



# Aboriginal Housing Victoria

## *Sponsorship Policy*

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# Sponsorship – Policy and context

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## 1.1 Purpose

The purpose of this policy is to provide guidance to Aboriginal Housing Victoria (AHV) and potential sponsorship partners to articulate the principles that will be applied in circumstances where:

- requests for sponsorship are received by AHV; and/or
- AHV approaches other organisations for sponsorship.

## 1.2 Scope

For the purposes of this policy, the term “sponsorship” applies to the purchase of rights or benefits, including naming rights, delivered through association with the sponsorship partner’s name, products, services or activities.

Sponsorship does not include:

- grants, which may be in the form of money, goods or other benefits provided to AHV for a specified purpose, but with no expectations of attaining rights and benefits of the kind outlined above;
- bequests or donations which impose no obligations on the recipient and offer little or no rights or benefits to the provider; or
- sale of advertising space, editorial comment, or advertorials.

## 1.3 Context

AHV provides appropriate, affordable and secure housing assistance for low-income Aboriginal people living in Victoria. As a not-for-profit housing association, AHV prioritises the use of surplus funds for the improvement of our property portfolio and our services to low income Aboriginal Victorians. AHV therefore allocates only a small, finite budget for sponsorship of other organisations.

## 1.4. Cultural statement

The First Nations people of Australia have the oldest continuous cultures in the world. AHV celebrates and takes pride in the rich and spiritual culture, values and practices of Australia’s First Nations people. We celebrate the significant contribution made by Aboriginal and Torres Strait Islander people and culture to the enrichment of Victorian society, and, we acknowledge and respect the special place of Victorian traditional owners as Victoria’s First Nations peoples.

As an Aboriginal Community Organisation we acknowledge that our legitimacy is derived from the strong relationships we have with Victoria’s Aboriginal communities and our success is through achievement of our shared vision and aspirations.

Our vision is that **Aboriginal Victorians secure appropriate, affordable housing as a pathway to better lives and stronger communities.**

We believe that achievement of our vision is through the provision of housing services which enhance the dignity of our clients and tenants and which respects and celebrates their cultural beliefs, values and practices.

Our policies and procedures are designed so that our practice and service delivery is in accord with this cultural statement.

### **1.5 Relevant legislation and regulation**

- Corporations Act 2001 (Cwth)
- Housing Act 1983 (Vic)
- Income Tax Assessment Act 1997 (Cwth)

### **1.6 Organisational context**

Relevant AHV values that underpin our application and waiting list management policies include:

**Respect and support** for Aboriginal identity and culture and for our tenants and stakeholders

**Integrity, trust and honesty** in all our business activities

**Collaborative relationships** with our community, tenants, government and stakeholders

**Kindness, compassion, courtesy and dignity** in our relationships with our clients, our stakeholders and with each other.

Relevant AHV strategic objectives are to:

- Provide efficient and effective housing services for Aboriginal people;
- Develop constructive and mutually beneficial partnerships and relationships with the housing, community and corporate sectors;
- Advocate for, influence and deliver improvements in Aboriginal housing and other outcomes;
- Maintain high standards of accountability, probity and transparency to tenants, clients, the Aboriginal community, government and the public.

### **1.7. Key stakeholders**

- Current and potential sponsorship partners;
- AHV tenants and other clients; and
- Aboriginal Victorians, Aboriginal organisations, other community organisations and government agencies that may have an interest in the delivery and outcomes of this policy.

### **1.8 Other relevant contextual factors**

AHV is part of the social/community housing sector in Victoria. The sector provides long-term, secure rental accommodation to low-middle income Victorians through a large and diverse range of not-for-profit organisations.

Community housing is highly regulated by government and as a social housing agency, AHV must comply with sector performance standards and demonstrate the capacity to manage a viable social housing

business. To this end, AHV looks to maintain and improve its financial viability by investigating possible funding sources through the government, corporate and philanthropic sectors. Options include potential sponsorship partnerships with appropriate organisations.

