

Ethical Sponsorship Policy

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1.0 Introduction

1.1 Purpose

This policy outlines ANUSA's methodology for engaging and entering into ethical sponsorship arrangements.

By seeking and receiving sponsorship, ANUSA can reduce our reliance on SSAF and provide additional services and programs to undergraduate students at the ANU.

1.2 Preface

ANUSA strives to represent the values of undergraduate students at the ANU and to adhere these organisational values when entering into sponsorship or advertising arrangements. ANUSA actively seeks opportunities to work with external organisations to achieve shared objectives.

1.3 Scope

This Policy applies to all incoming sponsorship and advertising arrangements entered into by ANUSA.

This Policy outlines:

1. *The criteria to be approved as a sponsor or advertiser;*
2. *Benefits of being a sponsor or advertiser with ANUSA;*
3. *Types of sponsorship or advertising arrangements ANUSA will not enter into;*
4. *The responsibilities of all parties involved in a sponsorship or advertising arrangement in order to ensure there is neither conflict of interest nor negative impact on ANUSA;*

5. *Transparency of registered parties;*
6. *The party approval and rejection process.*

1.4 Definitions

Sponsorship is a commercial arrangement where a sponsor supports an activity in return for certain specified benefits.

Sponsorship can come in two forms:

1. In-Kind sponsorship, where the sponsor provides ANUSA with a substantive donation of sorts for use in an ANUSA event or by undergraduate students
2. Monetary, where a sponsor gives ANUSA a cash amount in exchange for benefits specified in a contract.

Sponsorship does not include:

1. Joint ventures;
2. Consultancies; and
3. Unconditional gifts, donations, bequests or endowments.

The “committee” refers to a committee established by clause 3, which from the Executive consists of the Treasurer or successor role, the President or successor role, Social Officer or successor role. The “committee” will also include 4 general representatives to be elected from at SRC 1. General representatives must be members of the SRC.

Specified benefits can come in three forms:

- O-Week/Bush Week named sponsor:
 - ANUSA allows the sponsor’s name/brand to be named as the principle sponsor for the whole week, e.g. ANUSA x _____ Presents: O-Week/Bush Week.
 - ANUSA may allow for a business stall in the hub of ANU for the entirety of O-Week/Bush Week.
 - ANUSA may allow for the business logo and name on canvas show bags to be handed out.
 - ANUSA may allow for the logo printed alongside ANUSA on event postcards.
 - ANUSA may allow for the logo to be on the ANUSA Facebook Event Banner.
 - ANUSA may allow for logo inclusion on Friday Night Party Collateral
 - ANUSA may allow for other sponsorship activities
- Market Day Stall as sponsorship:

- ANUSA allows the sponsor to hold a stall at a market day, which would include market day at either Bush Week, O-Week, or both.
- Other sponsorship activities:
 - All other specified benefits provided by ANUSA that do not fall under the above categories and have been described in the O-Week prospectus as Gold and Silver tier benefits.
 - For example, sponsorship activity could include running a partnered event with ANUSA, Facebook posts on our page and in New@ANU, logo on the O-Week/Bush-Week posters, promotional material in the showbags.

2.0 Policy

2.1 Approval criteria

In entering to any sponsorship or advertising arrangement ANUSA, student representatives, staff and volunteers will ensure that these arrangements:

4. Benefit students, or other beneficiaries of ANUSA programs;
5. Promote or directly share the organisational values of ANUSA;
6. Be in accordance with the ANUSA Terms and Conditions, as set by the Committee;
7. Avoid an actual or perceived conflict of interest; and
8. Comply with ANUSA's constitution, regulations and policies.

2.1.1 Approval Register

The approved register shall provide for three levels of sponsorship approval: Level A, B and C. Sponsors on the register should be allocated to a level which best represents their sponsorship relationship with ANUSA.

Level A shall contain sponsors that are permitted to engage in any sponsorship activity with ANUSA. This includes activities up to and including being an O-Week/Bush Week named sponsor.

Level B shall contain sponsors who will be permitted limited engagement with ANUSA sponsorship. This includes all sponsorship activities except for O-Week/Bush Week named sponsorship and its associated benefits.

Level C shall contain sponsors who will only be permitted to have a Market Day stall as sponsorship and nothing else.

