

CLUB SPONSORSHIP POLICY

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1 Purpose of Policy

Any Swinburne Club may seek and acquire Sponsorships to assist them in providing club funding, services, events or activities. The purpose of this Policy is to outline the rules under which such Sponsorships will be entered in to and governed.

2 Definitions

Word/Term	Definition
Benefit/Return	<p>A Benefit is any goods, services, or other support provided to a Club by a Sponsor as part of a Sponsorship. A Return is any goods, services, or other support provided to a Sponsor by a Club as part of a Sponsorship. For example:</p> <ul style="list-style-type: none"> • A company attends a Club Event, providing catering and entertainment services (Benefit), in exchange for promoting its products and services to Event attendees (Return). • An organisation provides money to a Club (Benefit) in exchange for promotional services, such as adding the organisation's branding to Club uniform or posters (Return). • A company provides discounts on products or services for Club Members (Benefit). As a result, Club Members are more likely to make a purchase from the company (Return). • A promotional speaker attends a Club event, discounting or waiving regular appearance fees (Benefit), in exchange for promoting products or services to event attendees (Return).
Club Asset	<p>Any item, which is usable more than once, purchased with funds from the Club Account.</p> <p>Food and drinks are not counted as Club Assets.</p>
Club Committee	<p>A group of Club Members who are collectively responsible for the administration, good governance, management, finances and day-to-day operation of a Club, as well as handling most communication between the Club and SSAA. Club Committee Members are chosen in an Election.</p> <p>The Club Committee must handle its responsibilities collectively, ensuring that, where practical to do so, the workload is spread as evenly as possible among Committee Members. Committee Members should feel free to delegate where appropriate, either to Committee Members or Club Members.</p>
Club Contractor	<p>Any person, organisation or other entity, providing services for the Club, for which some form of compensation would normally be expected in return. For example, sports coaches, DJs and caterers.</p>
Club Form	<p>An online form used by Club Committees to provide information to or make requests of SSAA.</p>
Club Member	<p>A currently enrolled Swinburne Student who has registered to be a Member of a Club. May also include Associate Members, where this is specifically referred to.</p>

Clubs & Sport Software	Software resources used to manage the majority of communication between SSAA, Clubs and Club Members. As of the time of implementation of this policy, the current Clubs & Sport Software is the “UniOne” package.
Event	Any organised gathering of Club Members.
Sponsor/Sponsorship	A Sponsor is an external organisation, person or entity in an arrangement with a Club whereby goods, services, discounts or other support is provided and/or exchanged for the mutual benefit of both the Sponsor and the Club. Such arrangements are referred to as Sponsorships.
Sponsored Event	Any Club Event where representatives from a Sponsor will be present.
SSAA	Swinburne Student Amenities Association
Tracked Asset	<p>Any Club Asset with a purchase price of equal to or greater than \$30, or which forms part of a set with a combined cost of equal to or greater than \$30.</p> <p>For example:</p> <ul style="list-style-type: none"> • A screwdriver that cost \$10 is not a Tracked Asset. • Three screwdrivers, purchased together or separately, which each cost \$10 would be considered a set, and count as a Tracked Asset as the total cost is \$30. • A screwdriver, a hammer and a spanner, each costing \$10, would be considered a set, and count as a Tracked Asset as the total cost is \$30. • A DVD of Season 1 of a TV show which cost \$5 is not a Tracked Asset. • 6 DVDs of 6 Seasons of the same TV show, each costing \$5, would be considered a set, and count as a Tracked Asset as the total cost is \$30. • 6 DVDs of 6 different TV shows, each costing \$5, would be considered a set (the Club’s “DVD Collection”), and count as a Tracked Asset as the total cost is \$30.

3 Application & Scope

- 3.1 This policy applies to all Clubs seeking to acquire, maintain or make use of Club Sponsorships. This Policy will also guide Clubs & Sport Officers when making decisions regarding Club Sponsorships, in consultation with the Team Leader, Clubs & Sport.
- 3.2 This Policy does not apply to PAVE Groups or Leadership Groups. See the relevant handbooks for more information on these groups.
- 3.3 SSAA Staff have the authority to clarify, interpret or propose amendments to this Policy as necessary.
- 3.4 Existing Sponsorship arrangements are exempt from items 4.2 and 5.1 of this Policy until 31st March, 2017. If a Sponsorship Application Form for each Sponsorship has been submitted before 31st March, 2017, this exemption will continue to apply to each Sponsorship until the corresponding Sponsorship Application Form has been either approved or denied by SSAA.

4 Policy Principles

- 4.1 All Sponsorships must be entered into in good faith, for the purpose of providing a better experience for Club Members.
- 4.2 All Sponsorships must be approved by SSAA before Benefits and Returns can be exchanged.

- 4.3 Only Club Committee Members and SSAA Staff may enter in to correspondence with current or prospective Sponsors, on behalf of a Club.
- 4.4 Benefits provided to a Club and Returns provided to a Sponsor must not conflict with the policies or values of SSAA or Swinburne University of Technology.
- 4.5 SSAA Staff have the authority to clarify, interpret or propose amendments to this Policy as necessary.
- 4.6 Breaches of this Policy by Clubs, Club Committees or Club Members may result in action as per SSAA Club Discipline & Dispute Resolution Policy.
- 4.7 Sponsorships must not give rise to a conflict of interest for Club Committee Members or SSAA Staff.
- 4.8 SSAA Staff must not directly benefit from any club Sponsorship.

