

# UMSU Ethical Sponsorship and Advertising Policy

## 1.0 Introduction

### 1.1 Purpose

This policy outlines the University of Melbourne Student Union's (UMSU) approach to ensuring that UMSU only enters into ethical sponsorship and advertising arrangements.

UMSU is responsible for delivering a range of programs and services to students, whilst producing events, which contribute to a vibrant campus culture. By seeking and receiving sponsorship and advertising, UMSU can provide additional resources to support specific activities or programs. In addition, the success of an event can be enhanced by sponsorship or advertising leading to better student experiences.

### 1.2 Preface

UMSU is committed to working with other organisations to enhance student experience and to achieve shared objectives and exposure. It is imperative that UMSU adheres to its organisational values when entering into sponsorship or advertising arrangements. UMSU actively seeks opportunities to work with external organisations to achieve shared objectives.

### 1.3 Scope

This Policy applies to all incoming sponsorship and advertising arrangements entered into by UMSU.

This Policy outlines:

- The criteria to be approved as a sponsor or advertiser;
- Benefits of being a sponsor or advertiser with UMSU;
- Types of sponsorship or advertising arrangements UMSU will not enter into;
- The responsibilities of all parties involved in a sponsorship or advertising arrangement in order to ensure there is neither conflict of interest nor negative impact on UMSU;
- Transparency of registered parties;
- The party approval and rejection process.

### 1.4 Definitions

Sponsorship is a commercial arrangement where a sponsor supports an activity in return for certain specified benefits.

Sponsorship can come in two forms:

1. **In-Kind sponsorship**, where the sponsor provides UMSU with a substantive donation of sorts for use in your event; this can include items like food for a BBQ, drinks for an opening night exhibition or printing program/flyers.
2. **Monetary**, where a sponsor gives UMSU a cash amount in exchange for specified benefits, to enable UMSU to use these funds for agreed purposes.

Sponsorship does not include:

- The selling of advertising space;

- Joint ventures;
- Consultancies; and
- Unconditional gifts, donations, bequests or endowments.

Advertising is a commercial arrangement in which a party is promoted by UMSU in return for commercial benefit.

Events in an UMSU context can include:

- Big Events (SummerFest, Member's Weeks)
- Departmental events
- VCE Summer School
- Union House Theatre opening nights
- George Paton Gallery opening exhibitions
- Mudfest

The "committee" refers to a committee established by clause 3, which consists of the Sponsorship and Advertising Officer or successor role, the Manager, Marketing and Communications or successor role, the President and the General Secretary.

## **2.0 Policy**

### **2.1 Approval criteria**

In entering to any sponsorship or advertising arrangement UMSU, student representatives, staff and volunteers will ensure that these arrangements:

- Benefit students, or end-users of UMSU programs;
- Align with or directly share the organisational values of UMSU;
- Not fall under any of the avoidance criteria;
- Be in accordance with the UMSU Terms and Conditions, as set by the committee;
- Avoid an actual or perceived conflict of interest; and
- Comply with UMSU's constitution, regulations and policies.

### **2.2 Benefits for parties**

The primary benefit for sponsors and advertisers is to reach the target audience of students.

Entitlements may include, but are not limited to:

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

When sponsorship is approved, the following forms of advertising are expected by the sponsor, and is also clearly highlighted in a sponsorship package:

- (a) Logo on any promotional material
- (b) Logo on website
- (c) Logo on e-invites
- (d) Logo on vinyl banners
- (e) Logo on programs

### **2.3 Alignment Criteria**

Any sponsorship or advertising 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, and UMSU reserves the right to not enter into arrangements that may compromise the above.

UMSU will not enter into sponsorship or advertising arrangements with a potential sponsor or advertiser whose interests, objectives and/or mission are in actual conflict with those of UMSU.

UMSU will not enter into sponsorship or advertising agreements with enterprises that, in the course of their regular business practice:

#### **Constitutional**

- (a) Contravene the UMSU Constitution

#### **Environmental**

- (b) Pollute land, air or water excessively;
- (c) Destroy or waste non-recurring resources or valuable environments;
- (d) Finance or support activities which cause environmental or social harm;

#### **Exploitative**

- (e) Market, promote or advertise products or services in a misleading or deceitful manner;
- (f) Acquire land or commodities primarily for the purpose of speculative gain;
- (g) Operate with a disregard for indigenous peoples' claims to the resources or land that they are exploiting;
- (h) Violate labour rights, including exploitation of workers through the payment of below award wages or poor working conditions;
- (i) Engage in corruption or bribery;
- (j) Treat animals in an unnecessarily cruel way;

#### **Militarism and Social Harm**

- (k) Create, manufacture, encourage, or perpetuate militarism or engage in the manufacture, distribution or sale of armaments;
- (l) Manufacture or promote tobacco products;
- (m) Discriminate by way of race, cultural background, sexual orientation, religion, belief, ability, age or gender in employment, marketing or advertising practices;
- (n) Contribute to the inhibition of human rights generally; and
- (o) Promote gambling or casinos.

All potential sponsors or advertisers must declare (but will not be asked to prove) that they comply with both the approval and avoidance criteria. Where a sponsor or advertiser declares as such, but is later found to breach either of the criteria, this may be used as grounds for listing on the rejected parties register.

Where practicable, UMSU will seek to examine the supply chains, subsidiaries or major subcontractors of potential parties to ensure that partners do not contravene the terms of this Policy.

