

# NSW Aboriginal Land Council Sponsorship Program (NSP)



New South Wales  
Aboriginal Land Council

## POLICY & PROCEDURES

### Introduction

1. Sponsorship refers to a commercial agreement between NSWALC and a sponsored organisation. The sponsorship may involve NSWALC's support of an individual program/event or of an ongoing activity.
2. Sponsorship may be in the form of financial or 'in kind' support. In kind support involves NSWALC providing non-financial support such as staff time, facilities or equipment.
3. Sponsorship enables NSWALC to market to and better engage with its local communities, and wider stakeholders. It provides a vehicle by which the NSWALC can promote its core business and further develop its brand.
4. NSWALC requires any organisations receiving sponsorship from the NSWALC to enter an agreement that details the responsibilities and expectation of both parties, and sets clear targets based on NSWALC's objectives, and strategic plan.
5. For a sponsorship to be considered, the aims and goals must be clearly set out prior to the commencement of the program/event or ongoing activity and must be rigorously reviewed against NSWALC's objectives and strategic plan.

### Overview

6. NSWALC has the function pursuant to section 106(7) of the Aboriginal Land Rights Act 1983 (NSW) (ALRA) to take action to protect the culture and heritage of Aboriginal persons in NSW, subject to any other law, and to promote awareness in the community of the culture and heritage of Aboriginal persons in NSW.
7. The NSWALC will consider and evaluate applications (APPENDIX A & B) for sponsorship according to the following guidelines:
  - a. Sponsorship must reflect the NSWALC's objectives, strategic plan and values.
  - b. The NSWALC will only recommend and implement activities that can be shown to fulfil three or more of the following objectives:
    - i. The sponsorship will enhance the reputation of the NSWALC state-wide, and /or nation wide;
    - ii. The sponsorship will build, maintain or enhance brand awareness in the NSWALC's key target markets e.g. Aboriginal communities, and amongst key stakeholders
    - iii. The sponsorship will reinforce NSWALC's position as a peak Aboriginal organisation in New South Wales; and
    - iv. The sponsorship will facilitate and further develop relations with the Aboriginal community and/or Aboriginal community organisations.
  - c. The immediate and/or future benefits and an estimated return to the NSWALC, whether financial and/ or otherwise, shall be determined in each sponsorship agreement.

8. The NSWALC will not approve sponsorships which are considered to fall under the following categories:
  - a. Political or religious bodies
  - b. Gambling, gaming or betting events or venues
  - c. Organisations linked with the tobacco, drugs or alcohol industry
  - d. Sexual services or sex industry venues
  - e. Products or services that denigrate, exclude or offend the Aboriginal community
  - f. Products or services not consistent with the NSWALC's image, standing and presentation
  - g. Sponsorship of individuals
  - h. Any sponsorship which may be a conflict of interest for the NSWALC.
9. The NSWALC will undertake a regular review of all sponsorship agreements to ensure that agreed targets have been achieved and objectives met.
10. At the conclusion of the sponsorship agreement an evaluation of the sponsorship should be undertaken. The program may be evaluated by using the Sponsorship Evaluation Form (APPENDIX C).
11. Where the sponsorship program is ongoing, it should be evaluated annually using the evaluation form (APPENDIX C).

## Procedures

12. Applications for sponsorships must be submitted to the NSWALC for consideration and approval as a business case on the attached application form (APPENDIX A).
13. The application form should be returned to:

NSWALC – Program Implementation Unit  
PO Box 1125  
PARRAMATTA NSW 2124  
Phone: 02 9689 4444  
Fax: 02 9689 4506  
Email: [grants@alc.org.au](mailto:grants@alc.org.au)
14. Sponsorships may be considered at any time during the year, with applicants invited to apply.
15. The NSWALC will assess the application and will advise the parties concerned of the outcome as soon as possible.
16. The NSWALC may consult other related parties/groups/external organisations in relation to the application.
17. Sponsorships will be limited to the available funds and the NSWALC reserves the right to reject applications based on short and longer term budgetary planning.
18. Sponsorships will be valid for the term of the agreement only.
19. Requests for renewal (where appropriate) are not guaranteed and require the applicant to re-submit an application/business case, as per Appendix A, three months prior to the conclusion of the existing agreement.