



Australian Government

**Office of the Australian Building and
Construction Commissioner**

Finance Direction 22

Sponsorships, Advertising and Events

Process Owner: Chief Financial Officer
Version Number: 2.0
Effective Date: 22/8/2011



Change History

Update the following table as necessary when this document is changed:

Date	Nature of Change
May 2011	Procedure Drafted
June 2011	Approved version
August 2011	Procedure Updated for New Organisational Structure

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1. Commissioner's Instruction (CI)

Staff proposing to publically use the ABCC brand must first obtain approval from a Delegated Official.

2. Introduction & Objectives

The purpose of this Finance Direction is to:

- ensure the public use of the ABCC brand is of the highest standard;
- ensure outcomes achieved are calibrated across channels and consistently reported;
- ensure activities are aligned to, and support, achievement of ABCC objectives
- assist with the planning and execution of the ABCC brand;
- ensure governance of the ABCC logo and material;
- provide feedback and reporting to assist future planning; and
- ensure spending is within financial delegations and is appropriately reported.

This Finance Direction covers:

- Trade shows
- Sponsored events
- Print and online advertising
- Community/charity initiatives
- Trade directory listings.
- Public events at which the ABC Commissioner speaks

This Finance Direction does not cover:

- Routine stakeholder presentations delivered within the scope of your usual duties
- Correspondence to external parties
- Internal use of ABCC brand.

3. Supporting Information

3.1 Related References & Pronouncements

FM Act 1997:	<ul style="list-style-type: none"> ■ Section 44
FM Regulations:	<ul style="list-style-type: none"> ■ Regulations 9-13 and 21
Related Finance Directions:	<ul style="list-style-type: none"> ■ Finance Direction 10 - Procurement
Other References:	Gifts and procurement policies

3.2 Responsible Officers and Contacts

Position/Title	Level	Responsibility
Executive Director, Public Affairs, Education and Industry Development	SES1	Approve sponsorship and events. Designate budget for events. Approve personal sponsorships from contracted service providers.
Deputy ABC Commissioner, Field Operations	POH	Approve personal sponsorships from contracted service providers. Approve Field Operations, Executive Directors attendance at stakeholder sponsored events; Field Operations Executive Directors and State Directors approve staff attendance at stakeholder sponsored events as required.
Public Affairs, Education and Industry Development staff	Various	Process event approval forms

3.3 Forms

The following forms are required:

Report/Form:	Contact	Location:
Event approval form	Public Affairs, Education and Industry Development staff: publicaffairs@abcc.gov.au	Intranet / Finance DM 212854
Event Plan Checklist	Public Affairs, Education and Industry Development staff: publicaffairs@abcc.gov.au	Intranet / Finance DM 212833
Sponsorship Outcomes Report	Public Affairs, Education and Industry Development staff: publicaffairs@abcc.gov.au	Intranet / Finance DM212874

Copies of these forms are located at Appendix A, B & C.

4. Guidelines

4.1 Types of Sponsorship, Advertising and Events

4.1.1 There are two types of sponsorship, advertising and event activity:

- Sponsorship and advertising that delivers the ABCC's key messages and/or changes behaviour, e.g. awareness raising, community goodwill – this type of sponsorship is recommended
- Sponsorship and advertising for brand awareness, e.g. reputation and brand improvement, paid participation at events – this type of sponsorship is not recommended

4.2 Assessment of Sponsorship, Advertising and Event Activities

4.2.1 All proposed sponsorship, advertising and event activities are required to be assessed using the following criteria:

- Reaches the ABCC's target audience
- There is a need for the message to be delivered
- Promotes good workplace behaviours
- Maximises openness, engagement and transparency
- Broadens and deepens support from the ABCC's authorising environment
- Value for money
- Availability and assessed effectiveness of associated media opportunities
- Size of market reached
- Aligns with ABCC corporate and Group objectives

4.2.2 Field Operations activities

To ensure that the requirements of 4.2.1 are met, all Field Operations proposed sponsorship, advertising and event activities are required to be assessed, before approval is sought, using the following criteria:

- Does the event/activity form part of an approved 6 monthly education activities plan?
- If not the following will need to be addressed:
 - Which regulatory object is it designed to promote/achieve:
 - A full service regulator;
 - An open regulator;
 - An engaged regulator;
 - A respected regulator;
 - A sustainable regulator;
 - Is it part of a targeted compliance project, if yes – attach the agreed education strategy from the targeted campaign project plan. If no plan has been developed for the project then the following should be addressed:
 - How will it contribute to the project?
 - How long will the activities be required to be conducted for
 - Is there a formal evaluation plan for the project that includes assessment of the effectiveness of the proposed sponsorship, advertising and event activities?
- Are co-regulators involved?

Will the activities increase the effectiveness of the ABCC's co-regulators?

What resources are required?

The Field Operations Executive Director approved assessment should be completed with the approval request form.

4.2.3 Sponsorship, advertising and event activities are assessed on the above criteria in order to manage exposure of the ABCC brand.

4.2.4 All proposals for sponsorship, advertising and event activities should be sent in writing to publicaffairs@abcc.gov.au for consideration. The Public Affairs, Education and Industry Development team will assess the proposal against the above criteria.

4.3 Reporting and Forms

4.3.1 Sponsorship, advertising and event activities must be signed off in accordance with the three (3) attached forms.

- **Event Approval Form** – to be completed by Public Affairs, Education and Industry Development once written notification of proposed activity is received by the event organiser.

