

Sponsorship and development policy

POL-C-010

Version 3.1 30 Jun 2005

Contents

1. Title.....	3
2. Introduction.....	3
3. Scope	3
4. Principles.....	3
5. Definition of terms	5
6. Definition of responsibilities.....	5
7. References	5
8. Implementation.....	6

ID	POL-C-010
Version	3.1
Version date	30 Jun 2005
Type	Council
Approval date	25 November 2004
File	94/0018
Availability	Public and all staff
Keywords	Sponsorship, philanthropy, donation, gift, bequest
Responsible officer	Manager <i>Sponsorship Development</i>
History	Sponsorship policy version 1.0 approved by Council 20 December 1996 Sponsorship policy version 2.0 approved by Council 4 October 2000
Review date	August 2007
Related documents	Australian National Audit Office Guidelines for Sponsorship 1997
Contact	National Museum of Australia GPO Box 1901 CANBERRA ACT 2601 Tel: (02) 6208 5140 Email: information@nma.gov.au Website: www.nma.gov.au

1. Title

Sponsorship and development policy

2. Introduction

The National Museum of Australia is a major cultural institution charged with researching, collecting, preserving and exhibiting historical material of the Australian nation. The Museum focuses on the three interrelated areas of Aboriginal and Torres Strait Islander history and culture, Australia's history and society since European settlement in 1788 and the interaction of people with the environment.

Established in 1980, the Museum is a publicly funded institution, governed as a statutory authority within the Commonwealth Arts portfolio. The Museum's building on Acton Peninsula, Canberra opened in March 2001.

3. Scope

This policy covers external, national and international sponsorship and philanthropic support of the Museum.

3.1 Purpose

This policy:

- provides a policy framework for seeking, obtaining and managing sponsorship and philanthropic support
- outlines principles to guide all aspects of sponsorship and development with an emphasis on appropriately maximising the Museum's capacity to secure additional resources for strategic and business priorities.

3.2 Rationale

This policy contributes to the delivery of the Museum's strategic and business priorities by facilitating a wider awareness of, and interest in, the Museum from key individuals, organisations and communities in order to increase the level of their support in the future.

4. Principles

The Museum recognises that complex, dynamic relationships with organisations and individuals play a critical part in today's public sector environment and that there are sometimes fundamental differences in the needs and objectives of the various participants in Museum sponsorship and development projects. The Museum seeks to build successful collaborations based on clear communications that establish mutually agreeable objectives.

4.1 Basic principles

4.1.1 Support for organisational priorities

Activity to secure sponsorship for the Museum focuses on business and strategic priorities particularly building and engaging national audiences, caring for the National Historical Collection, sustaining research and scholarship activity and strengthening the resource base. Development activities focus on expanding the National Historical Collection either through donation of items to the collection or cash provided to build the collection as required by the Museum.

4.1.2 Ethics

The terms and conduct of sponsorships and development activities are based on principles of honesty, legality, fairness and good faith between all parties to the relationship. If there are any doubts about the ethics of a proposed sponsorship or development activity the test is whether or not the arrangement would withstand public scrutiny.

4.1.3 Standards of service

The Museum regards its sponsors and donors as valuable and generous citizens committed to the best interests of the Museum and its audiences and endeavours to deliver an excellent standard of service in meeting expectations and its agreed obligations.

4.1.4 Brand image and reputation

The Museum respects and takes care in its practices to ensure it causes no damage to its sponsors' and donors' brand image or reputation and expects sponsors and donors to exercise equal respect and care for the Museum's best interests.

4.1.5 Long-term relationships with mutually agreed objectives

The Museum recognises that sponsorship and development relationships and agreements are generally more beneficial to both parties if established on a long-term basis, through a process of consultation, with the formulation of mutually agreed objectives and clearly articulated expectations.

4.1.6 Alignment of interests

The Museum seeks to create beneficial partnerships that reinforce and extend the partners' market position and reputation. Therefore, the Museum has a preference to become involved with organisations and individuals whose interests and values are aligned with Museum interests and values; and who have interests that align with Museum programs and activities. For example, organisations with similar target markets, complementary corporate or brand values, or who see themselves as part of the fabric of Australian history — past, present and future.

