

Sponsorship Policy

1 Purpose

This Policy aims to ensure that WA health system entities entering into a sponsorship arrangement do so in a manner that achieves value for money and is consistent with the goals and objectives of the WA health system.

The *Sponsorship Policy* establishes uniform process and governance requirements that apply to WA health system entities when establishing and managing sponsorship arrangements.

Sponsorship involves the provision of a right to associate the sponsor's name, products and/or services with the sponsored organisation's services, products and/or activities in return for negotiated and specific benefits such as money, services, goods, in-kind support and/or promotional opportunities. Sponsorships can be incoming (whereby WA health system entities receive money or in-kind benefits from a non-state government organisation for an event or initiative) or outgoing (whereby WA health system entities provide money or in-kind benefits to a non-state government organisation for an event or initiative).

This Policy sets out the process and documentation requirements for WA health system entities when seeking to enter into a sponsorship agreement. Sponsorship agreements are used to positively promote the WA health system's corporate identity, reputation and relationship with its stakeholders, and must not be used in place of:

- (a) a contract for engaging an organisation to supply goods, services or works to WA health system entities (refer [Procurement and Contract Management Policy](#))
- (b) a grant for providing financial assistance to an organisation to assist them to carry out their established purpose and, in doing so, support the WA health system's strategic intent (refer [Grants Policy](#)).

This Policy and its associated process and documentation requirements will not apply to donations. Refer to the [Financial Management Policy Framework](#) for how donations should be managed.

This is a mandatory requirement under the *Procurement Policy Framework* pursuant to section 26(2)(d) of the *Health Services Act 2016*.

This Policy is also a mandatory requirement for the Department of Health pursuant to section 29 of the *Public Sector Management Act 1994*.

Integrity Statement

WA health system entities must conduct procurement activities to the highest standards of integrity, probity and accountability.

In complying with this Policy, WA health system entities must ensure that:

- all decisions regarding procurement are made by an appropriately authorised officer, and are transparent and capable of review
- all conflicts of interest are identified, declared and managed in the public interest
- the principles of consistency, impartiality and confidentiality are upheld
- adequate records are maintained to provide for scrutiny and review of decisions.

WA health system entities must comply with all requirements related to the use of the mandatory *Conflicts of Interest Policy*, and the *Gifts, Benefits and Hospitality Policy*, including requirements to use the mandatory systems to register, declare and seek approval for any conflicts of interest that arise or gifts received.

Please refer to the [Integrity Policy Framework](#) for further details.

2 Applicability

This Policy is applicable to WA health system entities.

3 Policy requirements

3.1 Process Requirements

All activities and associations with the sponsorship (such as the sponsor, event, product/service, cause or other association as may be the case) must be appropriate and consistent with the reputation and position of the WA health system. WA health system entities must be able to demonstrate that a sponsorship agreement:

- (a) advances the services, programs and health messages of the WA health system;
- (b) progresses the aims of the WA health system and its key policies;
- (c) enhances the public image and reputation of the WA health system.

In addition to any approval set out in an Instrument of Authorisation, an approval from the Minister for Health must be sought if a sponsorship association or activity is likely to or will result in, be perceived to result in, or may at a future point result in any of the following:

- (a) a negative impact or outcomes for the WA health system, the WA Government or the broader community;
- (b) widespread public controversy;
- (c) constraints on the ability of the WA health system to undertake activities efficiently, effectively and economically or otherwise carry out its functions;
- (d) influence on legislation, public policy or the role of the WA health system;
- (e) the politicisation of the WA health system, or other effect which undermines the political neutrality of the WA health system;

- (f) going beyond acknowledgement, and specifically providing endorsement¹ of a sponsor or sponsor's product; or
- (g) provision of support for an event which duplicates or competes with Government sponsorship projects.

Sponsorship Type	Minimum Process requirements
Outgoing Sponsorships	Direct engagement based on an assessment of the potential benefits and risks. Consider the merits of a competitive process.
Incoming sponsorship up to \$50,000	Direct engagement based on an assessment of the potential benefits and risks.
Incoming sponsorship ≥ \$50,000 (Exclusive)	For instances where the opportunity to accept an incoming sponsorship is limited - that is, where the acceptance of a sponsor(s) will preclude other interested parties from entering a similar sponsorship arrangement with the Health Entity. Consider inviting more than one sponsorship proposal and consider advertising publicly.
Incoming sponsorship ≥ \$50,000 (Open)	For instances where the opportunity to accept a sponsorship is not limited – that is, where the acceptance of a sponsor(s) will not preclude acceptance of similar incoming sponsorship arrangements with other interested parties. Ensure that other interested parties can propose similar sponsorship arrangements.

3.2 Exemption from Process Requirements

Exemptions from the minimum process requirements may be granted where circumstances exist which support a waiver from the process requirements. In these circumstances, WA health system entities must submit a Request for Exemption to the Chief Procurement Officer, Health Support Services.

