

Bendigo Kangan Institute

Sponsorship Policy

1.0 Purpose

This policy outlines Bendigo Kangan Institute's (BKI) approach regarding the provision of sponsorship to external organisations as well as the acceptance of sponsorship from such entities.

2.0 Scope

This policy applies to all BKI staff and business activities undertaken by BKI that involve the provision or receipt of a sponsorship. It covers sponsorship arrangements where BKI is either the sponsor or the recipient, including but not limited to events, products, services, activities, and promotions. The policy applies to both direct financial sponsorship and in-kind support, and encompasses all sponsorship agreements entered into by BKI, regardless of the value or form of the sponsorship.

This policy does not apply to:

- grants, donations, bequests, or philanthropic gestures where there is no expectation of rights or benefits in return;
- endorsements or advertising arrangements;
- the purchase or sale of advertising space, editorial comment, or advertorials; and
- gifts or hospitality, which are governed by the Gifts, Benefits and Hospitality Policy.

3.0 Legislative Context

- *Financial Management Act 1994* (Vic)
- *Public Administration Act 2004* (Cth)
- *Privacy and Data Protection Act 2014* (Vic)
- *Standing Directions for the Minister of Finance* (2018)
- Australian Accounting Standards
- Victorian Government Sponsorship Policy (VGSP)
- Code of Conduct for the Victorian Public Sector
- Victorian Government Communication Evaluation Guidelines
- Victorian Government Branding Policy

4.0 Policy Statement

BKI is committed to entering into sponsorship agreements that uphold the highest standards of integrity, transparency, and public value. All sponsorship arrangements must support BKI's functions and objectives and be consistent with its strategic direction and ethical obligations.

Approval Authority: CEO

Doc Custodian: Head of Brand and Marketing

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BKI permits providing sponsorship, which is the association of BKI's brand with another organisation's event, activity, service, or product, and receiving sponsorship, which is the acceptance of financial or in-kind support from external organisations, provided all arrangements comply with this policy and procedure.

Sponsorship agreements entered into by BKI must:

- Relate only to activities deemed appropriate under this policy and procedure
- Be formed only with associations that meet the criteria for appropriateness
- Support the achievement of BKI's functions and objectives;
- Deliver demonstrable value for money;
- Uphold ethical, impartial, and fair principles;
- Enhance the effectiveness of BKI's strategic programs;
- Be consistent with BKI's role and not compromise its reputation;
- Avoid actual, perceived, or potential conflicts of interest; and
- Include a clearly defined end date.

All sponsorships must be documented, approved in accordance with BKI's Instrument of Delegation, and managed in line with relevant legislative and policy requirements.

4.1 Management of Sponsorships

BKI will comply with the *Standing Directions for the Minister of Finance* (2018) which requires BKI's internal control systems to include a sponsorship policy and procedure.

4.2 Terms and Conditions of Sponsorship Agreements

All sponsorship agreements must specify the terms and conditions of the arrangements, including what will happen if the other party fails to deliver the agreed benefits. In agreements where BKI is the sponsorship recipient, it reserves the right to withhold financial benefits under circumstances where the benefits are not delivered.

4.3 Record Keeping

All sponsorship activity is to be included in a Sponsorship Register. All sponsorships, regardless of brand are registered by Marketing and can be found on the staff portal.

All sponsorship transactions are to be recorded accurately and on a timely basis.

Procurement is to be provided with all Sponsorship information where BKI provide/receive sponsorship. This information is to be maintained within the Contracts database.

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Sponsorships are not exempt from the purchase order process. All monies paid for sponsorship must have a purchase order raised within FinanceOne.

4.4 Reporting

BKI must ensure there is effective management and reporting processes to ensure sponsorships achieve maximum value and accountability.

Sponsorships are required to be reported in financial statements, budget papers, annual reports or in publicly available performance reports accurately and on a timely basis.

