

# Sponsorship Policy

FY27

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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 the evaluation, facilitation and monitoring of 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 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 Grants Program, Riverview Developments Pty Ltd or the Suburban Land Agency; and
- 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 Sponsorships aim to build capacity, encourage participation and support initiatives that promote partnerships and collaborations that strengthen our community and its assets.



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# Guidelines

These guidelines cover all outgoing donations and grants arrangements, both financial and in-kind, between Ginninderry and members of the 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 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, EDMs (email) and community newsletters (print).
- **Access to Ginninderry facilities and programs** – The Link Community and Information Centre (including The Link Art Exhibition spaces and rooms available for hire) or other Ginninderry controlled spaces.
- **Merchandise** – branded pens, notepads or 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 supports provided. Financial support must be utilised within the allocated Financial Year.

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

## 3. Criteria

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

- Demonstrate their commitment to the principles of Ginninderry's Project Vision and Community Development Strategy
- Comply with the program guidelines.
- Address an identified community need.
- Demonstrate clear value for money.
- Demonstrate where collaboration is of benefit to the community.

General eligibility criteria is outlined below:

- a) Only one application will be accepted per organisation/entity each Financial Year.
- b) Funds must be expended within the Financial Year, unless otherwise approved.
- c) Applicants cannot receive funding from both a Ginninderry Community Grant and a Ginninderry Sponsorship in the same Financial Year.
- d) Retrospective funding is ineligible.

## 4. Key Focus Areas

Ginninderry will consider 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 organisations, including those involved in sport, the arts, education and other community building 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

Applications 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.

Ginninderry has a total annual sponsorship budget of \$85,000. Funding is generally distributed across the following categories: Community, Arts, Sport, Environment and Industry. As a general principle, funding will be distributed as evenly as practicable across these categories. Ginninderry reserves the right to adjust funding between categories each year to respond to priorities, opportunities, and community impact.

Ginninderry reserves the right to vary the funding amount requested and may, at its discretion, approve funding for only part of the amount sought. In instances where partial funding is allocated, Ginninderry will consult with the applicant to determine the potential impacts on the scope and delivery of the funded activity or event.



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**Funding Round Timeline:**

<b>13 April 2026</b>	<b>Grants and Sponsorships Program Round Open</b>
<b>17 May 2026</b>	<b>Grants and Sponsorships Program Round Closes</b>
<b>18 May – 22 May 2026</b>	<b>Review and Recommendation Process</b>
<b>29 May 2026</b>	<b>Successful and Unsuccessful Applicants Notified</b>
<b>June 2026</b>	<b>Sponsorship and Grant Agreements Finalised</b>
<b>July 2026 – June 2027</b>	<b>Monies expended and Events/Programs conducted</b>
<b>July 2027</b>	<b>Reporting Framework submitted</b>

Note that while the majority of Sponsorship Funding will be allocated during the Funding Round, Ginninderry reserves the right to hold back a proportion of funds to allow for sponsorship proposals to be entered in to on an ad-hoc basis during the year where funding permits.

Industry Sponsorships will be considered on an ad-hoc basis and will be determined based on their brand impact/engagement merit.

## 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. Reporting Framework

Recipients are required to complete the Sponsorship Reporting Framework and submit to Ginninderry by the 31<sup>st</sup> of July 2027. Failure to do so may require recipients to repay funds to Ginninderry and may impact the recipients right to future funding

## 8. Submission requirements

- Applications for support must be submitted with all details under Contact and Submission Details completed.
- Successful applicants will be issued with a Sponsorship Agreement which must be signed and returned prior to receiving any monies
- Funding will be provided during the 2027 Financial Year on receipt of a Tax Invoice.
- All applications should be addressed to the Ginninderry Head of Community, 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.

## Contact Information

Organisation	
Name	
Number	
Email	
Address	

## 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?



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

[Empty text box 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 box 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.

[Redacted area for acknowledgment details]

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

[Redacted area for conflict of interest response]

# 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 17 May 2026 to Ginninderry’s Head of Community, Marketing and Communications via email: [enquiries@ginninderry.com](mailto:enquiries@ginninderry.com)