		
Unlock opportunities and realise the full potential of government land and assets		
Respect existing character, culture and heritage		
Work in collaboration and partnership with community and stakeholders		
Additional information		
History of Sponsorship with HCCDC or Government	Event	Year
List any other partners or Government departments providing sponsorship	Sponsor/Partner	Value/Level
Evaluation Report Post-event report must be submitted within 2 weeks of the completed sponsorship activity	Due Date:	

Attachment B – Membership Application Form

Applicants must complete the below form to be considered for Membership.

Application for Membership	
Membership details	
Application date	
Organisation Legal entity name and ABN	
Membership cost \$ excluding GST	\$
Membership type and duration Eg: Platinum Member – 1 year 01.07.20 - 30.06.21	
The benefits of membership to HCCDC	
Website	
Contact details	
Contact name	
Title and responsibility	
Phone number	
Email	
Postal Address	
Alignment with HCCDC's strategic objectives	
Describe which of the following objectives your membership aligns with, and how?	
Deliver strategic outcomes to grow economic capacity and enhance communities	
Drive industry diversification to grow more jobs to attract and retain talent to the regions	
Create engaging, sustainable and attractive public spaces, connected to better transport options	
Unlock opportunities and realise the full potential of government land and assets	



Application for Membership		
Respect existing character, culture and heritage		
Work in collaboration and partnership with community and stakeholders		
Other information		
Previous HCCDC memberships?		
Other industry partners or Government departments who are members		
History of Membership with HCCDC or Government	Membership	Year