



Sponsorship

Australian Education Union ACT Branch Policy

Policy Number	POL051	Version	3.0
Last Reviewed	December 2018	Next Review	December 2021

INTRODUCTION

The Branch Executive is committed to ensuring that its financial arrangements are carried out in an ethical manner.

PURPOSE

The purpose of this policy is to establish the framework and guidelines for the creation of productive partnerships between the Union and the private sector, i.e. sponsorship alliances with corporations, foundations, individuals and other non-government organisations.

Sponsorship can be a powerful way to build and strengthen partnerships. It is recognised that such alliances can provide important financial and marketing support to potential partners of the Union while at the same time generate additional revenues to support the Union's mission and mandate.

POLICY

The Union will enter into sponsorship arrangements under the following principles:

1. Sponsorship of the Union or of any symposium, project, program or event held by the Union will not entitle any sponsor to influence any decision of the organisation.
2. The Union will not enter into any alliance or partnership with any corporation or organisation where the association would jeopardise the financial, legal or moral integrity of the Union or adversely impact upon the Union's standing and reputation in the community. All gambling, tobacco and alcohol sponsorships are prohibited.
3. The Union will accept sponsorship as an additional source of revenue generation provided that all sponsorship alliances are developed and maintained within the regulations embodied in this sponsorship policy.
4. All sponsorship alliances or partnerships must be consistent with other existing Union policies.

RESPONSIBILITIES

It is the responsibility of the Branch Secretary to negotiate sponsorship arrangements and manage the relationship with sponsors.

PROCEDURES

- The Branch Secretary or their delegate will negotiate all sponsorships, including the level of financial commitment from the sponsor.

RESOURCES

Operational activities related to this policy are to be delivered within budgeted office resources.