

## Sponsorship Policy

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### Introduction

As a project of substantial scale in the nation's capital, Ginninderry has attracted a significant level of interest from community and industry organisations seeking support either through cash donations or sponsorship arrangements. This policy provides guidelines for evaluation, facilitation and monitoring for all current and future donations and sponsorship proposals.

In the past, The Riverview Group, both in its own right and on behalf of Ginninderry (formerly under the banner of West Belconnen), has supported a variety of community groups, organisations and events. While The Riverview Group may continue to provide financial and in-kind support to selected organisations in its own right on matters not generally directly related to Ginninderry, future project related sponsorships will be awarded under this Policy, and will be funded by the Project.

This Policy (and its supporting documentation) is structured to ensure sponsorship efforts are coordinated and consistent. It provides a framework for Ginninderry to assess requests and opportunities fairly and equally and to maximise the benefit from any sponsorship arrangement into which the project enters. The Policy meets the needs of most situations from small-scale events and one-off donations to major sponsorship arrangements.

The aims of the Ginninderry Sponsorship Policy are to:

- provide clear guidance and assessment criteria with respect to the types of donations and sponsorships the project will consider;
- provide a framework for determining the value of the sponsorship activity in terms of the size of the commitment and the benefits that will accrue to Ginninderry;
- ensure consistent processes and procedures are in place for the facilitation and monitoring of all current and future sponsorship opportunities;
- ensure there are no conflicts or overlaps with separate sponsorships by the Riverview Group or the Land Development Agency;
- ensure a transparent and equitable approach.

### Sponsorship Aims

The Ginninderry Sponsorship Program encourages and supports the development of community and industry initiatives that align with the Ginninderry project objectives and the Community Development Strategy (CDS). A copy of this plan is available on the Ginninderry website which can be accessed at <https://ginninderry.com/planning-and-community/reports-library/>

The Ginninderry Sponsorship Program aims to build capacity, encourage participation and support initiatives that promote partnerships and collaborations that strengthen our community and its assets.

### Guidelines

These guidelines cover all outgoing donations and sponsorship arrangements, both financial and in-kind, between Ginninderry, industry partners and external organisations.

#### 1. Objectives

Ginninderry has the following sponsorship objectives:

- to contribute to and support the community in which we operate to build social capital within West Belconnen and adjacent areas
- to encourage development of local sporting, arts and other community groups as a way of increasing social cohesion
- to pursue opportunities for industry partnerships that will facilitate innovation
- to provide opportunities to achieve and highlight the project's environmental and sustainability aims.

In assessing an application for support, we will consider how it meets one or more of these objectives.

#### 2. Forms of sponsorship support

Sponsorship of an organisation, individual, event or activity can consist of in-kind support, financial support, or a combination of both.



Examples of in-kind support include:

- promotional or advertising opportunities – for example on the Ginninderry website, social media channels and newsletter/magazine
- access to Ginninderry facilities and programs – Link Sales and Community facility, training & meeting rooms, Spark Training and Employment Initiative and the Create Program
- merchandise – branded pens, bags

The financial value of any in-kind support will be clearly defined in cooperation with Ginninderry's Marketing and Communications Manager to ensure consistency across all in-kind sponsorships we enter into.

Financial support is broken into three key areas. These are:

- One-off Sponsorships – these sponsorships need to be completed within a twelve month period and recipients are required to undertake a more rigorous reporting regime.
- Recurrent Sponsorships – funding for up to three years to an agreed value per year.
- Quick Response Sponsorships – these out of round sponsorships valued at no greater than \$3,000 will respond to an immediate or unforeseen need which cannot be funded within the sponsorship cycle.

### 3. Criteria

To ensure that sponsorships are allocated equitably and effectively, applicants must meet the following criteria:

- i. The applicant must demonstrate their commitment to the Ginninderry project objectives and the Community Development Strategy 2017 -2020 and address how their project is in alignment.
- ii. Applicants must identify the type of sponsorship or donation being applied for and comply with the program guidelines.
- iii. Organisations may submit one application only during a sponsorship cycle.
- iv. Organisations who are already receiving funding from the ACT Government Suburban Land Agency are ineligible to apply.
- v. Priority will be given to projects which:
  - a. address an identified community need,
  - b. support the vision of the Ginninderry Project, and
  - c. demonstrate clear value for money
  - d. demonstrate a strong brand synergy, existing stakeholder relationships and where collaboration is of benefit to both parties

- vi. Funds must be expended within the twelve month period unless otherwise approved.
- vii. Applicant contributions to the project will strengthen the application.
- viii. Applications for sponsorship must be submitted by 1 May each year.
- ix. Retrospective funding is ineligible.