- **Event Plan Checklist** – completed by the event organiser after approval is received from Public Affairs, Education and Industry Development. This form provides guidance for resourcing and planning the event.

- **Sponsorship Outcomes Report** – to be completed by the event organiser after the event in order to assess and report on the event's success. Within one week of the completion of the event, the event organiser should send the finalised report to the Executive Director, Public Affairs, Education and Industry Development via the publicaffairs@abcc.gov.au email address.

4.3.2 Proposals for advertising opportunities that do not involve staff attendance at an event should also be sent to publicaffairs@abcc.gov.au. The Public Affairs, Education and Industry Development team will assess the proposal against the criteria and determine which forms will be required to be completed.

4.4 Sponsorship Agreements

4.4.1 All sponsorship agreements are required to be in writing, either as a letter or a formal contract.

4.4.2 All sponsorships must be approved by a Delegated Official.

4.4.3 Terms and conditions of all sponsorships should:

- Identify all parties to the sponsorship including any third parties

- Specify the payment terms, including how and when payment will be made and to whom

- Specify the length of the sponsorship agreement, options or conditions for renewal

- Describe what the money is to be used for and set out the budget

- Specify in detail both party's rights and obligations

- Set out any special conditions that apply

- Set out financial accountability requirements including the terms of payment, an appropriate, fair and equitable valuation of all contra items and conditions on the use of funds received or provided

- Specify warranties and details concerning liability, including limits to liability.

4.4.4 The ABCC will not enter into sponsorship arrangements in the following areas:

- Tobacco companies or organisations that promote tobacco use
- Organisations that promote alcohol or drug use
- Events that duplicate, or compete with, existing Commonwealth sponsorship programs
- Programs likely to adversely affect the content or interpretation of the ABCC's programs or services or that may raise a conflict of interest
- Sponsorship of a political party
- Service organisations that may use the funds to sponsor or make a grant to a third party
- Areas that have the potential to cause widespread public controversy

4.5 Accepting Sponsorships

4.5.1 ABCC staff should not generally seek or accept sponsorship from contracted service providers in order to avoid perceptions of conflict of interest and improper use of position.

4.5.2 If an employee wishes to accept sponsorship from contracted service providers, and is of the view that it will not cause any negative public perceptions, approval from Executive Director, Public Affairs, Education and Industry Development and Deputy ABC Commissioner, Field Operations is required.

4.5.3 In granting approval, the following issues should be considered:

- What would be in the best interests of the ABCC in terms of public interest
- Current and future perception of the degree of influence the ABCC staff involved has in influencing the ABCC's dealing with the contracted service provider
- The value of the sponsorship
- Whether the proposed sponsor is acting in their personal capacity, or on behalf of the contracted service providers
- Any other factors which impact upon the perception regarding conflict of interest and improper use of resources

Appendix A – Event Approval Form

To be completed by **Public Affairs, Education and Industry Development** to assess sponsorship activity. ABCC brand is not to be used publicly without completing this form.

Event details

Event name	
Date	
Time	
Description	Briefly describe the event
Location	
Cost	\$
Requesting officer	Who the event request originated from
Group	

Approval criteria

Mandatory criteria

Does the event reach the ABCC's target audience?

Does the message need to be delivered?

How does the activity meet the following ABCC objectives? (Must complete at least one)

Promote good workplace behaviours	
Maximise openness, engagement and transparency	
Broaden and deepen support from our authorising environment	

Does the event provide value for money?

Additional criteria

Does the event reach an appropriate market size?

Has the availability and effectiveness of media opportunities been assessed?

If so, please list:

Decision

The event must fulfil all of the mandatory criteria to proceed.

Recommended Not recommended

Further actions (if recommended)

Budget allocated Contract signed

Appendix B – Event Plan Checklist

Complete this form **after** event approval received from Public Affairs, Education and Industry Development. This form provides guidance on how to resource and plan an event.

Event details

Event name	
Description	Provide a brief description of the event
Date	
Time	
Location	Event address
Cost	\$
Event manager	Assign a person to manage the event
Group	

Planning and resourcing

Audience type and size E.g. contractors, unions, industry associations	
What are the key messages? What do you want your audience to know/do?	
Objectives What do you hope to achieve?	
Tools What educational and promotional materials are required?	
How will promotional materials be distributed? E.g. manned stand, sponsored branding	



Event staffing

Number of staff required	
Employee list	Attach a staff roster and contact list for the event (if applicable)
Roles and Responsibilities List staff that have specific roles and responsibilities for the event	
Total staff hours at event Will staff be entitled to approved overtime?	

Appendix C – Sponsorship Outcomes Report

Complete this form **after** the event to evaluate its success and submit to publicaffairs@abcc.gov.au

Event details

Event name	
Date	
Location	
ABCC staff in attendance	
Event manager	
Group	

Event evaluation

Event audience E.g. building workers, industry association reps, site managers etc.	
Audience size	
How were the key messages delivered?	
Visibility Where was the signage/stand placed?	
How were the objectives reached?	
Did we have the appropriate tools? Were the education and promotional materials right for the audience?	
Stakeholder participation Please list any stakeholders present	
Stakeholder feedback	
Why was the event worthwhile? Explain what made the event worthwhile and why it would be a good event to repeat.	
Total hours	
Total cost	
Follow up actions required	