

QAGOMA SPONSORSHIP POLICY

Approved 2 June 2014
 Queensland Art Gallery Board of Trustees

1. INTRODUCTION

Queensland's premier visual arts institution, the Queensland Art Gallery | Gallery of Modern Art (QAGOMA), engages people with art and artists through memorable and transformative experiences onsite and online. The Gallery's vision is 'to be the leading institution for the contemporary art of Australia, Asia and the Pacific'.

The Gallery's *Strategic Plan 2014–19* outlines the following guiding principles:

- Access for all
- Recognition of Aboriginal and Torres Strait Islander peoples
- Leadership through research, learning and innovation
- Commitment to a sustainable, collaborative and inclusive culture

Guided by the *Queensland Art Gallery Act 1987* and in line with the *Arts for All Queenslanders Strategy*, the Gallery will make a significant contribution to the Queensland Government's overarching aims for the arts sector in Queensland and for the broader community.

These aims include growing the public value of arts and culture, delivering a strong return on investment, and strengthening cultural tourism and commercial and entrepreneurial capacity.

The Sponsorship Policy delivers on key objectives and strategies within the Strategic Plan.

Objective 3	Build our community of partners and organisational capability to deliver the best value for Queensland.
Performance Indicators	<ul style="list-style-type: none"> • Percentage of visits originating from interstate and overseas • Non-government revenue as a percentage of total revenue • Queensland Government subsidy per visit
Strategy 3.1	Collaborate with leading international art museums, Queensland Government, Cultural Precinct, arts, tourism and media partners to present major exhibitions and high-quality experiences that contribute to the state's social, economic and tourism targets.
Strategy 3.3	Develop sustainable sources of revenue through innovative fundraising, sponsorship and commercial business models.

To achieve this objective the Gallery will:

- Work with tourism and media partners to secure financial and in-kind support for exclusive-to-Queensland exhibitions.
- Develop existing program-driven partnerships and identify new opportunities to collaborate on content development and program delivery.
- Expand sponsorship support base and develop sponsorship options for a wider range of Gallery activities.

2. PURPOSE AND SCOPE

This policy sets out the principles and procedures to be used by the Gallery when engaging in sponsorship arrangements, both incoming and outgoing.

This policy will assist QAGOMA in identifying and managing risks, and maximising benefits that flow from sponsorship arrangements, as well as outlining structures and processes for achieving good management and accountability.

This policy has been developed in accordance with the Queensland Government Sponsorship Policy and guidelines.

<http://www.premiers.qld.gov.au/right-to-info/published-info/assets/queensland-government-sponsorship-policy.pdf>

3. DEFINITIONS

Incoming sponsorship is when the Gallery receives monies or in-kind support from another party for an initiative and/or event.

In-kind sponsorship is the provision of goods or services to support or enhance an initiative at a reduced rate or free of charge.

Outgoing sponsorship is when the Gallery provides monies or in-kind support to another party for an initiative and/or event.

Sponsorship is the right to associate the sponsor's name, products or services with QAGOMA's product or activity, in return for negotiated benefits such as cash or in-kind support or promotional opportunities. It involves a negotiated exchange and should result in tangible and mutual compensation for the principal parties to the arrangement. Grants, funding, partnership agreements, bidding, donations, philanthropic gestures, bequests, gifts, purchasing or selling are not sponsorship.

4. PRINCIPLES

The principles underpinning sponsorship management at QAGOMA are:

- alignment with Queensland Government priorities
- alignment with Queensland Government *Sponsorship Policy*
- alignment with QAGOMA Strategic Plan
- alignment of organisational objectives, brand values and image
- appropriate sponsorship benefits
- value for money
- transparency
- ethical behaviour and fair dealing
- appropriate activity and association

In accordance with its Sponsorship Policy, when approaching, entering into, or reviewing sponsorship arrangements, the Gallery considers the legal and ethical dimensions of the sponsor's business operations.

Further, we also consider the weight of public opinion relating to such issues, particularly those that might be perceived as being adversely associated with the conduct of a sponsor's business or public affairs.

Where a strongly adverse and broadly based community consensus existed in respect of a particular business practice, notwithstanding it being legal to conduct that business – such as the selling of cigarettes – the Gallery would not consider entering into a sponsorship arrangement.

Where the line is less clearly drawn, and the business practice was a legal but more inherently controversial one, the Gallery would discontinue or dissociate itself from that sponsorship if the community consensus on the relationship damaged or had the potential to damage the integrity of the Gallery's reputation.

The Gallery recognises that complex, dynamic relationships with organisations and individuals play a critical part in today's public sector environment. The Gallery seeks to build successful sponsorship arrangements based on mutually agreeable objectives and beneficial outcomes for each party.

5. EXCLUSIONS

QAGOMA will avoid entering into sponsorship agreements with enterprises which are considered to:

- diminish, or are seen to diminish, public confidence in QAGOMA or the Queensland Government
- have the potential to reflect negatively on QAGOMA or the Queensland Government
- discriminate on the basis of race, sex, age, disability or religion

QAGOMA will avoid entering into sponsorship agreements that might be perceived to endorse an organisation with unethical, unprofessional or unviable business practices, or who produce or offer goods or services that may be harmful to users or of inferior quality.

Examples of industries or products that will not be considered as sponsors include:

- Tobacco products
- Firearms/weapons
- Pornography

The Gallery retains the discretion not to accept sponsorship from any entity for any reason.

6. ADMINISTRATION

This policy will be reviewed periodically and at other times if any significant new information or legislative or organisational change warrants a change to this document.

Once printed this document is no longer a controlled document.