

ACHPER VICTORIA SPONSORSHIP POLICY

Policy number	MCPL001	Version	1
Drafted by	Angela Mudford	Approved by Board on	15 December 2016
Responsible person	Hilary Shelton	Scheduled review date	15 December 2017

RESPONSIBILITIES

1. The CEO is responsible for the development and implementation of this policy.
2. The Board is responsible for the ratification and review of this policy.
3. All Board members, casual, permanent and contract staff and volunteers are responsible for adhering to this policy

INTRODUCTION

The Board of ACHPER Victoria is committed to ensuring all business is conducted in an ethical manner.

PURPOSE

The purpose of this policy is to establish the framework and guidelines for the creation of productive sponsorships between ACHPER Victoria and other organisations i.e. sponsorship agreements with corporations, foundations, charities, not-for-profit, individuals and other non-government or government organisations.

This policy provides guidelines for how ACHPER Victoria engages with potential sponsors including event exhibitors. It gives clear direction when considering and implementing sponsorship arrangements.

Sponsorship is the term used to describe opportunities for a person, organisation, product or event to support ACHPER Victoria with a view to gain advertising or promotional advantages for the sponsor. These agreements assist ACHPER Victoria to generate additional revenue to support ACHPER Victoria's mission and vision.

SCOPE

The scope of sponsorship arrangements is broad, they may include:

- providing speakers to reach key audiences
- supporting conferences and workshops
- exhibiting in the trade exhibition at conferences and other events
- participating in networking events
- facilitating supply of information and advice to organisations
- promotion and advertising opportunities
- funding to support activities, such as training, promotion, and policy development processes.

POLICY

ACHPER Victoria welcomes offers of sponsorship arrangements which may include monetary, non-monetary, and other forms of support for its activities.

The fundamental principles shaping ACHPER Victoria's relationships with sponsors are:

1. Sponsorship of ACHPER Victoria or of any project, program, product or event held by ACHPER Victoria, will not entitle any sponsor to influence any decision of the organisation.
2. Sponsorship of ACHPER Victoria or of any, project, program, product or event held by ACHPER Victoria, will not entitle any sponsor to influence the final content of the project, program, product or event.
3. ACHPER Victoria may enter a sponsorship arrangement with any corporation or organisation where the association or acceptance of the sponsorship does not jeopardise the financial, legal or moral integrity of ACHPER Victoria or its members. Nor does it adversely impact upon ACHPER Victoria or its members standing and reputation in the community.
4. Sponsor's whose product or service conflicts with the ACHPER Victoria's vision of Active Healthy Victorian's are excluded from forming a sponsorship relationship with ACHPER Victoria. Excluded suppliers include but are not limited to suppliers of: tobacco; alcohol and gambling products or services.
5. ACHPER Victoria Branch will accept sponsorships as an additional source of revenue generation provided all sponsorship alliances are developed and maintained within the regulations embodied in this sponsorship policy.
6. All sponsorship agreements must be consistent with existing ACHPER Victoria policies.
7. The Staff and board of ACHPER Victoria should not receive personal benefit from the sponsorship.
8. Sponsorship arrangements should be approved by the CEO and it is the responsibility of the CEO to ensure the Board are kept up to date with the development of potential sponsorship arrangements.
9. Notification of sponsorships will be included in the annual report as information for members
10. ACHPER Victoria reserves the right not to accept any proposal.
11. ACHPER Victoria reserves the right to withdraw from any proposal should we become aware of any risk posed to the association throughout the sponsorship arrangement.