

# SPONSORSHIP POLICY

## Introduction

The NSW Resources Regulator does not use sponsorship as a primary tool in conducting its core business. Sponsorship may be used in limited circumstances where there are tangible benefits to the Regulator that will likely lead to improved safety, environmental or community outcomes in relation to the regulation of the NSW mining, extractive and petroleum industry.

We offer limited sponsorship opportunities. Due to limited resources we are unable to support all applications, even where they meet the assessment criteria. Sponsorship is entirely at our discretion.

## Who can apply?

Organisations applying for sponsorship must:

- be a registered company, incorporated association, NSW state government department or authority
- have a sound reputation with Government
- be directly aligned to our Vision and Mission.

We will not consider requests for sponsorship for the following:

- organisations or activities that conflict with our role
- individuals, unincorporated groups or commercial enterprises
- companies/entities that are under investigation by ICAC or other regulators.
- where the sponsorship could be construed as an endorsement of a product, service or workplace
- where sponsorship arrangements imply conditions that would limit, or appear to limit, our ability to carry out our functions fully and impartially
- organisations that have not fulfilled previous sponsorship obligations

- individuals or entities that are or may be subject to direct regulation or inspection by us or where the sponsorship could be seen to compromise our ability to exercise our role impartially or otherwise could diminish the public's confidence.

## Assessment of applications

We carefully consider sponsorship applications to ensure they relate to our strategic direction, current priorities and provide a benefit to industry or the community.

In general, we have greater capacity to authorise sponsorship where it provides 'value-in kind'. Sponsorships with a cash component will need to offer benefits to us of significant value when compared to the funds required.

Applications will be assessed using the following criteria:

- How does the sponsorship meet our corporate objectives and strategic approach?
- Does the sponsorship engage with key industry stakeholders and what is the stakeholder reach?
- Will the sponsorship be viewed positively by our stakeholders?
- Does it allow for us to promote our strategic priorities for example, a speaking opportunity?
- Is the project a good use of taxpayer/industry funds i.e. value for money?
- Are the sponsorship objectives and activities to achieve them clearly defined, realistic and achievable?

## Research projects

We will consider research grants where the information is not currently available from other sources and the proposal supports improved understanding and outcomes of key issues in the mining industry.

We encourage collaboration between research groups, industry partners and across specialties. We will give weight to applications that aim to deliver increased research efficiency by sharing knowledge, capacity and resources through collaborative research effort.

If the research project extends beyond 6 months, we require progress and expenditure reports to remain updated on progress.

## Evaluation

Evaluation is important to ensure objectives have been met and provide details on the sponsorship benefits received. All requests are required to include how they will evaluate their project, as well as provide an evaluation report post event. The evaluation should not be too time consuming and should be appropriate to the size and type of project. The following should be considered:

- audience numbers/target group
- audience satisfaction
- change in knowledge and skills
- changes in policies, practices, or processes
- improved rehabilitation, community, health and safety outcomes
- media coverage.

## Conditions of funding

Successful sponsorship projects will be required to accept the conditions of funding as stated in the contract. Additional special conditions of approval, payment and reporting on projects may be applied at our discretion.

If funding is approved, the sponsorship agreement must ensure:

- benefits are commensurate with costs
- our brand is acknowledged and promoted by using the NSW Government logo in any signage and/or other communications
- communications material is reviewed by us prior to publishing
- we have exclusive control over the use of the NSW Government and departmental brand
- there is complimentary participation for our staff at relevant events associated with the activity, particularly in relation to conferences (numbers will be negotiated in the agreement)
- we can set publicity parameters and promote our involvement in the activity.

All sponsorship recipients are required to provide a written evaluation report within one month of the completion of the project, program or event.

## Lodging an application

We require a written application for all sponsorship requests using the Sponsorship Application Form.

All applications should provide the information specified in the application form and delivered to [industry.engagement@planning.nsw.gov.au](mailto:industry.engagement@planning.nsw.gov.au).

Applicants should allow for up to four weeks for the proposal to be assessed, and sponsorship commencement dates should be at least four weeks following any determination.

We will provide written advice as to whether a proposal has been approved or otherwise. Due to limited resources, we are unable to support all applications, even when they meet the assessment criteria. Funding is entirely at our discretion.

All sponsorship arrangements will be published in our Annual Business Activity Report.

For more information or assistance with an application, contact our Industry Engagement Manager on 4063 6541 or [industry.engagement@planning.nsw.gov.au](mailto:industry.engagement@planning.nsw.gov.au)

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