3.3 Documentation Requirements

The details of a sponsorship throughout each phase (as identified in the below table), including the governance process and decision making considerations in evaluating a proposed sponsorship, and the sponsorship agreement must be adequately documented.

Supporting templates are available and provide guidance on the appropriate level of detail to be documented for each phase.

Refer to the applicable Instrument of Authorisation for details of approval requirements when entering into a sponsorship agreement.

¹ Public recommendation or support of a product or entity external to the WA Government.

Phase	Documentation Requirements
Initiation (when proposing to investigate a potential sponsorship opportunity)	The key details of the sponsorship, and corresponding business approval to proceed with initiation of a sponsorship must be recorded.
Evaluation	Potential sponsorships must be evaluated for suitability, and approval against this evaluation must be recorded.
Award	Sponsorship agreement ²
Management	Sponsorship management plan ³ (only for Sponsorship agreements identified as complex)

Note: the documentation requirements for sponsored attendance and associated travel for conferences and events are outlined in the WA health system [Staff Air Travel Policy](#).

4 Compliance monitoring

WA health system entities are required to ensure compliance with this Policy. WA health system entities must ensure the requirements under this policy are properly documented and recorded.

As deemed necessary the System Manager may request that WA health system entities submit compliance evidence in relation to the requirements of this Policy. In these cases the System Manager will work with Health Service Provider to agree on the information to be provided and timeframes this is required within.

5 Related documents

The following documents are mandatory pursuant to this Policy:

- N/A

6 Supporting information

A range of documents and templates that inform this Policy (i.e. documents that are not mandatory to the implementation of this Policy but may support the implementation of the Policy) are available.

- The [Office of the Chief Procurement Officer](#) provides a suite of templates and guides, primarily focused on supporting the documentation of internal decision making processes.
- Supporting templates are available to guide consideration on the appropriate level of detail for the following sponsorship phases:

² Due to the variable nature of potential sponsorships, no template sponsorship agreement is available. Nonetheless, the final sponsorship agreement must be documented.

³ Due to the variable nature of potential sponsorships, no template sponsorship management plan is available. If required, the Contract Management Plan template provided by [Department of Finance](#) may be adapted for this purpose.

Sponsorship Phase	Supporting Template
Initiation (when proposing to investigate a potential sponsorship opportunity)	Outgoing/Incoming Sponsorship Authorisation Form (Part A)
Evaluation	Outgoing/Incoming Sponsorship Authorisation Form (Part B)

7 Definitions

The following definition(s) are relevant to this Policy.

Term	Definition
Documentation Requirements	The documentation needed to adequately record information regarding a particular decision, activity, process or other action. Where available, supporting templates that provide guidance on the appropriate level of detail have been identified.
WA health system entity	<ul style="list-style-type: none"> All Health Service Providers as established by an order made under section 32(1)(b) of the <i>Health Services Act 2016</i> Department of Health as an administrative division of the State of Western Australia pursuant to section 35 of the <i>Public Sector Management Act 1994</i>. <p>Note: Contracted health entities are not considered WA health system entities.</p>
Instrument of Authorisation	The instrument through which an officer has been provided with the authority to approve, action or otherwise make a decision in relation to an identified matter.

8 Policy contact

Enquiries relating to this Policy may be directed to:

Title: Office of the Chief Procurement Officer

Directorate: Health Support Services

Email: OCPO@health.wa.gov.au

9 Document control

This mandatory policy will be reviewed as required to ensure relevancy and currency.

Version	Published date	Effective from	Review date	Effective to	Amendment(s)
MP0047/17	1 March 2017	1 March 2017		2 January 2019	Original version
MP0047/17 v1.1	3 January 2019	3 January 2019		9 August 2019	References to 'Authorisations Schedule' replaced with 'Instrument of Authorisation'.
MP 0047/17 v.2.0	9 August 2019	9 August 2019		14 October 2020	Threshold boundary values are now aligned with requirements for the higher threshold. Addition of Integrity Statement. Policy no longer applies to Department of Health employees. Further minor amendments made to improve clarity and consistency throughout policy. Supporting information amended to acknowledge availability of a range of guides and templates, instead of specific documents.
MP 0047/17 v.2.1	14 October 2020	14 October 2020		2 June 2021	Minor amendment to update hyperlink in Section 6. Supporting information and footer 3 in Section 3.3.
MP 0047/17 v.3.0	2 June 2021	2 June 2021	June 2024	Current	Major Amendment, details below.
<ul style="list-style-type: none"> • Policy now applies on a systemwide basis. • For Incoming Sponsorships a distinction is now recognised between Exclusive and Open Incoming Sponsorships. • Minor amendments to improve consistency across Policy Frameworks. • Further amendments to comply with instructions from Policy Framework Support, and Department of Health review. 					

10 Approval

Initial approval	Dr David Russell-Weisz, Director General, Department of Health
	14 February 2017
Current version approved	Rob Anderson, A/Assistant Director General, Purchasing and System Performance, Department of Health
	2 June 2021

This document can be made available in alternative formats on request for a person with a disability.

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