### 4. Key Focus Areas

Ginninderry will consider donations and sponsorship opportunities which fall broadly under three key areas:

#### a) Community support and development

Ginninderry is a master planned community of significant scale and as such we expect that many of the local community bodies, both government and non-government, will see an increased demand on their services.

Ginninderry will allocate funds to support community organisations, including those involved in sport, the arts, education and other activities.

We will particularly welcome applications from organisations that support local employment, community-based business enterprises, community health, community networks and youth projects.

#### b) Environment and sustainability

Ginninderry will provide sponsorship for environmental organisations who are seeking to engage proactively and positively with the project. These groups must provide a clear plan for a mutually beneficial relationship with the new development.

Ginninderry will also actively seek to award sponsorships that demonstrate the project's leadership and commitment to sustainability, in particular in the areas of design, liveability, economic prosperity, environmental management and innovation. We will actively support events that showcase our Green Star sustainability status, initiatives and achievements.

#### c) Industry partnerships

Ginninderry understands the important role that industry partnerships play in supporting and advocating for change in the Industry and will provide sponsorship to industry bodies who are seeking to engage proactively with the project including appropriate industry award programs, presentations, and conferences.



### 5. Submission requirements

Applications for support must be submitted on the Application Form (see Appendix A) and will include details of the organisation, event, programs or activities and how they align with the Ginninderry sponsorship objectives and values.

All applications should be addressed to the Ginninderry Marketing and Communications Manager, who will make recommendations to the Project Director.

### 6. Administration and approvals

Requests will be evaluated based on information provided in the Application Form. All applications for funding by Ginninderry will be approved solely at the discretion of the Project Director.

The annual budget of \$50,000 will be amortised over the three key focus areas. For any sponsorships that are over \$5,000 the applicant will be required to sign a sponsorship agreement. (Example [here](#))

Successful applicants will be notified by email and required to execute a Sponsorship Agreement with the Joint Venture participants in the form attached at

Appendix B. If the sponsorship delivery is to be on site at Ginninderry successful applicants will also need to complete the Ginninderry Risk Management template. Unsuccessful applicants will be notified by email.

### 7. Branding

A condition of the Sponsorship Agreement is for acknowledgement of the Ginninderry sponsorship Ginninderry in all project associated output such as media releases, newsletters, printed material and websites. Approved forms of branding and acknowledgement statements will be provided to successful applications. Ginninderry reserves the right to approve any branded material before publication.

## Applications for Financial Year 20/21 close 30 April 2020.

If you have any questions or need further information, please contact the Ginninderry Marketing and Communications Manager on **1800 316 900**.

Please complete all the sections below so we can assess your request for support.

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## Contact details

Organisation:	<input type="text"/>
Name:	<input type="text"/>
Number:	<input type="text"/>
Email:	<input type="text"/>
Address:	<input type="text"/>
Name of your project/ program:	<input type="text"/>
Are you asking for:	<input type="checkbox"/> Cash <input type="checkbox"/> Support in-kind
To what value?	<input type="text"/>
Does this include GST?	<input type="text"/>



### **Activity or event details**

Please explain what you are asking us to support, including the name of the event or activity, its objectives, and the event time, date and location (if applicable).

### **About your organisation**

Please tell us about its background including values, objectives and history.



## About your audience

Please supply demographic details of your audience, tell us which industry sector you represent and/or give details of the expected attendance at your event/activity/program.

How does this request align with our aims?



Tell us why you think this sponsorship is a good 'fit' for Ginninderry.

Empty text area for response.

What will the benefits be to the Project arising from the proposed sponsorship? For example: community good will, promotional, editorial and branding opportunities, online and social media content marketing, etc.

Empty text area for response.



**Other sponsors**

Please list, including the value of their sponsorships.

[Empty text area for listing other sponsors and their values]

**Applicant Contribution**

Please list value of in-kind and cash contributions including personnel, administration costs, materials, volunteer time etc.

[Empty text area for listing applicant contributions]



Please provide details of how you will acknowledge Ginninderry sponsorship.

Empty response area for acknowledging sponsorship.

Does this sponsorship create a possibility or likelihood of a conflict of interest? Please advise.

Empty response area for conflict of interest.

Applications should be sent to the Ginninderry Marketing and Communications Manager via email: [enquiries@ginninderry.com](mailto:enquiries@ginninderry.com) by C.O.B. 30 April 2020.