

SPONSORSHIP POLICY

Approved 17 August 2020
Queensland Art Gallery Board of Trustees

1. PURPOSE

This policy sets out the principles and procedures applied by the Queensland Art Gallery | Gallery of Modern Art ('the Gallery' or 'QAGOMA') when engaging in sponsorship arrangements, both incoming and outgoing.

The purpose of this policy is to 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](#).

2. SCOPE

This policy applies to all sponsorship arrangements entered into by the Gallery, whether for incoming or outgoing sponsorship.

3. POLICY STATEMENT

The Sponsorship Policy supports the Gallery to deliver on key objectives and strategies within its strategic plan.

To achieve its objectives, the Gallery:

- Develops existing partnerships and identifies new opportunities for support.
- Expands its sponsorship supporter base and develops sponsorship opportunities (financial and in-kind) for a wide range of Gallery initiatives.
- Works with tourism and media partners to secure financial and in-kind support for exhibitions.
- Develops a robust corporate engagement program of events to attract stakeholders including current and prospect partners, corporate members, tourism and media partners to build and maintain advocacy for Gallery initiatives.

4. DEFINITIONS

The following definitions apply to this document:

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

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

Budget relieving contra: the provision of goods or services that relieve the requirement to pay cash for a budgeted goods or service.

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

Sponsorship: 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, bidding, donations, philanthropic gestures, bequests, gifts, and purchasing or selling are not sponsorship.

5. POLICY ELEMENTS

5.1 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.

When approaching, entering into, or reviewing sponsorship arrangements, the Gallery considers the legal and ethical dimensions of the sponsor's business operations.

Further, the Gallery also considers 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 will not consider entering into a sponsorship arrangement.

Where public sentiment is less clear, and the business practice is a legal but more inherently controversial one, the Gallery will undertake due diligence and risk management assessment, and if warranted (after review by the Gallery's Executive Management Team) will take action to discontinue or dissociate itself from that sponsorship, if it is determined there is sufficient risk to damage or have 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.

5.2 EXCLUSIONS

QAGOMA will avoid entering into sponsorship agreements with enterprises that 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. ROLES AND RESPONSIBILITIES

BOARD OF TRUSTEES

- Support the procurement of new sponsors and facilitate introductions to the Business Development and Partnerships team where appropriate

DIRECTOR

- Support the procurement of new sponsors and facilitate introductions to the Business Development and Partnerships team where appropriate
- Approve contractual agreements in line with the QAGOMA Delegation Manual

ASSISTANT DIRECTOR, DEVELOPMENT AND COMMERCIAL SERVICES

- With the Head of Business Development and Partnerships, undertake advocacy to major prospects and stewardship of key current partners where appropriate
- Approve contractual agreements in line with the QAGOMA Delegation Manual

ASSISTANT DIRECTOR, OPERATIONS AND GOVERNANCE

- Endorse Terms and Conditions of contractual agreements

HEAD OF BUSINESS DEVELOPMENT AND PARTNERSHIPS

- Oversee due diligence checks on all significant potential partnerships prior to the finalisation of any contractual agreement
- Negotiate contractual agreements and approve them in line with the QAGOMA Delegation Manual. Oversee the fulfilment of terms of the signed agreements
- Facilitate cooperation between sponsors and stakeholders to ensure this policy is adhered to

HEAD OF MARKETING

- With the Head of Business Development and Partnerships, negotiate and steward media partners

MEDIA MANAGER

- With the Head of Business Development and Partnerships, negotiate and steward media partners

7. ADMINISTRATION

7.1 RELATED DOCUMENTS

- [Code of Conduct for the Queensland Public Service](#)
- [QAGOMA Delegation Manual](#)
- [Our Future State: Advancing Queensland's Priorities](#)
- [QAGOMA Strategic Plan](#)
- [Queensland Government Sponsorship Policy](#)

7.2 DOCUMENT OVERSIGHT

Approval authority	Queensland Art Gallery Board of Trustees		
Maintained by	Head of Business Development and Partnerships		
Release	External	File reference	QR/20/48390
Approval date	17 August 2020	Next review by	August 2023

7.3 DOCUMENT HISTORY

Version	Approved by	Date	Revisions
1.0	Board of Trustees	June 2014	Original policy
1.1	Board of Trustees	18 August 2017	Format updated; references to previous strategic plan removed
1.2	Board of Trustees	17 August 2020	Changes to policy statement to reflect current strategic direction of Business Development and Partnerships, inclusion of roles and responsibilities section to align with current policy template; and modifications to definitions for clarity.