

# Sponsorship Grants Policy

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## Introduction

As a project of substantial scale in the Capital Region, 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 the Ginninderry Joint Venture, 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 Grants Policy is to:

- Provide clear guidance and assessment criteria with respect to the types of grants that will be considered.
- Provide a framework for determining the value of the grant activity in terms of the size of the commitment and the benefits that will accrue to the community at Ginninderry.
- Ensure consistent processes and procedures are in place for the facilitation and monitoring of all current and future grant opportunities;
- Ensure there are no conflicts or overlaps with Ginninderry's Community Grant, Riverview Developments Pty Ltd or the Suburban Land Agency;
- Ensure a transparent and equitable approach.

The Ginninderry Sponsorship Program encourages and supports the development of community initiatives that align with Ginninderry's Community Development Strategy (CDS). A copy of this Strategy is available under 'Community Engagement' here: <https://ginninderry.com/resource-centre/reports-library/>.

The Ginninderry Sponsorship Grant 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 grants arrangements, both financial and in-kind, between Ginninderry and members of the Ginninderry community.

## 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 grant 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** – Ginninderry website, social media channels, community newsletter and the Inspire Magazine.
- **Access to Ginninderry facilities and programs** – The Link Community and Information Centre, SPARK Training and Employment Initiative and the Create Program.
- **Merchandise** – branded pens, bags, etc.

The financial value of any in-kind support will be clearly defined in cooperation with Ginninderry's Head of Marketing and Communications to ensure consistency across all in-kind sponsorships we enter. Financial support must be utilised within a twelve-month period and recipients are required to complete the Sponsorship Reporting Framework at the conclusion of the Sponsorship period.

## 3. Criteria

To ensure that grants funding is allocated equitably and effectively, applicants must meet the following criteria:

- a) Demonstrate their commitment to the principles of Ginninderry's Community Development Strategy (2021-2025)
- b) Comply with the program guidelines.
- c) Address an identified community need.
- d) Support the vision of the Ginninderry Project.
- e) Demonstrate clear value for money.
- f) Demonstrate where collaboration is of benefit to the community.

General eligibility criteria is outlined below:

- a) Only one application may be submitted during a Sponsorship Grants cycle.
- b) Funds must be expended within the twelve-month period, unless otherwise approved.
- c) Applications cannot receive funding from both Ginninderry Grants Program's (Community and Sponsorship)

- d) Retrospective funding is ineligible.
- e) Applications for sponsorship must be submitted by 20 May 2022.

Note: Applicant contributions to the project will strengthen the application.

## 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 masterplanned 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, specifically in the areas of design, liveability, economic prosperity, environmental management and innovation. Ginninderry 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. As such, Ginninderry will provide sponsorship to industry bodies who are seeking to engage proactively with the project, including appropriate industry award programs, presentations, and conferences.

## 5. Administration and approvals

Requests will be evaluated based on information provided in the Submission Details. 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 five key focus areas. For all grants the applicant will be required to sign a sponsorship agreement.

Successful applicants will be notified by email on 6 June 2022. If the program or project delivery is to be on site at a Ginninderry-managed venue, successful applicants will also need to complete the Ginninderry Risk Management template. Unsuccessful applicants will be notified by email.

## 6. Branding

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

## 7. Submission requirements

- Applications for support must be submitted with all details under Contact and Submission Details completed.
- Applications close at 5pm on 20 May 2022
- A Notice of Decision will be provided on 6 June 2022
- Successful applicants will receive funding during the 2022-23 Financial Year.
- All applications should be addressed to the Ginninderry Head of Marketing and Communications, who will make recommendations to the Project Director.
- Applications must be submitted via [enquiries@ginninderry.com](mailto:enquiries@ginninderry.com)

If you have any questions or need further information, please contact Ginninderry's Head of Marketing and Communications on 1800 316 900.

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

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## Contact Information

Organisation	
Name	
Number	
Email	
Address	

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## Submission Details

### Summary

Name of Project/Program		
I am requesting (please circle)	Cash	In-Kind Support
To what value?		
Does this include GST?		

### 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 Objectives and Key Focus Areas?

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 other sponsors for this initiative, including the value of their sponsorships.

### Applicant Contribution

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

Please provide details of how you will acknowledge Ginninderry sponsorship.

[Empty text box for acknowledging sponsorship]

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

[Empty text box for conflict of interest response]

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# Sponsorship Reporting Framework

The below outlines a Reporting Framework that Ginninderry requires at the conclusion of the Sponsorship period.

- a) Meeting Sponsorship Commitments
  - How the initiative met Ginninderry’s Sponsorship Objectives
  - Example of how the specific commitments within the Sponsorship Approval Letter was achieved
- b) Social Impact
  - Describe how Ginninderry’s funding directly and indirectly impacted the local community
- c) Brand Impact
  - Digital
    - » Reach and engagement (social media, website, email, media releases, etc.). For example:
      - (1) Social Media: post
      - (2) Website: views where Ginninderry logo is seen
      - (3) Media Release: link(s) to online articles
      - (4) Email: database, open rate, click-through-rate
  - Physical
    - » Reach and engagement (events, newspaper articles, etc.). For example:
      - (1) Event: how many people attended where Ginninderry branding was present
      - (2) Newspaper: clippings of print articles
      - (3) Distribution of branded products

Applications must be submitted by 5pm 20 May 2022 to the Ginninderry Head of Marketing and Communications via email: [enquiries@ginninderry.com](mailto:enquiries@ginninderry.com)