

# SPONSORSHIP POLICY

## Purpose

1. This Sponsorship Policy sets out the principles and approach which guide the Sax Institute's management of sponsorship arrangements with the aim of protecting and promoting the best interests of the Institute, its program, its partners and the public interest of our work.
2. The Sax Institute will use this policy to inform decisions regarding sponsorship and similar arrangements. Where there is uncertainty or reasonable conflicting views on the application of the policy, the advice of the Board will be sought and will be determinative.

## Definition

3. Sponsorship is generally recognised as the purchase of the usually intangible exploitable potential rights and benefits associated with an event, or organisation, which results in tangible benefits for the sponsor such as increased awareness of brand, communication of key messages, or sales.

## Scope / Application

4. The Institute has many different financial relationships which may include elements of sponsorship. That is, organisations that provide funding to the Sax Institute, be it by way of grant, partnership or a contract, may seek to receive some benefits in terms of brand recognition, profile and communication of key messages.
5. Examples of financial arrangements that include elements of sponsorship may include:
  - Fee for service contractual arrangements whereby the Institute completes work for an organisation in exchange for a fee, and there are conditions around brand recognition in any outputs.
  - Donations that may stipulate conditions around donor acknowledgement and brand recognition.
  - Grants where the Institute undertakes the work as agreed and owns the outputs but the funder may seek acknowledgment.
  - Joint ventures and partnerships, where the Institute undertakes work in partnership with another organisation to achieve shared aims and joint venture partners seek to place their brand alongside that of the Sax Institute.

- Sponsorships whereby the Institute undertakes work, hosts an event or engages in another activity primarily to achieve its own aims; and the sponsor receives tangible benefits such as increased awareness of brand or profile, communication of key messages, or sales, including where the sponsor seeks an opportunity to give away products, offer product discounts or offer donations to the Institute in response to sales.
6. This policy applies to the above arrangements to the extent that they involve the rights and benefits of sponsorship.

## Principles

7. For any arrangement providing funding or in kind goods and services to the Sax Institute the following principles will apply:

*(a) A financial arrangement should not influence, impose or imply conditions that would limit, or appear to limit, the Institute's ability to carry out its functions fully and impartially, with integrity and in accordance with high professional standards*

The Sax Institute aims to build capacity to conduct high quality new research and implement systems to support the use of research in policy. The Institute will not engage in relationships where third parties seek to inappropriately influence the content of research outputs or the means by which evidence from research is provided to policy-makers, in order to further their own private interests. We will maintain the highest academic standards and abide by all applicable research codes of conduct and ethics. We will not enter into any relationships which hinder our ability to act with integrity in accordance with such standards and codes of conduct.

*(b) There should be no real or apparent conflict of interest between the mission and objectives of the Institute and those of a funder*

The Sax Institute's mission is to improve health, health programs and services by increasing the use of research in policy making. The Institute will not enter into arrangements with organisations whose core business is in anyway contrary to the Institute's mission, or that are deemed not to operate in the best interests of improving health (see exclusions at end of paper)

*(c) Funding of Sax Institute activities or events should not involve explicit or implicit endorsement of the sponsor or the sponsor's products or services*

It is critical the Institute's independence and objectivity be protected. Whilst the Institute will acknowledge sponsors and their contributions it will not endorse sponsor's products or services. It is not the role of the Institute to evaluate and provide recommendations or advice on particular products and services.

The Sax Institute will not in any way, either explicitly through direct statements, or implicitly by suggestion or public co-appearance, create an impression that it considers a particular product or service to:

- Be co-developed by the Sax Institute;
- Be preferable to any others on the market; or
- Meet any quality standard set by the Sax Institute or any other entity.

In general, the Sax Institute will not provide sponsorship opportunities that involve free or discounted goods or services that are available for commercial sale unless their provision is purely charitable and/or not identifiable by brand.

- (d) The Institute will not normally enter into any arrangements for funding of its assets which may limit open access to the asset for use in the public interest.*

The Sax Institute provides research and other assets which are open access resources available for the public interest. The Sax Institute will not normally enter into arrangements which give exclusive access to our assets and resources, such as the 45 and Up Study.

- (e) Subject to Principle (d), the Institute may enter into sponsorship arrangements which provide exclusive benefits to the sponsor/funder in proportion to the value of the arrangement.*

The Sax Institute may provide sponsors with exclusive rights (for example, rights to be the only event sponsor, or the only event sponsor of a particular kind), provided that the arrangement entered into provides proportionate benefits to the Sax Institute, complies with other requirements of this policy and the arrangement does not compromise the Institute's overall long term ability to raise funds, engage freely with other stakeholders outside the bounds of the arrangement, or compromise its ability to operate in the public interest.

- (f) The Institute will seek to avoid any potential risks to protect public confidence in the Sax Institute and its reputation*

As a charitable organisation the Institute operates in the interests of the public and its stakeholders. Our reputation as credible, objective and trustworthy is critical to our success and to retaining the community's confidence and willingness to participate in our programs.

The Institute will not enter into arrangements that may involve a perceived reputational risk.

- (g) The Institute will avoid any arrangements which are not in the public interest*

The Institute is a charitable organisation that operates to benefit the public. It is therefore charged with ensuring that its activities seek to further the public interest. The Institute will not engage in any form of sponsorship arrangement which would seek to utilise our resources for purposes that are not in the public interest.

- (h) No employee of the Sax Institute will receive a personal benefit from a sponsorship / funding arrangement.*

The Sax Institute will not enter into any arrangements where there is, or there is perceived to be, a personal benefit for staff (or relatives and friends) either directly or indirectly.

- (i) All sponsorship arrangements will be documented in writing and/or set out in a formal contract*

The terms and conditions of all sponsorship arrangements will be documented. This

may include emails, letters of agreement, and/or formal contracts, depending on the nature and value of the arrangement. The elements which must be documented are the agreed fees, conditions and benefits, Sax Institute and sponsor brand management protocols and the life time of the agreement.

*(j) All funding arrangements are to be endorsed by the relevant program head and approved by the Chief Executive Officer. Board advice will be sought as required.*

### **Determination of Entitlements / Benefits**

8. The terms and conditions, the costs and benefits, associated with any sponsorship arrangement will be developed and negotiated initially on a case by case basis or in accordance with a standardised sponsorship package option (e.g. event sponsorship).
9. The fees will be determined by an assessment of the 'market' or 'business' value of the intangible and tangible benefits the Sax Institute is offering to a potential sponsor i.e. an event audience, profiling opportunities in beneficial sector, positive association with our work. This determination will vary from case to case and over time as the Sax Institute programs and brand expand and enrich.

### **Sponsorship Exclusions**

10. As the Sax Institute seeks to improve health, and health services and programs, organisations that are involved in activities and/or products that present a direct hazard to community health and wellbeing are regarded as being inappropriate for any form of sponsorship. Some examples include companies involved in the production and sale of tobacco and alcohol products.
11. For more information about Sponsorship please contact Deborah Frew on 02 9514 5950 or email [deborah.frew@saxinstitute.org.au](mailto:deborah.frew@saxinstitute.org.au).