

# Ethical Sponsorship Working Group (ESWG)

## Terms of Reference

### 1. Background and Definitions

UMSU Inc. (UMSU) is an incorporated association under the Incorporated Association Reform Act (Vic). UMSU has a Constitution, which broadly sets out the rules of the organisation. These rules also contemplate the creation of both regulation and policy by the governance bodies of UMSU, Students' Council being empowered to create the former and both Students Council and Departmental Committees being empowered to create the latter. All UMSU Policy must be approved by Students' Council.

UMSU has a continuing commitment to working with external organisations in pursuit of shared objectives. One area of note is the continuing sponsorship arrangements surrounding large-scale events such as Summerfest and Winterfest. These events, being the first point of contact with UMSU for many students, must adhere to UMSU's organisational values of unionism, respect and ethical conduct.

This working group aims to establish an Ethical Sponsorship policy pursuant to these concerns, which shall provide clarity to the Marketing and Communications Division, the Environment Department and UMSU Management as to the role and expectations of sponsors at UMSU events.

### 2. Role of the Working Group

The role of the Ethical Sponsorship Working Group (ESWG) is:

- To outline and identify the values and ethical concerns UMSU holds;
- To establish the role of UMSU in maintaining ethical standards of conduct, with a focus on UMSU as a values-based organisation, and the expectations of outside sponsors for the same;
- To establish policy, concomitant with previously drafted policy if advisable, surrounding ethical sponsorship at UMSU;
- To establish what does and does not constitute unethical behaviour, and to set firm limits on outside sponsors exhibiting such behaviours;
- To consider the effects of ethical sponsorships and partnerships of UMSU on the wider community;
- To advise on further matters relating to ethical sponsorship at UMSU; and
- Other matters such that the ESWG may see fit.

### **3. Membership**

Membership of the ESWG shall be open to all Members of UMSU, and all Members may attend meetings of the ESWG and speak.

The following shall also be members *ex officio*:

- General Secretary (Chair)
- President, UMSU
- President UMSU International
- Manager, Marketing and Communications
- Chief Executive Officer
- Environment Officers

### **4. Term and Frequency**

Meetings of the ESWG shall occur at least monthly and shall be convened by the General Secretary. Meetings shall continue until such a time as the ESWG recommends an Ethical Sponsorship policy to Students' Council, and the Council subsequently approves the policy, or until the matters of the ESWG are fully dispensed of. All policies generated by the ESWG must be approved by Students' Council.

### **5. Meetings**

Meetings shall be conducted in a manner consistent with the practices established in the Constitution and Standing Orders. The agenda of each meeting shall be guided by the Role of the Working Group. All decisions made by the Working Group shall be agreed to by consensus. All members attending shall adhere to UMSU's Acceptable Conduct policy, and shall actively participate in the group's work. All members should consider the interests and needs of all students and staff, and actively promote the outcomes desired. All decisions must be approved by a meeting of Students' Council.

### **6. Reporting and Recommendations**

The ESWG shall report regularly to Students' Council, via the General Secretary, providing updates on progress. The ESWG shall recommend to Students' Council an Ethical Sponsorship policy that will enable the Marketing and Communications Division, in conjunction with UMSU Management, to effectively and ethically deal with sponsorship requests as submitted to UMSU by external organisations.