Sponsorships provided by BKI as part of a reputation management strategy or to achieve communications objectives, must be reported to Strategic Communication, Engagement and Protocol Branch within the Department of Premier and Cabinet's Cabinet, Communications and Corporate Group. When valuing benefits for reporting purposes, in-kind benefits should be priced at their market rate.

5.0 Roles and Responsibilities

Role	Responsibilities
Board	The Board is responsible for ensuring compliance with Standing Directions and approval of this policy.
FRAC	The Finance, Risk and Audit Committee (FRAC) is required to be satisfied the Board's attestation of compliance with the requirements of the Standing Directions.
Accountable Officer	The Chief Executive Officer is the accountable officer who has overall responsibility for this policy and procedure. The Accountable Officer's responsibilities include: • Approving sponsorship arrangements in accordance with the approval limits set out in the Instrument of Delegation applicable to this role. • Accepting all sponsorship provided to BKI. • Reporting any substantial breach of policy and procedure relating to Sponsorship and actions taken to the Chair of the FRAC and the Chair of the Board.

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Role	Responsibilities
Chief Operating Officer	This Chief Operating Officer (COO) has responsibility for the implementation and operation of the policy. COO is responsible for approving sponsorship arrangements in accordance with the approval limits set out in the Instrument of Delegation applicable to this role.
Executive Leadership Team	Responsible for approving sponsorship arrangements in accordance with the approval limits set out in the Instrument of Delegation applicable to this role.
Head of Brand and Marketing	The Head of Brand and Marketing has responsibility for day-to-day management of sponsorship activity.
Marketing	Marketing facilitates the sponsorships process, including involvement in all sponsorship activity for the Institute. The Marketing Department should also raise Purchase Orders for sponsorships.
Procurement	Procurement is responsible for the repository of all Sponsorship documentation for the Institute within the Contracts database.
Manager, Enterprise Compliance and Risk	Responsible for monitoring compliance with the requirements of Standing Directions.

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6.0 Definitions

Word/Term	Definition
Sponsorship	Sponsorship is the purchase of rights or benefits, including naming rights, delivered through association with the sponsored organisation's name, products, services or activities. Sponsorship does not include: • grants (money, goods or other benefits) provided to the recipient for a specified purpose with no expectation of attaining rights and benefits; • endorsements, bequests, donations, philanthropic gestures and gifts to the people and State of Victoria; or • the purchase or sale of advertising space, editorial comment or advertorials. • employer-funded student education, where an employer supports a student's tuition or training costs
Staff	Refers to all individuals engaged in activities on behalf of Bendigo Kangan Institute (BKI), including but not limited to employees (full-time, part-time, and casual), contractors, sessional workers, and volunteers.

7.0 Supporting Policy Documents and Forms

Document Name
Instrument of Delegation
Delegations Policy
Donation and Sponsorship Agreement
Sponsorship Terms and Conditions
Procurement Policy
Gifts, Benefits and Hospitality Policy
Conflict of Interest Policy

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8.0 Version Control and Change History

Ver.	Document Custodian	Description of Change	Approval Authority
1.0	Director, Group Branding and Student Acquisition		Board
2.0	Head of Brand and Acquisition	Included details about Effective Monitoring, Reporting, Ethical Behaviour and Fair Dealings and related policy references. Reviewed by Head of Governance, Legal, Risk and Compliance.	Board
2.1	Head of Brand Acquisition	Approval mechanisms changed to reflect the referencing of current Delegations.	Head of Governance Risk and Compliance
3.0	Head of Brand and Marketing	Updated delegations and responsibilities in line with current delegations and reporting lines	Head of Brand and Marketing
3.1	Head of Brand and Marketing	Formatting updates and insertion of text that approvals must align with the Delegation Instrument.	CEO

9.0 Document Owner and Approval Body

Document Custodian	Approval Authority	Approval Date	Scheduled Review Date
Head of Brand and Marketing	CEO	25/06/2026	25/06/2028

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