



Australian Government
Indigenous Business Australia

Approved by IBA Board: 27 February 2008

General Sponsorship Policy

Purpose: To provide policy guidance in relation to IBA sponsorship of community organisations, events and individuals.

Scope: This policy relates to IBA sponsorship of events and activities which will further IBA's commercial objectives and fulfil its legislative charter. This sponsorship may include, but is not limited to awards, community and cultural events, artists and arts events, and individuals.

Legislative basis:

The *Aboriginal and Torres Strait Islander Act 2005* (ATSI Act).

Section 181 states that:

"Money held by IBA should be applied only

- (a) in payment or discharge of the costs, expenses and other obligations incurred by Indigenous Business Australia in the performance of its functions or the exercise of its powers under this Act or any other law;*
- (b) on payment of any remuneration and allowances payable to any person under this Act or any other law; and*
- (c) in making any other payments which Indigenous Business Australia is authorised or required to make under this Act or any other law."*

IBA's authority to make sponsorship payments under S181(c) would be derived from Sections 147 and 148 of the ATSI Act, specifically:

S147 (1)

"Indigenous Business Australia has the following functions:

- (a) to engage in commercial activities;*
- (b) to promote and encourage Aboriginal and Torres Strait Islander self-management and economic self sufficiency;*
- (c) Such other functions as are conferred it by this Act."*

S148

"(1) In performing its functions, Indigenous Business Australia shall act in accordance with sound business principles

(2) For the purpose of the performance of Indigenous Business Australia's functions, the Indigenous Business Australia Board must have regard to the desirability of:

- (a) encouraging and facilitating Aboriginal and Torres Strait Islander participation in commercial projects and enterprises;*
- (b) securing, as far as practicable, Aboriginal and Torres Strait Islander participation in the ownership and control of companies engaged in activities*

that are likely to have a significant impact on Aboriginal or Torres Strait Islander interests;
(c) promoting the development of industries and other commercial and economic activities that are likely to have a significant impact on Aboriginal and Torres Strait Islander interests; and
(d) making specialist commercial expertise available to Aboriginal persons and Torres Strait Islanders engaged in commercial activities”.

The provision of sponsorship is a commonplace commercial activity and would promote and encourage up-take of IBA programmes aimed at supporting Aboriginal and Torres Strait Islander self-management and economic self sufficiency. Section 148 reinforces the requirement for IBA to act in accordance with sound business principles to encourage and facilitate Indigenous participation in commercial activities.

Benefits of IBA providing sponsorship support

Through sponsorship, IBA can support Indigenous economic development directly as well as indirectly by promoting and building brand recognition and conveying positive messages about its programmes. This policy contemplates that IBA may wish to use sponsorship to achieve such benefits and outcomes, including:

- To increase awareness of IBA, its products and services.
 - Sponsorship aligns with IBA target “market”
 - Event will generate sufficient exposure through
 - Attendance
 - Profile/Media
 - Promotion and marketing
- To foster and enhance relationships with Indigenous communities.
 - Provide opportunities to “connect” with communities
 - Demonstrate IBA’s commitment to Indigenous communities
- To foster potential business/economic development outcomes.
 - Sponsorship may directly or indirectly support business opportunities
- To align IBA with other corporate players.
 - Sponsorship also being provided by key industry partners or potential partners
- To demonstrate good corporate citizenship.

Sponsorship Criteria:

All sponsorship must be consistent with IBA’s commercial charter and its enabling legislation, as discussed above. All sponsorship must also be consistent with IBA’s Industry Engagement Strategy once developed.

The following criteria are mandatory:

- All sponsorships must be socially, politically and culturally appropriate and non-controversial.
- Applicants must demonstrate that sound governance and financial arrangements are in place.
- All sponsorships should provide opportunities for brand exposure, acknowledgement and other benefits commensurate with the level of funding.

The following criteria will be used to further assess proposals for sponsorship, although it is not necessary for a sponsorship proposal to deliver outcomes or benefits in relation to all the criteria. In determining the level of support to be provided, if any, IBA will consider the extent to which the sponsorship will:

- Promote, support or enhance Indigenous business opportunities and home ownership;
- provide positive exposure of IBA and its products and services in Indigenous communities;
- foster or enhance relationships with communities, particularly where IBA is active or wishes to be more closely involved;
- benefit Indigenous communities;
- provide measurable outcomes;
- enhance IBA's relationships with other corporates and its standing as a corporate citizen; and
- provide value for money and provide benefits commensurate with the level of IBA support.

Amount of sponsorship:

The dollar value of any sponsorship activity should reflect the outcome of assessment of the application against the above criteria, with particular consideration given to achieving value for money.

The General Manager has the authority to approve individual sponsorships up to \$20,000 each, up to a total of \$100,000 in each financial year. Any sponsorship proposals in excess of these amounts, individually or collectively, are to be referred to the Board for decision.

Assessment Process:

External applications or internal proposals for sponsorship should be assessed against the above criteria by an assessment panel comprised of representatives of:

- The programme area(s) of relevance to the sponsorship activity being considered
- IBA Corporate
- IBA Partnerships

The assessment panel should provide a summary of the assessment outcomes and a recommendation to the General Manager for consideration, or referral to the Board if the sponsorship amount exceeds the limits discussed above.

Funding and Administration:

Funding should be provided from a consolidated pool managed by IBA Corporate as opposed to being sourced from within programme areas. As a result, it is essential that all sponsorship be acknowledged through general IBA branding, as well as program specific identification.

This policy will be administered by IBA Corporate as part of the overall communication and marketing strategy.

Attachments: (Yet to be developed)

- Sponsorship proposal (application) form, including (where applicable)
 - Proposal details
 - Budget
 - Marketing plan
 - List of substantiating documents required

- Sponsorship assessment form
- Sponsorship agreement template, including
 - terms and conditions
 - style guide and use of IBA logos etc
- Acquittal return