

# Sponsorship guidelines

## Introduction

The Department of Natural Resources, Mines and Energy (DNRME) partnerships with our customers and stakeholders are important to us, as we work to deliver policies, programs and services that support industry while reflecting the needs of the broader community.

Sponsorships allow the department to support relevant events and activities while receiving benefits to the organisation for the equivalent value.

All sponsorships are administered in line with the [Queensland Government Sponsorship Policy](#).

## Vision

The responsible use of our natural resources—water, land, minerals and energy—to sustainably generate prosperity for current and future generations of Queenslanders

## Purpose of these guidelines

The purpose of these guidelines is to assist applicants who wish to apply for sponsorship from DNRME. The guidelines provide information on:

- understanding DNRME's sponsorship objectives
- assessing whether your project/event is suitable for sponsorship
- understanding the stages of sponsorship and how applications are assessed
- Reporting and evaluation requirements

## Alignment and assessment of sponsorship application

### DNRME criteria

All incoming sponsorship requests to DNRME are assessed and rated against the following criteria:

- how well the event/project targets DNRME's target audiences
- range of expected tangible benefits to be received
- relevance of activity to core business of DNRME and alignment to our key priorities
- reputation of the organisation seeking sponsorship
- conflict with other supporting activities
- costs involved
- extent to which sponsorship performance and suggested benefits can be assessed
- value for money

In addressing the criteria, applicants must disclose all matters that would affect DNRME's decision consideration of their sponsorship request.

### Queensland Government priorities

In addition to the above criteria, sponsorship requests must align with at least three of the below Queensland Government priorities as outlined in the [Queensland Government Sponsorship Policy](#):

- support the department or agency's goals and objectives
- increase effectiveness of strategic programs
- enhance corporate identity and reputation
- create employment opportunities for Queensland

- observe good social, economic and environmental practice and encourage community engagement
- promote Queensland Government initiatives to relevant target audiences
- build and enhance existing relationships at the local, national and international level
- encourage key stakeholders' participation in important issues and initiatives

DNRME reserves the right and capacity to undertake reasonable checks of applicants at its discretion. Such checks may include referee checks and/or financial/probity checks of the applicant and the organisation associated with the applicant.

Should DNRME approve an applicant and then later become aware of matters that would disqualify that organisation from receiving sponsorship, approval for sponsorship may be withdrawn. DNRME will not accept responsibility for any loss or damage suffered as a result.

### **Who can apply for sponsorship?**

Legal entities such as incorporated associations, local government and companies can apply for sponsorship. Individuals cannot apply.

The department encourages sponsorships that can build and strengthen the relationship between the department and stakeholder groups and associated/affiliated organisations.

An organisation that has previously received sponsorship from DNRME but has not provided an acquittal will not be considered for repeat sponsorship.

#### Types of activities considered for sponsorship

- conferences
- forums
- seminars
- events

#### Types of activities NOT considered for sponsorship

- Funding of individuals
- Projects/events that have already received a guarantee of whole-of-government support or support from [Tourism and Events Queensland](#)
- Events where surplus funds are raised specifically to be donated to charity
- Private or commercial activities
- Capital equipment or works
- Funding of research, trials or feasibility studies
- Award ceremonies
- Publications

Events with a sole aim to raise funds for charity via means such as entry or site fees will not be considered.

Events that allow charities to fundraise at their venue (e.g. charity staff run a sausage sizzle or sell merchandise) may be considered for funding.

In addition, the following are also ineligible for sponsorship:

- Projects or events that are not consistent with DNRME's vision, mission and key messages

- Projects or events that conflict with, or are similar to existing Queensland Government sponsorships
- Any project or event that entails high-risk activities or poor occupational health and safety performance.

### **DNRME Benefits**

In return for the investment, DNRME must receive tangible benefits that provide value for money. Appropriate acknowledgment of DNRME's support is mandatory. Benefits preferred by DNRME could be:

#### **High value:**

- Speaking or presenting opportunities to a targeted audience
- Opportunities to communicate a relevant message
- Opportunities to promote new initiatives/projects
- Opportunities to network with targeted audience

#### **Low value:**

- Speaking at very large outdoor events
- Trade displays

### **How to apply**

We will collate and process sponsorship applications twice a year, in two rounds.

Organisations seeking sponsorship can apply during the applications open time (see below for dates).

#### **Please note:**

Sponsorship requests submitted outside of the open dates will not be considered for funding support.

#### **ROUND 1 – for activities occurring between 1 January and 30 June each year**

- 1 July – applications open (preceding year)
- 31 July – applications close (preceding year)
- September – decision (approved/decline notification to applicant) (preceding year)

#### **ROUND 2 – for activities occurring between 1 July and 31 December each year**

- 1 February – applications open
- 1 March – applications close
- April – decision (approved/decline notification to applicant)

After reading the sponsorship guidelines, you can submit your sponsorship request via email to:

[DNRME\\_communications@DNRME.qld.gov.au](mailto:DNRME_communications@DNRME.qld.gov.au)

### **Sponsorship obligations**

All approved sponsorships and agreed benefits will be supported by a signed formal agreement. Where the requirements for a sponsorship cannot be met (supported by signed agreements, or associated accountability and evaluation requirements) financial support will not be provided.