## 2.4 Conflict of Interest and Personal Benefits

No employee or volunteer may seek or receive a personal benefit or be perceived to receive a personal benefit from a sponsorship or advertisement. Any contribution from a sponsor or advertiser 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, student representatives or volunteers involved in sponsorship or advertiser assessment, approval or administration will be managed in accordance with the relevant policies and procedures, including the Conflicts of Interest policy and disciplinary procedures if applicable.

UMSU will not engage or accept sponsorship or advertising arrangements from companies that are engaged in legal proceedings or disputes with UMSU or the University.

## 2.5 Transparency

Information about sponsorships or advertising arrangements, excluding matters that are commercial in confidence, will be available to members of the student body on request.

The CEO will ensure that UMSU maintains a register of UMSU sponsorship and advertising arrangements.

## 3.0 Procedure

There shall be a committee consisting of the Sponsorship & Advertising Officer or successor role, in conjunction with the Manager, Communications and Marketing or successor role, the President and the General Secretary.

Two registers shall be maintained by the Sponsorship & Advertising Officer or successor role, in conjunction with the Manager, Communications and Marketing or successor role, the President and the General Secretary (the “committee”). The registers shall be of **approved parties** and **rejected parties**. The committee shall set procedure for arrangements and for these registers under this policy.

## 4.0 References

- UMSU Constitution
- Communications and Marketing Policy and Procedures
- Advertising Terms and Conditions
- UMSU Financial Regulations
- UMSU Conflicts of Interest Policy

## 5.0 Review

This policy should be reviewed every 2 years, in addition to any amendments to the parties registers as contemplated in the policy.

## 6.0 Appendix

### 6.1 Parties Registers

There are two registers: the **approved parties register** and the **rejected parties register**.

The Registers are maintained by the General Secretary and the Communications department. The committee may amend the registers at a meeting of the committee for

that purpose, and the Officer may add parties to the registers if this policy allows it. Once on a register, a party shall be automatically approved or rejected, depending on the register.

The Students' Council may amend the registers by motion.

Date of Decision	Name of Organisation	Reasoning

## Procedure

### 1. Acquiring Arrangements

#### 1.1. Parties Registers

Two registers shall be maintained by the Sponsorship & Advertising Officer or successor role, in conjunction with the Manager, Communications and Marketing or successor role, the President and the General Secretary (the “committee”). The registers shall be of **approved parties** and **rejected parties**.

Any party approved under this policy shall be added to the approved parties register, and be automatically approved until they are removed from the approved parties register. Any party who is rejected due to the avoidance criteria shall be added to the rejected parties register if the President and General Secretary direct it, and those parties on the rejected parties register shall be automatically rejected until they are removed from the rejected parties register.

Where an entity is added to the reject parties register the reasons for this addition shall be included in the register.

As soon as practicable after the commencement of a President’s and General Secretary’s term of office, the committee shall review the registers, and may make alterations as considered appropriate. The committee shall continue to meet quarterly for this purpose.

Alterations to the rejected parties register must have grounds which are enumerated in the avoidance criteria, the Constitution of UMSU, the Communications and Marketing policy or the Terms and Conditions, to ensure that potential parties may be notified of the reasons for rejection.

The registers may not be altered outside of a quarterly meeting of the committee for that purpose, or by the Sponsorship and Advertising Officer with notification to the committee to add a party to a register in line with this policy.

#### 1.2. Receiving Arrangements

The Sponsorship and Advertising Officer (the “Officer”) is the person responsible for sponsorships and advertising in UMSU-wide and program-specific arrangements. The Officer may establish procedure for the handling of arrangements, including but not limited to procurement, approval and communication with parties, in line with this policy, and in conjunction with the President and General Secretary.

If an arrangement is for a specific program or department, that arrangement should not be finalised without the approval of the Officer, and consent from the authorising Department or Program.

#### 1.3. Department Contacted by Party

The following procedure must be followed when a Department or Program is approached directly by a company interested in sponsorship or advertising:

1. Forward any emails as soon as possible to [advertise@union.unimelb.edu.au](mailto:advertise@union.unimelb.edu.au).
  - a. Notwithstanding [1], the Department may make initial contact as per [3.1.1] only if the party is not seeking an UMSU-wide arrangement as per [3.1.1].

- b. Notwithstanding [1.a], any form of arrangement, if specific to a program or department, may not be confirmed without consulting the Officer and the approval of both the Officer and the Department or Program. The Officer is responsible for sponsorships and advertising; it is not acceptable for any department to accept donations, promotions, giveaways, or discounts from any company or organisation without approval from the Officer. Sponsorship packages can be discussed and produced by the Communications department to assist you in gaining sponsorship.

## **2. Approval Procedure**

If a party approaches UMSU and;

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

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

An approved party is added to the approved parties register.

A party on the approved parties register is approved automatically.

## **3. Rejection Procedure**

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

The rejected party shall, if directed by the President and General Secretary, and if rejected due to the avoidance criteria, be placed on the rejected parties register.

A party on the rejected parties register is rejected automatically.

## **4. Acknowledgement of Sponsors Procedure**

If a sponsorship is granted, a sponsor must always be thanked and mentioned in the following:

- Any speeches on opening days/night of exhibitions, events, theatre productions, festivals and at any other time where speeches are conducted
- In programs where there is a special thanks section, or a sponsor section
- Sponsors should receive copies of any advertising and promotional material you produce, so they can be satisfied that their contribution has been acknowledged.