4.2 Benefits offered

4.2.1 Mutual benefit

Individual sponsorships and development opportunities are tailored to meet the needs of the Museum and the sponsor or donor to ensure mutual benefit. To ensure the continued value of the relationship in changing market conditions the Museum is flexible and adaptable and expects equal consideration from its sponsors and donors.

4.2.2 Types of benefits

The types of benefits achievable include, but are not limited to, recognition (e.g. naming rights and promotion), product and company awareness (e.g. sampling and showcasing), enhanced corporate reputation, business networking, hospitality and opportunities for staff. The Museum works to ensure that its suite of benefits evolves to continue to meet sponsors' needs in a changing market.

4.2.3 Equity and consistency

The Museum strives to ensure equity and consistency of sponsorship rights and benefits between sponsors across the value spectrum. Specific benefit structures are developed through negotiations with individual sponsors and details are confidential.

4.3 Exclusions

The Museum seeks relationships with individuals, organisations and communities that reinforce and extend its market position and reputation and are in keeping with the role of a national museum.

4.3.1 Consistency with Commonwealth policies

The Museum does not enter into a sponsorship agreement or accept a donation if it is likely to lead to any conflict with the broader policies, practices and objectives of the Museum or the Commonwealth Government. For example, the Museum does not accept sponsorships or donations relating to tobacco products.

4.3.2 Conflicts of interest

The Museum consults extensively with sponsors and donors to ensure that there are no conflicts of interest that might compromise any of the parties. The Museum, for example, does not allow a sponsor or donor to determine the content or interpretation of any program

or service and is careful to respect the needs of sponsors and donors in allocating their contributions in accordance with their wishes.

5. Definition of terms

Sponsorship

Sponsorship is a business investment intended to yield a commercial return. It may consist of cash and/or the provision of product or services (also known as 'value in kind' or contra).

Development

Development comprises a range of fundraising methods including various forms of philanthropy such as donations, planned giving, gifts through the Cultural Gifts Program and bequests;; utilises various modes such as direct mail and capital campaigns;; and can be cash or objects accepted into the National Historical Collection.

6. Definition of responsibilities

Manager *Sponsorship and Development*

The Manager represents the Museum in managing the implementation of this policy and in the operations of the Sponsorship and Development Unit. The Manager provides support to the Sponsorship and Development Committee of Council.

Sponsorship and Development Committee

The Sponsorship and Development Committee is a subcommittee of the Museum's governing Council. It provides strategic advice and assistance and reports to the Council on sponsorship and development initiatives as required.

Council members will ensure that no conflict of duty or interest occurs where the member is involved with a particular sponsor or donor. Council members will not independently offer or accept sponsorships or donations and will refer such offers for follow up to the Manager, *Sponsorship and Development*.

From time to time the Director may request the assistance of Council members in negotiating sponsorships and donations, for example through providing introductions, and attending or hosting functions.

Delegations

Under Section 37 *National Museum of Australia Act 1980*, the Museum is empowered to negotiate sponsorship contracts up to the value of \$250,000. This amount is presently extended by the Regulations pertaining to the Act to \$1,000,000. Higher amounts will be referred by the Museum to the Minister.

7. References

The development of this policy has been informed by the requirements and provisions of:

National Museum of Australia Act 1980

National Museum of Australia Regulations 2000

Commonwealth procurement guidelines, July 2004

Income Tax Assessment Act 1997

Practical guide to corruption prevention report, June 1996 Independent Commission Against Corruption (ICAC)

Management of corporate sponsorship report, April 1997, Australian National Audit Office (ANAO)

8. Implementation

The operation of the Sponsorship and development policy is undertaken according to the guidelines supporting the policy.

8.1 Coverage

Whole of Museum: exhibitions, programs, activities and operations.

8.2 Other related policies

Audience development policy
Collections development policy
Communications policy
Outreach policy
Research and scholarship policy
Temporary and travelling exhibitions policy

8.3 Exclusions

None.

8.4 Monitoring

Implementation of this policy is monitored by the Sponsorship and Development Committee of Council.

This policy will be reviewed in August 2007.