



## The AIHPA SPONSORSHIP POLICY

Rev: 20090901

### **1.0 Introduction and Objectives**

AIHPA seeks to promote and protect Across the Course Centerfire rifle shooting in Australia. To help achieve this, we will pursue four overarching goals:

- High quality results through skill development.
- Increased awareness of Across the Course Centerfire rifle shooting in Australia.
- Robust relationships with other peak shooting bodies and regulators.
- A confident and competent Committee and membership.

To meet these goals, AIHPA engages support and sponsorship from a wide range of organisations. Part of this process is an assessment of partnership and sponsorship arrangements with a variety of agencies, businesses and organisations.

The scope of partnership and sponsorship arrangements is broad – they may range from providing items for prizes and awards, promotional materials and branding media, participating in competitions and events, and facilitating the supply of equipment and facilities for testing and trial. They may also include the acceptance of funding to support activities, such as research, training, promotion, and competition.

This paper presents legal, ethical, and practical issues to be addressed when considering the establishment of partnership and sponsorship arrangements where there is a substantial transfer or joining of resources.

### **2.0 What are sponsorships and partnerships?**

AIHPA defines corporate sponsorship as an arrangement between our organisation and an individual, private sector, company or corporation or a government entity in exchange for money, goods or services to support our activities.

A partnership may also be considered to be an arrangement between AIHPA and an individual, private sector, company, corporation or a government entity to jointly achieve a shared goal.

### **3.0 The value of sponsorship and partnership arrangements to AIHPA**

Appropriate partnerships and sponsorships will increase the range and level of financial and other resources available to AIHPA to assist it in promoting and protecting Across the Course Centerfire rifle shooting in Australia.

### **4.0 Selecting partners and sponsors**

AIHPA welcomes offers of creative partnership and sponsorship arrangements that may include monetary, non-monetary, and other forms of support for its activities.

AIHPA will consider partnership and sponsorship arrangements with public sector agencies, businesses, not-for-profit organisations and individuals where such an arrangement is consistent with AIHPA's purpose of promoting and protecting Across the Course Centerfire rifle shooting in Australia. The value and potential of all substantial proposed arrangements will be considered against criteria presented in this document.





AIHPA reserves the right not to accept any proposals, and in particular any that are, or may be, perceived to either:

- be in conflict with goals set out in this document or other AIHPA documents; or
- diminish the public standing or actual or perceived independence of AIHPA.

### **5.0 Community Guidelines for Sponsorship**

Benefits associated with entering into partnership and sponsorship arrangements must be balanced against the risk that they might create negative public perceptions of the arrangements or be counterproductive in some other way.

As the peak body for Across the Course Centerfire rifle shooting in Australia, AIHPA is particularly conscious of the need to protect its reputation. AIHPA will, in particular, need to carefully consider sponsorship arrangements proposed by organisations that may be the subject of complaint or investigation.

The NSW Independent Commission Against Corruption (ICAC) has produced guidelines for considering sponsorship and partnership arrangements with the private sector. These guidelines may provide a useful checklist for the review of AIHPA sponsorship proposals.

ICAC advocates ten sponsorship principles for public sector agencies:

1. A sponsorship agreement should not impose conditions that would limit, or appear to limit, an AIHPA's ability to carry out its functions fully and impartially.
2. There should be no actual conflict between the objectives/mission of the agency and those of the sponsor.
3. An agency with regulatory responsibilities should not seek or accept sponsorship from organisations which may be subject to regulation or inspection during the life of the sponsorship. However, where adhering to this would unduly limit the AIHPA's sponsorship prospects, AIHPA should manage the risks by employing specific techniques detailed in the ICAC publication.
4. Sponsorship should not involve explicit endorsement of the sponsor or its products.
5. Where sponsorship involves the supply of a product, AIHPA should measure that product against objective criteria.
6. Staff of the agency should not receive personal benefit from the sponsorship.
7. Sponsorship should be sought and granted by an open process.
8. Sponsorship proposals should be assessed against predetermined criteria.
9. A sponsorship agreement should be in writing.
10. Sponsorship arrangements should be approved by the Committee.

### **6.0 Establishing and managing partnerships and sponsorships**

This paper seeks to establish a sound risk assessment and management process, and provide a mechanism to facilitate appropriate decisions over whether to enter into a partnership/sponsorship arrangement, and when AIHPA should withdraw from such relationships. The proposed process will support the establishment of partnership and sponsorship arrangements that will improve AIHPA's ability to meet its strategic goals, and manage any associated risks.