5 Sponsorship Approval Process

- 5.1 Once a Club and a Sponsor have reached an agreement on the nature of a Sponsorship, the Sponsorship must be approved by SSAA. The Club Committee must submit a Club Sponsorship Application Form. Clubs may not receive a Benefit from, or provide a Return to, a Sponsor prior to receiving approval from SSAA.
- 5.2 The Club Sponsorship Application Form will require Sponsor contact information as well as details of the purpose of the Sponsorship and the nature of any Benefits and Returns to be exchanged. The Club Committee is responsible for ensuring that permission has been sought from the Sponsor for disclosure of any personal information.
- 5.3 Sponsorship Applications will be assessed by SSAA and either approved or denied based on the requirements laid out in this policy. SSAA may recommend that amendments be made to the Sponsorship Application to improve the likelihood of the Sponsorship being approved. In these cases, it will be the responsibility of the Club Committee to discuss these amendments with the Sponsor and seek approval, prior to amending and resubmitting the Club Sponsorship Application Form.
- 5.4 A decision made by SSAA to reject or amend a Sponsorship Application may be appealed according to the process laid out in SSAA Club Discipline & Dispute Resolution Policy.

6 Sponsored Events

- 6.1 Sponsor presence at a Sponsored Event must be approved by SSAA prior to the Event taking place. To obtain approval, the Club Committee is required to provide all requested sponsor-related information as part of filling out any Club Forms related to the event.
- 6.2 In some circumstances, SSAA may decide to withhold permission or set additional requirements on the Sponsor's participation in a Sponsored On-Campus event.
- 6.3 All Sponsor representatives attending an On-Campus Event count as Club Contractors, and must follow the requirements for Club Contractors set out in SSAA Club Governance & Management Policy.
- 6.4 All other requirements for Events laid out in SSAA Club Events & Activities Policy must be adhered to during a Sponsored Event.

7 Sponsor Requirements

- 7.1 Entities that promote or support agendas, values, products or services that conflict with the policies or values of Swinburne or SSAA will not be permitted to Sponsor a Club.
- 7.2 Entities that promote or provide products or services that could otherwise be provided by Swinburne or any of its partners will not be permitted to Sponsor a Club. For example, organisations promoting or providing career counselling, tertiary education, housing, or general medical services.
- 7.3 Entities that promote or provide tobacco, gambling or migration services will not be permitted to Sponsor a Club.

8 Benefits & Returns

- 8.1 A Sponsorship should provide a reasonable Benefit to a Club for the Return provided to the Sponsor. Talk to SSAA for advice on what would be considered reasonable, in each individual case.
- 8.2 Benefits provided to a Club and Returns provided to a Sponsor must not conflict with the policies or values of SSAA or Swinburne.
- 8.3 All monetary Benefits must be provided in Australian Dollars directly to a Club Account. This must be done through SSAA, via cheque or bank transfer. Monetary Benefits must not be provided directly to Clubs or Club Members.
- 8.4 Benefits must not take the form of cash, gift cards, pre-paid debit cards or any other similar pre-paid voucher that can be exchanged for goods or services.
- 8.5 Any reusable item, which is not food or drink, obtained as a Benefit from a Sponsor must be recorded in the Club's Asset Register at the time of receipt if it would qualify as a Tracked Asset were it purchased at RRP with Club Account Funds.
- 8.6 Where a Benefit is provided in the form of services which would otherwise need to be obtained from a Club Contractor, the rules for Club Contractors apply to all individuals providing said services. See the requirements for Club Contractors in SSAA Club Governance & Management Policy.

9 Additional Requirements

- 9.1 SSAA must be notified immediately of any change in the nature of a Sponsorship, including where a sponsor wishes to vary the exchanged benefits/returns in any way from those in the approved Sponsorship Application Form. SSAA may require a new Club Sponsorship Application Form to be submitted. SSAA may also require the exchange of Benefits and Returns between the Club and the Sponsor to be suspended while the new application is considered.
- 9.2 Sponsor representatives must not be invited on campus without prior permission from SSAA, pursuant to the Sponsored Events section of this policy.
- 9.3 In exceptional circumstances, such as a severe breach of this policy, SSAA may notify Club Committee Members that a Sponsorship must be terminated. The Club must immediately suspend any engagements with the Sponsor, including Sponsor appearances at events, the receipt of Benefits and provision of Returns. A decision made by SSAA may be appealed according to the process laid out in SSAA Club Discipline & Dispute Resolution Policy. Engagements with the Sponsor, including the exchange of Benefits and Returns, must remain suspended until the appeals process has concluded.

10 Roles & Responsibilities

- 10.1 SSAA Staff – Make fair determinations around Sponsorships based on this Policy, as well as the overall best interests of the Club, SSAA and Swinburne.
- 10.2 Club Committee Members – Enter in to Sponsorships in good faith, for the benefit of the Club and Club Members. Understand fully the requirements around Club Sponsorships and complete paperwork in a timely and accurate fashion.
- 10.3 Team Leader, Clubs & Sport and Team Leader, Marketing, Events & Promotions – Ultimately responsible for all decisions made in relation to Club Sponsorships.
- 10.4 Clubs & Sport Team – Exercise good management and oversight of Club Sponsorship.

11 Related Documents

- 11.1 SSAA Club Discipline & Dispute Resolution Policy

- 11.2 SSAA Club Governance & Management Policy
- 11.3 SSAA Club Events Policy
- 11.4 Swinburne Event Supplier Induction
- 11.5 Club Sponsorship Application Form
- 11.6 Sponsored On-Campus Event Form
- 11.7 Funds Request Form
- 11.8 Grant Application Form

Date first approved: 07/03/17		Date of Next Review: 17/5/2016	
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12 Version Control and Amendments

Version Control	Date Effective	Approved By	Amendment
1	07/03/2017	Rodney Thomson – Director, SSAA	First version.