2.2 Benefits for parties

The primary benefit for sponsors and advertisers is to reach the target audience of students. Entitlements may include, but are not limited to:

- (a) Licence to use ANUSA's branding for the event such as logos, content and imagery;
- (b) Exposure at events through signage, access to floor space for activation and integration into the official event programme;
- (c) Online promotion including banners, splashes and sponsored segments;
- (d) The ability to develop co-branded marketing initiatives.

2.3 Alignment Criteria

Any sponsorship or advertising arrangement ANUSA undertakes must not compromise ANUSA's reputation, public image, probity or its ability to fulfil its duty and function the welfare and representation of students, and ANUSA reserves the right to not enter into arrangements that may compromise the above.

ANUSA will not enter into sponsorship or advertising arrangements with a potential sponsor or advertiser whose interests, objectives and/or mission are in actual conflict with those of ANUSA.

ANUSA will not enter into sponsorship or advertising agreements with enterprises that, in the course of their regular business practice violate the following

1. *Constitutional*
 - a. Contravene the ANUSA Constitution
2. *Financial*
 - a. Have previously failed to pay ANUSA for services rendered;
3. *Environmental*
 - a. Destroy protected environments;
 - b. Finance or support activities which cause environmental harm;
4. *Exploitative*
 - a. Market, promote or advertise products or services in a misleading or deceitful manner (i.e. multilevel marketing);

- b. Violate labour rights, including exploitation of workers through the payment of below award wages or poor working conditions without reparations;
 - c. Engage in corruption or bribery;
5. *Social Harm*
- a. Create, manufacture, encourage, or perpetuate militarism or engage in the manufacture, distribution or sale of armaments;
 - b. Manufacture or promote tobacco products;
 - c. Discriminate by way of race, cultural background, sexual orientation, religion, belief, ability, age or gender in employment, marketing or advertising practices;
 - d. Perpetuate a culture of harm towards women in their workplace;
 - e. Promote unhealthy body image in order to sell a product;
 - f. Contribute to the inhibition of human rights generally;
 - g. Promote animal cruelty for sport;
 - h. Promote gambling or casinos.

It is the role of the committee to vet potential sponsors and only engage with those that comply with the criteria.

Where practicable, ANUSA will seek to examine the supply chains, subsidiaries or major subcontractors of potential parties to ensure that partners do not contravene the terms of this Policy.

2.4 Conflict of Interest and Personal Benefits

No employee or volunteer may seek or receive a personal benefit or be perceived to receive a personal benefit from a sponsorship. Any contribution from a sponsor or advertiser must be received by ANUSA, not directly to an individual, and must be seen to benefit ANUSA, not an individual.

Conflicts arising from personal relationships or financial arrangements of staff, student representatives or volunteers involved in sponsorship or advertiser assessment, approval or administration will be managed in accordance with the relevant policies and procedures.

ANUSA will not engage or accept sponsorship or advertising arrangements from companies that are engaged in legal proceedings or disputes with ANUSA or the University.

2.5 Transparency

Information about sponsorships or advertising arrangements, excluding matters that are commercial in confidence, will be available to members of the student body on request.

The President and Operations Manager will ensure that ANUSA maintains a register of ANUSA sponsorship and advertising arrangements.

2.6 Limit on income to be sourced from sponsorship

ANUSA shall only receive 5% of overall funding for the year from sponsorships into the Ethical Sponsorships Policy.

3.0 Procedure

There shall be a committee formed for the purpose of ethical sponsorship oversight. This shall consist from the Executive, the Treasurer or successor role, the President or successor role, Social Officer or successor role. The “committee” will also include 4 general representatives to be elected at SRC 1. General representatives must be members of the SRC.

Two registers shall be maintained by the Treasurer or successor role, in conjunction with one elected general representative and submitted to the General Secretary at OGMs. The registers shall be of approved parties and rejected parties. The committee shall set procedure for arrangements and for these registers under this policy.

The committee will be governed by their terms of reference.

3.1 Parties Registers

There are two registers: the approved parties register and the rejected parties register. The committee may amend the registers at a meeting of the committee for that purpose, and the Treasurer may add parties to the registers if this policy allows it. Once on a register, a party shall be automatically approved or rejected, depending on the register.

The SRC may amend the registers by motion, providing the Date of Decision, Name of Organisation, and no less than 120 words of reasoning.

