

The Environment Protection Authority (EPA) will provide sponsorship support, under some circumstances, to:

- promote and achieve the EPA's community, environment and conservation objectives
- help external stakeholders contribute and participate in environment and conservation initiatives with the NSW Government.

This document outlines the EPA's policy for providing and receiving sponsorship. Each sponsorship arrangement will be documented in a formal sponsorship agreement.

Scope

This policy applies to all sponsorship arrangements in the EPA. It applies to all staff and contractors of the EPA, including temporary and casual staff, private contractors and consultants engaged by the EPA.

Definitions

Sponsorship

The Independent Commission Against Corruption (ICAC) defines sponsorship as:

A commercial arrangement in which a sponsor provides a contribution in money or in kind to support an activity in return for certain specified benefits.ⁱ Sponsorship can be provided:

- by the corporate sector or private individuals, in support of a public sector activity, or
- by the public sector in support of related and worthwhile private or public sector activities.

Sponsorship does not include:

- the selling of advertising space
- joint ventures
- consultancies
- grants
- unconditional gifts, donations, bequests or endowments.^{ii,iii}

Sponsorship is not philanthropic. A sponsor expects to receive a reciprocal benefit beyond a modest acknowledgement.

Sponsor

The individual or group that provides the monetary or in-kind contribution.

Sponsorship recipient

The individual or group that receives the monetary or in-kind contribution.

Appropriate activities

Activities that are suitable to sponsor are not operational or core EPA activities. Appropriate activities can include training, scholarships, awards, education, industry research, publications, exhibitions, trade shows or conferences.

Policy statement

The EPA will **only** enter into sponsorship arrangements:

- with organisations/individuals that have similar or complementary objectives and values to EPA and the NSW Government
- with organisations/individuals that are able to demonstrate open, equitable and ethical business practices
- that aid the achievement of the EPA community, environmental and conservation goals and priorities through the formation of strategic relationships
- on activities that will facilitate the achievement or promotion of the NSW Government's and EPA's strategic vision and objectives
- when it will provide tangible benefit to the EPA and represent value for money. All NSW Government monies need to be spent in accordance with all relevant NSW legislation and policies
- when it will build on and improve the EPA's relationship with the government and community of NSW
- under an appropriate written agreement signed by an EPA Executive Director or Director.

The EPA will **not** enter into sponsorship arrangements when:

- an entity is, or may be, subject to regulation by the EPA via a licence or other regulatory mechanisms, or subject to regulatory action by the EPA during the life of the sponsorship
- sponsorship will not involve the EPA explicitly endorsing an entity or its products
- a sponsorship arrangement would limit, or appear to limit, the ability of the EPA to carry out its functions fully and impartially
- an employee of the EPA can receive a personal benefit from a sponsorship.

When the EPA provides or receives sponsorship, it will:

- be for specific projects, programs or services, where the EPA can identify mutual benefits and complementary aims with the sponsorship participants
- ensure sponsorship opportunities are widely known. (When seeking or offering sponsorships, the EPA will use an open process.)
- commit to managing its sponsorship arrangements in a professional manner through formal sponsorship agreements
- circulate predetermined criteria to organisations that submit an expression of interest.

Policy context

Conflicts of interest

Conflicts of interest (real or perceived) between the EPA and the sponsor will be resolved during the negotiation of the agreement. There is a provision within the agreement to terminate an agreement should a conflict of interest that cannot be resolved arise during the term of the agreement.

Personal benefits

Employees must not benefit personally from sponsorships. A sponsorship agreement is between the EPA (not an individual officer) and the sponsorship partner. Should benefits be included, such as attendance at a sponsored conference, the EPA should determine the most appropriate person(s) to attend.

Sponsorship agreements

When the EPA provides sponsorship, agreements will ensure:

- sponsorship benefits are commensurate with sponsorship costs
- acknowledgement and promotion of the EPA brand and its objectives as a sponsor, using NSW Government, EPA corporate and/or program logos, as per the *NSW Government Branding Style Guide* and the *EPA Brand Guide*, in any signage and/or other publicity
- review of publicity material prior to publishing or release
- exclusive control over the use of the NSW Government and the EPA brand
- complimentary participation of the EPA staff at relevant events associated with the sponsored activity, particularly in relation to conferences (number of places to be negotiated in the agreement)
- the right for the EPA to set publicity parameters
- the right to publicise involvement in the sponsorship.

When the EPA receives sponsorship, agreements will ensure:

- the potential sponsor has objectives and values consistent with the EPA's
- the EPA maintains control over the activity, including the planning, execution and responsibility for the outcomes
- the funding received from the sponsorship is to be for that activity.

External funding

The provisions of the *External Funding Policy* apply to any incoming sponsorship funding. The *External Funding Policy* provides guidance on how to use the sponsorship funds once received.

Relevant legislation, policies and procedures

Legislation

Crimes Act 1900

Government Information (Public Access) Act 2009

Independent Commission Against Corruption Act 1988

Ombudsman Act 1974

Privacy and Personal Information Protection Act 1998

Public Interest Disclosures Act 1994

Public Finance and Audit Act 1983

Government Sector Employment Act 2013

Corporate policies and procedures

EPA Sponsorship Procedures

Code of Ethics and Conduct

Financial Delegations

External Funding Policy

NSW Government policies

[NSW Government Branding Style Guide](#)

[Sponsorship in the public sector: a guide to developing policies and procedures for both receiving and granting sponsorship](#), Independent Commission Against Corruption (May 2006)

NSW Environment Protection Authority

Email: info@epa.nsw.gov.au

Website: www.epa.nsw.gov.au

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ⁱ Independent Commission Against Corruption, May 2006, *Sponsorship in the public sector; A guide to developing policies and procedures for both receiving and granting sponsorship*, www.icac.nsw.gov.au

ⁱⁱ Joint ventures are arrangements where both parties, in agreement, are contributing towards achieving a common goal.

ⁱⁱⁱ Grants are money, goods or other benefits provided to the recipient for a specified purpose, but with no expectations of attaining rights and benefits in return other than the achievement of the specified purpose.