

Outgoing Sponsorship Policy

1 Purpose

To provide consistent guidance on the University's approach to managing Outgoing Sponsorships.

2 Scope

This Policy applies to all University Members participating in Outgoing Sponsorship activities. This policy also applies to any third party acting on behalf of the University.

3 Policy Statement

The University will establish Sponsorship agreements with a broad range of organisations, and partner purposefully through a strategic and targeted approach to create opportunities supporting the University's mission and values, and enhance stakeholder experience to create shared value and public benefit that align with the University's strategic plan and values.

This Policy aims to provide consistent criteria to be used in the management of Outgoing Sponsorship. For details on the implementation of these criteria please refer to the Outgoing Sponsorship Procedure.

4 Principles

All Outgoing Sponsorship proposals, regardless of the extent or type of funding or potential funding source, must be submitted to the Office of the Pro Vice-Chancellor (Engagement) for a centralised assessment, administration and management. Outgoing Sponsorships should:

- create measurable value for the University and the Sponsored party;
- contribute tangibly to the well-being of the community;
- provide the University with opportunities for targeted partnerships and enhance engagement with key stakeholders including industry, community, Students, Employees or alums through association and collaboration;
- support the University brand to develop identity and reputation, providing opportunities for the University to connect with other audiences and promote brand messages;

- enhance the University's reputation in teaching and learning and Research;
- enhance the Student experience and/or provide other attractive benefits to prospective or current Students;
- provide the University with a clear and measurable return on investment;
- promote the image of the University as a preferred institution at which to work or study;
- feature clear ownership, approval terms and activities and be regularly reviewed; and
- have effective management to ensure value and accountability.

The University will not consider or support Outbound Sponsorships that:

- support Political parties;
- can reasonably be judged as denigrating, excluding or offending individuals and/or community groups;
- create environmental hazards;
- encourage violence, gambling, consumption of alcohol, Smoking or drug abuse;
- may result in the mistreatment or harm of animals;
- present a danger to public health or safety;
- do not reflect the University's core values, strategic direction and brand attributes;
- may create an actual or perceived Conflict of Interest for the University;
- may present reputational risk; or
- focus on any individual as the proposed Sponsorship Partner.

The University reserves the right to review all parties involved in an outgoing sponsorship arrangement and to withdraw from the sponsorship agreement without penalty if a Conflict of Interest or dissonance concerning the University's vision, policies or brand values is apparent.

5 References

Nil.

6 Schedules

This policy must be read in conjunction with its subordinate schedules as provided in the table below.

7 Policy Information

Accountable Officer	Pro Vice-Chancellor (Engagement)
Responsible Officer	Associate Director (Industry and Community Partnerships)
Policy Type	Executive Policy
Policy Suite	Outgoing Sponsorship Procedure
Subordinate Schedules	
Approved Date	6/12/2022
Effective Date	6/12/2022
Review Date	6/12/2027
Relevant Legislation	Information Privacy Act 2009 (Qld) Defamation Act 2005 (Qld) Fair Trading Act 1989 (Qld)
Policy Exceptions	Policy Exceptions Register
Related Policies	Conflict of Interest Policy Enterprise Risk Management Policy Marketing and Brand Policy
Related Procedures	Advertising Procedure Legal Services Procedure
Related forms, publications and websites	
Definitions	Terms defined in the Definitions Dictionary Conflict of Interest If a University Member has an interest that conflicts or may conflict

with the discharge of the University Member's duties the University Member should Declare the nature of the interest and the conflict to the University Member's Supervisor as soon as practicable after the relevant facts come to the University Member's knowledge and must not take action or further action relating to a matter that is or may be affected by the conflict until authorised. An Executive Leader may direct a University Member to resolve a conflict or possible conflict between an interest of the University Member and the University Member's duties. A reference to an interest or to a Conflict of Interest is a reference to those matters within their ordinary meaning under the general law, and, in relation to an interest, the definition in the Acts Interpretation Act 1954, Schedule 1, does not apply. A Conflict of Interest will arise when a University Member's Private Interests conflict with their duty to the University or to serve the public interest as a University Member. The risk of having a conflict of interest increases where a University Member's responsibilities include the authority to make decisions. A conflict of interest may be potential, perceived or actual - when a University Member is in a role where future decision making may be influenced by their Private Interests if a certain condition is fulfilled, they have a potential conflict of interest; a perceived conflict of interest arises where it appears that decisions a University Member make in the course of their University employment may be influenced by their Private Interests, whether or not this is in fact the case; an actual conflict of interest exists where a University Member's actions could be unduly, improperly or excessively influenced by their Private Interests. Serious misconduct can occur when a conflict of interest is concealed, understated, mismanaged or abused.

[Research](#)

Research is the creation of new knowledge and/or the use of existing knowledge in a new and creative way to generate new concepts, methodologies, inventions and understandings. This could include the synthesis and analysis of previous research to the extent that it is new and creative.

[Smoking](#)

The inhalation and exhalation of the smoke of burning tobacco, herbs or drugs. Smoking also refers to the use of electronic cigarettes or other devices. Electronic cigarettes include but are not limited to e-cigarettes, e-cigars, vapour pens, or a personal vapour and includes any product where there is a hand to mouth action and/or results in the expulsion of a vapour. Source: Adapted from Queensland University of Technology and the Tobacco and Other Smoking Products Act 1998 (Qld).

	<p>Student</p> <p>A person who is enrolled in a UniSQ Upskill Course or who is admitted to an Award Program or Non-Award Program offered by the University and is: currently enrolled in one or more Courses or study units; or not currently enrolled but is on an approved Leave of Absence or whose admission has not been cancelled.</p> <p>University</p> <p>The term 'University' or 'UniSQ' means the University of Southern Queensland.</p> <p>University Members</p> <p>Persons who include: Employees of the University whose conditions of employment are covered by the UniSQ Enterprise Agreement whether full time or fractional, continuing, fixed-term or casual, including senior Employees whose conditions of employment are covered by a written agreement or contract with the University; members of the University Council and University Committees; visiting, honorary and adjunct appointees; volunteers who contribute to University activities or who act on behalf of the University; and individuals who are granted access to University facilities or who are engaged in providing services to the University, such as contractors or consultants, where applicable.</p>
	Definitions that relate to this policy only
	<p>Outgoing Sponsorships</p> <p>Sponsorship contributions (monetary or in-kind) that the University agrees to deliver to an external event, activity or organisation with agreed deliverables that benefit the University in return.</p>
Keywords	Sponsorship
Record No	20/167PL