

## WCMA Board Policy

### Sponsorships and Endorsements

#### Background:

**Sponsorship** - From time to time the Board receives requests from organisations for the sponsorship of various activities (field days, conferences, training etc) within the catchment area or for external activities from organisations that carry out activities relevant to the catchment.

**Endorsement** - In addition the Board may receive requests to endorse (with or without monetary support) various activities within the catchment.

The criteria to assess whether the Board should sponsor and/or endorse a proposal will be essentially the same.

#### Criteria:

The following criteria should be considered in the decision making process:

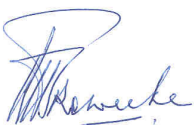
- The activity should be related to the programs defined under the Western Catchment Plan and lead to long term Catchment Target outcomes. This can include community capacity building or promotion of the Western CMA.
- Any sponsorship and/or endorsement must not be contrary to NSW Government legislation or policies.
- Direct sponsorship will only be given to 'not-for-profit' organisations. Examples include; Local Government, schools, RLPBs, community organisations, grower groups, NRM Societies etc.
- The Board will not sponsor a commercial operation however it may sponsor joint promotions where there is a clear distinction between the commercial and community activities eg industry field days.
- Endorsement of commercial activities will only be done in a general manner and not for a specific supplier and/or to the exclusion of direct competitors.
- Any Board member's involvement in the organisation making the request must be declared and the Board member is then disqualified from the decision making for the activity. They may provide clarifications regarding the proposed activity.

#### Process:

- All requests are to be received in writing and signed by an **office bearer** of the requesting organisation. The officer must have the authority (recorded in that organisation's meeting minutes) to seek the sponsorship.
- Requests for funding under \$3000 will be assessed by the Chairman and General Manager in response to a written request addressing the broad criteria above.
- Requests for funding greater than \$3000 will require a **business case to be prepared by the proponent** indicating the value that will accrue to the Western CMA from the activity. This business case will be reviewed by the Chair and General Manager and a recommendation made to the full Board for decision.
- Successful sponsorship or endorsement activities must acknowledge the Western CMA's support in publicity and information disseminated regarding the activity.
- Unless specifically excluded in the request, the Western CMA will retain a right but not an obligation, to mount a display at any sponsored activity.

#### Recording and Reporting:

- All sponsorship requests and decisions are to be tabled at the next WCMA Board meeting.
- The Board (on the advice of senior staff) must identify the funding source for the sponsorship.
- Sponsorships will be listed in the WCMA's Annual Report.

A handwritten signature in blue ink, appearing to read "Rory Treweeke".

Rory Treweeke,  
Chair, Western CMA