Recipients are required to provide a financial acquittal within two months of completion of the sponsored event or project. Failure to provide an acquittal will be considered a breach of the agreement and will disqualify the recipient organisation from future sponsorship.

DNRME's decision is final and binding

- DNRME will be the final arbitrator of funding decisions under its sponsorship program.
- Applicants will be notified of the success or otherwise of their application in writing.
- DNRME may elect to, but shall be under no obligation to, give reasons for not accepting any application.

### **Further information and enquiries**

Further information can be obtained by contacting the Sponsorship coordinator via email at [DNRME\\_communications@DNRME.qld.gov.au](mailto:DNRME_communications@DNRME.qld.gov.au)

## **Terms of reference**

### **Definitions**

Sponsorship is the provision of financial and/or non-financial (in-kind) support in return for:

- promotion of government services to a specific target audience
- information exchange
- networking opportunities
- profile raising for initiatives that are aligned with government priorities

### **Sponsorship**

The right to associate the sponsor's name, products or services with the sponsored organisation's service, product or activity, in return for negotiated and specific benefits such as cash or in-kind support or promotional opportunities. It involves a negotiated exchange and results in tangible, material and mutual compensation for the principal parties to the arrangement. Sponsorship can take the form of cash and/or in-kind support through an agreement, which is the provision or receipt of goods or services to support or enhance an initiative at a reduced rate or free of charge. Both cash and in-kind arrangements are liable for GST.

### **In-kind sponsorship**

The provision or receipt of goods or services to support or enhance an initiative at a reduced rate or free of charge. These arrangements are liable for GST.

### **Outgoing sponsorship**

When the Queensland Government provides sponsorship to another party for an initiative.

### **Out of scope**

Sponsorship does not include:

- Grants or direct funding, which are monies or goods provided to a recipient through a formally recognised program for a specific purpose. A grant is normally understood as a form of financial assistance that assists an individual or organisation to develop a specific project, with little or no expectation of a commercial return or benefits.
- Monies paid through a bidding process to attract events
- Endorsements, donations, philanthropic gestures, bequests or gifts, which impose no obligations on the receiver and offer little or no return to the donor.
- Purchasing or selling goods or services for value, including advertising space, editorial comment or advertorials.

Sponsorship is not provided to individuals. The provision of funding to enable staff to attend training courses, personal development opportunities or other such activities is also not considered sponsorship.

## Confidentiality and privacy

### Personal information

The IP Act defines personal information as 'information or an opinion, including information or an opinion forming part of a database, whether true or not, and whether recorded in a material form or not, about an individual whose identity is apparent, or can reasonably be ascertained, from the information or opinion'.

The [IP Act \(PDF\)](#) provides for the protection of personal information collected and held by Queensland Government agencies and provides rules for what we must do with personal information. As employees of the department, we are all responsible for protecting and respecting the personal information that we collect and hold. The rules also apply to external providers and contractors that we engage who will access or deal with personal information on behalf of the department. Our customers and stakeholders have a right to expect that we will meet our privacy obligations and protect their personal information.

The privacy protection obligations in the IP Act means the department must:

- comply in all respects with the privacy principles regarding the collection, management use and disclosure of personal information. This includes ensuring contracted service providers adhere to the IP Act and the limitations on transferring personal information outside of Australia
- deal with privacy complaints by individuals in a timely and responsive manner
- comply with any compliance notice issued by the Information Commissioner
- comply with the conditions of any public interest approval issued by the Information Commissioner under section 157 of the IP Act

Read the [frequently asked questions about privacy \(PDF\)](#) for more information.

### Privacy principles

When collecting or handling any personal information, regardless of the how the information was obtained, we must comply with the following privacy principles, unless one of the exceptions in the IP Act applies:

- the [information privacy principles](#) (IPPs) (Schedule 3 of the IP Act)
- the limitations on [transfer of personal information outside Australia](#) (Chapter 2, part 3 of the IP Act) and [cloud computing](#)
- the requirement to bind [contracted service providers](#) to comply with the IP Act when they are dealing with personal information on the department's behalf (Chapter 2, part 4 of the IP Act)

Refer to the resources below for guidelines on applying the privacy principles to our activities.

### Other legislation

Other Australian states and territories have equivalent legislation, e.g. the *Privacy Act 1988* (Cth) which regulates the handling of personal information by Australian Government agencies and some private sector organisations. Visit the [Office of the Australian Information Commissioner](#) for details.

### Departmental policies and procedures

The [Information privacy compliance policy \(PDF\)](#) outlines our obligations under the IP Act, including complying with the privacy principles when collecting, securing, using and disclosing personal information.