

PUBLIC GUIDELINES FOR SPONSORSHIP



Victorian WorkCover
Authority

CONTENTS

1.	INTRODUCTION	1
2.	PURPOSE OF THESE GUIDELINES	1
3.	WHAT IS SPONSORSHIP?	1
4.	HOW WILL PRIORITY BE DETERMINED?	2
5.	WHAT THE VWA WON'T SPONSOR	3
6.	WHAT IS EXPECTED IN RETURN FOR SPONSORSHIP?	4
7.	CONDITIONS FOR FUNDING	4
	7.1 Application to form an offer	4
	7.2 No acceptance until formal agreement entered into	5
	7.3 The VWA's decision to be binding	5
	7.4 Applicants responsible for costs	5
	7.5 Confidentiality and Privacy	5
8.	HOW SHOULD AN APPLICATION BE SUBMITTED TO THE VWA?	5
9.	WHAT IS THE VWA's SPONSORSHIP SELECTION PROCESS?	6

1. INTRODUCTION

The Victorian WorkCover Authority (**the VWA**) is committed to a future free of occupational death, injury and disease.

Our vision: workplaces free from injury and disease.

Our mission: to work with all Victorians to progressively reduce the incidence, severity and cost to the community of work-related injury and disease.

We manage and improve Victoria's workplace safety system by:

- reducing work related death, injury and disease;
- reducing health and safety risks to the public;
- supporting injured workers to remain at work or return to work quickly following injury or disease;
- ensuring quality services from our own staff, agents and providers to workers, employers and the community; and
- maintaining a stable, fully funded and internationally competitive system for employers, workers and the community.

2. PURPOSE OF THESE GUIDELINES

The purpose of these Guidelines is to assist applicants who wish to apply for sponsorship from the VWA. These Guidelines will enable applicants to:

- understand the VWA's sponsorship objectives;
- assess whether a project is suitable to compete for sponsorship; and
- understand the various stages and associated responsibilities for applicants receiving sponsorship.

3. WHAT IS SPONSORSHIP?

Sponsorship is support for a project, event or organisation in return for the right to use that project, event or organisation to promote an image, message or service.

The VWA participates in sponsorships that provide excellent opportunities to promote our image and key messages.

The desired outcome for any sponsorship undertaken by the VWA is increased awareness and commitment of Victorian employers, employees and the general community to workplace health and safety, effective worker rehabilitation and/or return-to-work.

Sponsorships undertaken by the VWA must achieve one or more of the following objectives:

- significant positive promotion of our image and one or more key messages;
- increased awareness of our image and one or more of our key messages;
- compliment our strategic priorities; and/or
- provide a significant return on our investment

The VWA will seek to achieve a balance of sponsorships to address organisational and marketing strategies.

4. **HOW WILL PRIORITY BE DETERMINED?**

Priority for sponsorship will be given to:

- Victorian based projects, events or organisations that support the VWA's sponsorship objectives.
- Projects, events or organisations that are seen to primarily benefit Victorian employers and employees.
- Opportunities that provide a promotional and/or informational vehicle for the VWA's image and key messages of workplace health and safety, effective worker rehabilitation and return to work.
- Peak bodies or representative organisations.
- Projects, events or organisations that fall within the scope of the strategic priorities of our current corporate strategy including
 - high risk industries:
 - manufacturing and agriculture;
 - construction;
 - transport and storage; and
 - public sector and community services
 - major hazards:
 - sprains and strains;
 - work related fatalities;
 - best practice claims management; and
 - return to work.
- projects, events or organisations, which offer the VWA major involvement and significant exposure.

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- new projects or events, or organisations seeking sponsorship from the VWA for the first time, that can demonstrate, either statistically or anecdotally, a need for sponsorship.
 - repeat sponsorships, or recurring projects or events that can provide evidence of prior success; and
 - projects, events or organisations that contribute resources, financially or in kind.

Even if a sponsorship application fits within these priorities, the VWA has complete and final discretion in the decision to undertake any sponsorship.

5. WHAT THE VWA WON'T SPONSOR

The following definitions may help distinguish between sponsorship and other similar activities.

Sponsorship **IS NOT**:

- A **donation**, for which little or no return is expected.
- **Hospitality**, which is the provision of entertainment, food and/or beverages. Where hospitality is included in a sponsorship package, together with other promotional or educational benefits, it is defined as part of that sponsorship.
- **Funds** for capital works, amenities or equipment, or to pay the salary of a project officer, unless other promotional or educational benefits are a significant component of that sponsorship.

In addition to the above, the following are **ineligible** for sponsorship:

- Projects or events conducted outside Victoria, or organisations proposing activity relating to the sponsorship outside Victoria.
- Any project, event or organisation the VWA considers inconsistent with its image and key messages.
- Any project, event or organisation undertaking high-risk activities or with poor occupational health and safety performance.
- Any sponsorship that conflicts with, or is too similar to, an existing VWA sponsorship.
- Any project, event or organisation with existing or proposed sponsors that the VWA considers are inconsistent with the VWA's image and key messages.
- Any project, event or organisation where the primary objective is commercial gain.
- Any government institution or agency.
- Retrospective sponsorship of any project, event or organisation.

