

UMSU Ethical Sponsorship Policy

1.0 Introduction

1.1 Purpose

This policy outlines the University of Melbourne Student Union's (UMSU) approach to sponsorship arrangements, in regards to ethical measures. UMSU has a range of responsibilities to deliver programs and services to students, whilst producing events, which contribute to a vibrant campus culture. By seeking and receiving sponsorship, UMSU can provide additional resources with which to support specific activities or programs. In addition, the success of an event can be enhanced by sponsorship providing better student experiences and feedback.

1.2 Preface

UMSU is committed to working with external organisations to increase the student experience and to achieve shared objectives and exposure. It is imperative that UMSU adheres to its organisational values of unionism, respect and ethics. UMSU actively seeks opportunities to work together with external organisations to achieve shared objectives. However, it is vital that we maintain our independence^{LY1} and do not allow external partnerships to bring the name of UMSU into disrepute.

1.3 Scope

This Policy applies to all incoming sponsorships received by UMSU.

This Ethical Sponsorship Policy outlines:

- The criteria to be approved as a sponsor;
- Benefits of being a sponsor with UMSU;
- What sponsorships UMSU will not undertake;
- The responsibilities of all parties involved in a sponsorship arrangement in order to ensure there is neither conflict of interest nor negative impact on UMSU's reputation or probity;
- Transparency of registered sponsors;
- The sponsorship approval and rejection process.

1.4 Definitions

Sponsorship - A commercial arrangement in which a sponsor provides a cash or in-kind contribution to support an activity in return for certain specified benefits.

Sponsorship does not include:

- The selling of advertising space;
- Joint ventures;
- Consultancies; and
- Unconditional gifts, donations, bequests or endowments.

2.0 Policy

2.1 Approval criteria

Any sponsorship arrangement that is offered or sought by UMSU must:

- Benefit students;

- Align with or directly share the organisational values of UMSU;
- Not fall under any of the avoidance criteria;
- Not create an actual or perceived conflict of interest; and
- Not fetter or interfere [LY2] with UMSU's constitution, regulations and policies

2.2 Benefits for sponsors

The primary benefit for Sponsors is to reach the target audience of students.

Entitlements include, but are not limited to:

- Licence to use UMSU's branding for the event such as logos, content and imagery [LY3];
- Exposure at events through signage, access to floor space for activation and integration into the official event programme;
- Online promotion including banners, splashes [LY4] and sponsored segments; and
- The ability to develop co-branded marketing initiatives.

2.3 Avoidance Criteria

UMSU will avoid entering into sponsorship agreements with enterprises, which are considered [LY5] to:

- Pollute land, air or water;
- Destroy or waste [LY6] non-recurring resources;
- Market, promote or advertise products or services in a misleading or deceitful manner;
- Produce, promote or distribute products or services likely to be harmful to the community;
- Acquire land or commodities primarily for the purpose of speculative gain;
- Create, manufacture, encourage, or perpetuate militarism or engage in the manufacture of armaments;
- Labour rights violations, including exploitation of workers through the payment of below award wages or poor working conditions;
- Manufacture and selling of tobacco products;
- Discriminate by way of race, sexual orientation, religion or sex in employment, marketing or advertising practices; and
- Contribute to the inhibition of human rights generally; or
- Where there is a conflict of interest (See Policy item 2.5)

Where practicable, UMSU will seek to examine the supply chains, subsidiaries or major subcontractors of potential partners or sponsors.

2.5 Conflict of Interest and Personal Benefits

Any sponsorship arrangement UMSU undertakes must not compromise UMSU's reputation, public image, probity or its ability to fulfil its duty and function the welfare and representation of students.

UMSU will not enter into sponsorship arrangements with a potential sponsor whose interests, objectives and/or mission are in actual conflict with those of the UMSU. No employee or volunteer may seek or receive a personal benefit or be perceived to receive a personal benefit from a sponsorship. Any contribution from a sponsor must be received by UMSU, not directly to an individual, and must be seen to benefit UMSU, not an individual.

Conflicts arising from personal relationships or financial arrangements of staff or volunteers involved in sponsorship assessment, approval or administration will be managed in accordance to the formal investigation portion of the UMSU Acceptable Conduct Policy.

2.6 Discretion of Students' Council

UMSU retains the discretion to accept or reject sponsorship from any entity for any reason.

2.7 Transparency of information

Information about sponsorships (excluding monetary values) will be available to the student body and public on request. The Communications department of UMSU will maintain a register of these sponsors.

3.0 Procedure

3.1 Approval Procedure

If a sponsor approaches UMSU and;

- Does not fall under any of the aforementioned avoidance criteria; and
- Falls under the aforementioned approval criteria,

That sponsor can be approved by the UMSU President, General Secretary, or Students' Council

3.2 Rejection Procedure

If a sponsor approaches UMSU and falls under any of the aforementioned avoidance criteria, that sponsor is rejected.

Students' Council has the ability to place any of these rejected sponsors on the **Unacceptable Sponsors List**. The General Secretary and the Communications Department will maintain this registry of Sponsors that can be immediately disregarded for future events. The Unacceptable Sponsors List can be found in the appendix.

If Students' Council were to place an organisation under the Unacceptable Sponsors List, that organisation will not be able to become a sponsor with UMSU. Students' Council have the ability to take organisations' off the list with an approved motion.

4.0 References

- UMSU Constitution
- UMSU Acceptable Conduct
- Communications and Marketing Policy and Procedures
- Advertising Terms and Conditions
- UMSU Financial Regulations

5.0 Review

This policy should be reviewed every 2 years, in addition to Students' Council's ability to change the unacceptable sponsorship list.

6.0 Unacceptable Sponsors List

The Unacceptable Sponsors List is maintained by the General Secretary and the Communications department. Students' Council has the ability to add and withdraw organisations from the list. Once put on the list, organisations will be automatically rejected without consultation with Student Departments or UMSU as a whole.

Students' Council can take organisations off the list by motioning with a simple majority in a Students' Council meeting.

Date of Rejection	Name of Organisation	Reasoning

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