The process involves:

- An initial consideration of purpose, benefits, costs and risks.
- Preliminary discussions with the Committee.
- Assessment of potential partners.
- Endorsement by the Committee.
- Formalising the agreement.
- Management of the partnered project.
- Review and reporting of the partnered project.





#### 6.0 a) Initial considerations

Initial consideration of a potential partnership or sponsorship arrangement must address purpose, anticipated benefits and costs, and potential risks. Primarily, the purpose must be consistent with the strategic objectives of AIHPA, the benefits should outweigh the costs, and all identified risks should be able to be managed.

If a potential partnership/sponsorship passes these initial considerations then it is appropriate to take the next step.

#### 6.0 b) Preliminary discussions

No action on developing partnered or sponsored projects can take place without the knowledge and support of the Committee. Potential projects must be raised with Committee Members for discussion per standard decision making process. If there is Committee support, then exploratory/formal discussions with appropriate potential partners/sponsors can take place.

#### 6.0 c) Assessment of potential partners and sponsors

When discussions with potential partners or sponsors have generated some strong prospects, those partners will be formally assessed against the benefits and risks of proceeding.

#### 6.0 d) Project submission to Committee

If potential partners or sponsors are assessed as suitable, then a submission should be made to the Committee describing:

- Purpose, scope and duration of the proposal.
- Benefits to AIHPA of participation in the project.
- Benefits to the partner of participation in the project.
- The proposed management arrangements for the project, including the nominated project manager.
- The arrangements with which the partnership or sponsorship will be formalised, which will ensure that conditions of the partnership are observed.
- Whether AIHPA has sufficient resources available to meet the administrative requirements of the partnership and sponsorship policy, and the specific requirements of the contract with the partner.
- A recommended course of action.

#### 6.0 e) Formalising the Agreement

Depending on the scope of the arrangement, sponsorship and partnership agreements are subject to a written agreement. This must take the form of an approved written instrument, as per approval of the Executive Committee of AIHPA (document available upon request).

The basic items that must be covered in an agreement are the:

- purpose, scope and duration of the project.
- roles, responsibilities and deliverables of both parties.
- benefits to AIHPA and the proposed partner, including:
  - economic benefits;
  - branding of any events, resource, or activities;
  - the form or forms of partnership acknowledgment to be available; and
  - ownership and use of any intellectual property generated.

The agreement should also emphasise that the partnership will have no actual or perceived impact on the independence of AIHPA, nor its ability to carry out its functions with integrity.





#### 6.0 f) Management of the sponsorship

Management of partnered/sponsored projects must be transparent and meet the highest standards of accountability. This will ensure that AIHPA continues to be in a position to demonstrate its probity and good management.

Each sponsorship will have a project manager agreed by the Committee, who will, in general, liaise between the parties to the agreement. The project manager is responsible for ensuring that the sponsor:

- is engaged in the activity,
- receives appropriate publicity and exposure,
- receives a report on the outcomes of the sponsorship, and
- receives a written thank you for their participation.

#### 6.0 g) Review and reporting of the sponsorship

AIHPA monitors and reports on sponsorship and partnership arrangements to the membership. Income or other benefits generated from sponsorships and partnerships are reported in the financial reports of the organisation.

To achieve these requirements, AIHPA will present details of sponsorship and partnership arrangements in its Annual Report.

Public reports on arrangements will include:

- Name of sponsor or partner;
- Value;
- Duration; and
- Evaluation summary.

#### 6.0 h) Review and reporting of sponsorship benefits & distribution

AIHPA monitors and reports on sponsorship and partnership benefits to the membership. Income or other benefits generated from sponsorships and partnerships are used and/or distributed in accordance with the requirements of the sponsorship or partnership arrangements.

Where no sponsorship or partnership arrangement exists for the use or distribution of income or benefits, or where it was agreed the AIHPA may use or distribute income or benefits in the AIHPA's best interests, the AIHPA committee will meet to discuss best use of such income or benefits.

Full disclosure for the use and distribution of income or benefits will be to the committee and membership in a timely manner, and no later than the AGM held for the year the sponsorship was transacted.

### 7.0 Conclusion

The AIHPA will do what ever it can afford to maintain a reliable, beneficial, supporting, trustworthy and credible sponsorship arrangement with any legitimate sponsor, while expecting nothing more than the same in return.

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