6. WHAT IS EXPECTED IN RETURN FOR SPONSORSHIP?

- Successful applicants will be required to enter into a formal sponsorship contract or letter of agreement that will detail the agreed conditions of the sponsorship. This document will include items such as benefits, time lines, reporting and evaluation requirements.
- Agreed benefits are to be delivered by the successful applicant according to the terms of the contract or letter of agreement.
- The VWA will have final approval of any promotional or advertising item that refers to the VWA, this sponsorship, or uses of our image. Use of our image for projects, events or organisations that are not part of the sponsorship is not permitted.

Examples include, but may not be restricted to, reference to the VWA in, or our image on:

- advertising copy;
 - press releases;
 - editorial mentions;
 - displays/signage;
 - publications; and
 - promotional information.
- Where appropriate to the sponsorship, the VWA seeks the opportunity to use the applicant's media, mailing and other communications channels and networks by supplementing the sponsorship activity with relevant, select VWA messages.
 - The VWA requires prompt access to the successful applicant's project, event or sponsorship personnel.

7. CONDITIONS FOR FUNDING

7.1 Application to form an offer

The completed application which you return to the VWA is a legal offer, capable of acceptance by the VWA for a period of not less than six (6) months from the date on which it is submitted.

The VWA reserves the right to enter into negotiations with one or more applicants following evaluation of applications. Applicants acknowledge that their applications will be modified by the agreed outcome of negotiations initiated by the VWA, which shall not be taken to be counteroffers or to destroy the offer contained in the original application.

Unsolicited revisions by any applicant to the application may be rejected and may form the basis of excluding the application from further consideration.

7.2 **No acceptance until formal agreement entered into**

No application shall be accepted, or deemed to have been accepted, unless and until the applicant and the VWA have entered into a written sponsorship agreement. No verbal comment by any officer or employee of the VWA or any other fact or circumstance affects this position.

7.3 **The VWA's decision to be binding**

Neither the lowest priced nor any application will necessarily be accepted.

The VWA shall be the final arbiter of funding decisions under its Sponsorship program. Applicants will be notified of the success or otherwise of their application in writing

The VWA may elect to, but shall be under no obligation to, give reasons for not accepting any application.

The Applicant may re-submit the application if shortfalls in meeting the criteria in an unsuccessful application can be addressed.

7.4 **Applicants responsible for costs**

Applicants are responsible for all costs incurred in submitting any application and any subsequent presentation, including the supply of further information as requested by the VWA.

7.5 **Confidentiality and Privacy**

All information submitted will be treated as confidential.

Personal information collected in accordance with an application will be used for the purpose of assessing the application and, if successful, the administration of the sponsorship. If you do not provide any of the information, the application may not be processed or approved.

The information may also be placed on a mailing list to contact you in relation to other related products or events, or for evaluating or improving our services. If you do not want us to place your details on our mailing list, please let us know and we will remove your name from that list. You have rights of access to personal information the VWA holds about you: you should contact the VWA Freedom of Information Officer. You can also access the VWA Privacy Policy at www.workcover.vic.gov.au.

8. **HOW SHOULD AN APPLICATION BE SUBMITTED TO THE VWA?**

The following "Sponsorship Application" must be completed and forwarded, with relevant supporting documentation, to:

Manager, Corporate Marketing
GPO Box 4306
Melbourne Victoria 3001

Sponsorship cannot be considered unless a completed Sponsorship Application is received.

To optimise the possibility for a successful Sponsorship Application, a minimum of six months prior to commencement of the project or event is recommended.

If further information about the VWA is required prior to submitting a sponsorship application visit the VWA website at www.workcover.vic.gov.au. and/or obtain a copy of the VWA's current strategic plan by contacting the Publications Line on (03) 9641 1333.

9. WHAT IS THE VWA's SPONSORSHIP SELECTION PROCESS?

- Each sponsorship application received by the VWA will be assessed against the VWA's sponsorship objectives and priorities.
- Applicants may be required to attend a briefing with representatives from the VWA to discuss the details of the sponsorship application. This may or may not result in a successful application for sponsorship.
- Applicants will be advised in writing of the outcome of their application.

Sponsorship Application

1 Title

Provide a title for the initiative

2. Applicant details

Provide the details of the applicant's name, phone, facsimile and email details

3. Timing

Provide the dates and times the sponsorship will be valid

4. Objectives

Provide details on the objectives and goals of the project, event or organisation

5. Outcomes

Describe the benefits that will result from the sponsorship. In particular describe how your project will meet the aims and objectives of the VWA.

6. Exclusivity

Provide details on whether exclusivity is being offered and provide a list of current or proposed sponsors if relevant.

7. Background

Provide an overview of the background of the project, event or organisation, including supporting research or data (attach copies if necessary)

8. Occupational Health and Safety

Detail any Occupational Health and Safety Breaches

9. Value

Estimate the value for the VWA

10. Attendance

Provide details on the estimated attendance (if applicable) and predicted audience demographics

11. Evaluation

Provide an evaluation plan that will be used to determine whether the initiative was successful in meeting its objectives. Detail how the evaluation will be undertaken and how the results will be disseminated.

12. Cost

Provide details on the cost to the VWA to participate in the project/event or organisation.

Send this Sponsorship Application and supporting documentation to:

Manager, Corporate Marketing
Victorian WorkCover Authority
GPO Box 4306
Melbourne VIC 3001

<p><i>For VWA use only:</i> <i>File reference</i> <i>Date received</i></p>
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