

# Sponsorships, Partnerships, Endorsements and Gifts Policy



Australian Association of Graduate Employers Limited

(ACN 003 547 680)

# Sponsorships, Partnerships, Endorsements and Gifts Policy

## Australian Association of Graduate Employers Ltd

**Policy Name:** Sponsorships, Partnerships, Endorsements and Gifts Policy

### Policy Description:

Sponsorship is the commercial support (financial and/or non-financial) given by an organisation in return for either endorsement of a product/service or access to a select target market from the recipient.

Partnerships can be any endeavour or activity that is undertaken jointly by multiple parties.

### Applies to:

This policy applies to the AAGE's Board, Committees, Management Team, Staff and Members.

### Definitions

Gift/Gratuity/Favour:	The use of property or facilities, gift certificates, entertainment, or other items of value extended to AAGE Directors, employees or their families, subcontractors or consultants.
Kickback	Any money, fee, commission, credit, gift, gratuity, thing of value, or compensation of any kind that is provided by a supplier, directly or indirectly, to any employee for the purpose of improperly obtaining or rewarding favourable treatment in connection with a procurement.

### Relevant policy statements and/or principles:

#### Sponsorships

The objectives of sponsorship are:

- That sponsorship provides a benefit to members by way of enabling a higher quality of service to AAGE members.
- That sponsorship provides an appropriate vehicle for the sponsor to gain AAGE endorsement or access to AAGE members.
- That sponsorship does not compromise the integrity and image of the AAGE.
- That the AAGE as an organisation gains either commercial benefit or an increased profile through the sponsorship arrangements.

#### Types of Sponsorship Arrangements

1. A Sole Sponsor with naming rights to an event.
2. Various classes of sponsorship exist for different events and conferences, depending on the level of dollar sponsorship and resulting grades of sponsorship. Details of sponsorship levels are managed by staff and are updated from time to time, depending on the requirements of an event or conference
3. A Special Event Sponsor responsible for an activity and its resultant costs.
4. An In-Kind sponsor who provides material/services rather than dollar amounts.

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5. An Underwriting Sponsor who guarantees that any losses on an activity will be funded by that sponsor.
6. An Endorsement Sponsor that lends their name and perhaps some resources to an activity.

### **Range of Acceptable Benefits offered to Sponsors**

- Distributing Sponsor's literature to members, whether by mail, email, social media or other methods.
- Sponsor's Logo/captions on literature
- Acknowledgement of sponsor in publications/mailouts
- Editorial in journal
- Sponsor's Advertisements in delegates' papers
- Exhibition space at event
- Delegates' list
- Registrations/social events
- Face-to-face access to members
- Reserved tables where they have right to nominate seating arrangements
- Right to hold a hospitality suite
- Sponsor's representative to address delegates at event

### **Procedure:**

A central sponsorships register should be maintained and records the Sponsor's contact details, the activity sponsored, the benefits to the sponsor and to the AAGE, and whether accepted or declined, with notation of reasons for decision if appropriate.

An email confirmation is sent to the sponsor once the sponsorship has been confirmed.

### **Partnerships**

The objectives of partnerships are to allow the organisation to enhance its offerings to members, similar to the objectives listed for Sponsorships (above).

### **Endorsements**

The objectives of Endorsements are to create value for members and / or the entity seeking endorsement.

### **Endorsements: Purpose**

The Australian Association of Graduate Employers (AAGE) is an independent, professional association that represents the Australian graduate recruitment and development industry. It is therefore important that the AAGE maintains its independence and objectivity by avoiding situations where the AAGE, its staff or its Directors provide (or appear to provide) endorsements for third parties.

The purpose of this policy is to clarify the situations where the AAGE, AAGE Directors and AAGE Staff can and cannot provide endorsements for third parties.

### **Endorsements: Scope**

This policy applies to AAGE Directors and AAGE Staff. This policy does not apply to AAGE Committee members.

### **Endorsements: Policy**

Review date: 1 October 2024

On occasion, Directors and/or AAGE Staff are asked to provide endorsements for third parties such as suppliers, universities, professional associations, employers and other individuals or organisations. AAGE Staff are not permitted to provide endorsements of any nature.

An AAGE Director's own employer may provide an endorsement of a third party as long as the AAGE Director's name is not published. For example, the person's role title, company name or logo may all be used as part of an endorsement.

The conditions in which an endorsement can be provided by an AAGE Director are:

- a) The Director must not use their title as an AAGE Director to endorse a third party.
- b) The Director must have utilised the services of the third party in the course of their employment within the graduate recruitment and development industry.

Where the third party has requested the person's name be used, or the nature of the endorsement cannot prevent this (e.g., co-presenting at a conference), the following process must be followed:

- a) The request must be distributed to the AAGE Board by email.
- b) The Board has three (3) days to provide comment on the request. If comments are not received within this three (3) day period, the request is able to proceed.
- c) If there are concerns relating to the endorsement, a written response is required within the three (3) day period and a AAGE Board decision must then ensue.

The matter of endorsements is a standing agenda item on monthly AAGE Board meetings to ensure ongoing and open discussion

## Gifts

A range of organisations outside the AAGE may wish to support the organisation by offering gifts to the organisation, or to staff or Directors.

Every effort should be made to refuse politely all offers of gifts from vendors, sponsors and partners.

When it might be inappropriate or insulting to refuse a gift offered, the gift is to be accepted in the name of AAGE. If the value of the gift is estimated to be more than \$100, the gift must be reported to the CEO.

The CEO will determine a suitable distribution for the gift. If the gift has been received by the CEO, and is valued at more than \$100, then this must be reported to the Board Chair who will determine the distribution of the gift.

Violations of this policy should be reported to the CEO, or the Board Chair if the violation relates to the CEO receiving gift/s. Investigation of the possible violation will be undertaken in line with the guidelines of the organisation for resolving disputes / concerns. Disciplinary action will depend upon the extent of or potential for damage to the organisation, and can range from warning, reprimand, to termination of employment.

Questions on interpretation of this policy can be addressed to CEO (or the Board Chair if the matter involves the CEO)