### 1.9 Policy objectives

AHV’s Sponsorship policy aims to maximise positive outcomes for AHV and our Aboriginal tenants and other clients.

Consistent with our Vision and Values, AHV will only enter into a sponsorship arrangement when there are clear and demonstrable benefits to AHV and our tenants and clients, commensurate with the monetary value of the sponsorship arrangement.

AHV is committed to maintaining and strengthening positive and collaborative relationships with other Aboriginal organisations. However, any decision to sponsor another organisation will only be considered if the receiving organisation can demonstrate how the sponsorship partnership will result in improved access to its services/activities by AHV’s tenants and clients.

### 1.10 Responsibilities

Board	Approves the policy, sets strategy, monitors policy implementation and performance, and, reviews policy when necessary.
CEO with the Executive Management Group	Oversees and monitors policy implementation
Director Strategy and Performance	Assesses requests from potential sponsorship partners and makes recommendations to the CEO.
AHV Staff	Direct queries from potential sponsorship partners to the AHV Sponsorship policy

### 1.11 Definitions and acronyms

Aboriginal person	Aboriginal and Torres Strait Islander person
AHV	Aboriginal Housing Victoria
CEO	Chief Executive Officer
Client	An applicant or prospective tenant of AHV.
Sponsorship partner	Either an organisation seeking AHV sponsorship or an organisation that sponsors AHV.

## 1.12. Policy details – Sponsorship

In assessing the suitability of a potential sponsorship partnership, AHV will apply the following principles:

- Potential sponsorship partners must be reputable organisations;
- The objectives, values, products and services of potential sponsorship partners must not represent an actual or perceived conflict with AHV values and objectives. This includes the objectives, values, products and services of parent companies and subsidiaries of the potential sponsorship partner.
- A sponsorship arrangement will not impose or imply conditions that would limit, or appear to limit, AHV's ability to carry out its activities and/or deliver its services fully and impartially;
- AHV's reputation for objectivity, independence, integrity, credibility, social responsibility and accountability will not be compromised by entering into a partnership with the sponsorship partner;
- Potential sponsorship partners must be able to demonstrate a good sponsorship record with AHV and/or other community agencies, particularly Aboriginal community controlled organisations;
- Goods or services provided by the sponsorship partner must have a direct benefit for AHV and/or AHV tenants, clients and the Aboriginal community, commensurate with the value of the sponsorship arrangement;
- A sponsorship arrangement must represent 'Value for money'. Value for money is not necessarily the highest price when seeking sponsorship, or the lowest price when providing sponsorship, but includes consideration of other factors such as:
  - strategic benefits and risks of the arrangement to AHV;
  - capacity to advance AHV priorities, goals and objectives, particularly improved life opportunities for AHV tenants and clients;
  - direct and indirect costs to AHV of servicing the sponsorship, including “in-kind” support;
  - value of opportunities for expanding and strengthening AHV networks and potential funding partners;
  - capacity of potential sponsor partners to attract funds from other organisations, to support AHV services and clients; and
  - the relative value of alternative uses of the sponsorship budget.

AHV establishes a modest sponsorship budget at the beginning of each financial year, as part of AHV's annual budgeting process.

All sponsorship arrangements are approved by the CEO or another designated senior officer and identified in AHV's annual report in a form commensurate with the significance of the sponsorship. AHV maintains a register of all sponsorships (received and provided).

Sponsorship agreements must have specific end dates. AHV will not enter into sponsorship agreements that commit AHV to provision or receipt of ongoing sponsorship. In circumstances where demand for AHV sponsorship exceeds budget availability, AHV may opt to enter into a sponsorship arrangement with a new partner, rather than renew or extend contracts to sponsorship partners who have previously benefitted from financial support from AHV.

Consistent with AHV Codes of Conduct, AHV employees and Board Directors must derive no personal benefit from sponsorship arrangements.

### 1.13 Policy log

Version	Approval date	Approved by	Changes	Review Date
1	February 2018	AHV Board	New policy	December 2019