

PARTNERSHIP, SPONSORSHIP AND FUNDRAISING POLICY

INTRODUCTION

Auspire has high standards of professionalism, transparency and moral values. This adds a valuable proposition to members, corporate partners, sponsors and community fundraisers. It allows us to develop partnerships in professional, sustainable and ethical ways and with this in mind, will assist us in maintaining long term appeal to potential partners, and members.

Auspire welcomes offers of creative partnership, sponsorship and fundraising arrangements that may include monetary, non-monetary, and other forms of support for its activities, however aligning our brand with other brands exposes us to potential risks. This policy outlines risk, ethical, and practical issues to be considered when seeking or accepting membership, partnership, sponsorship or funding where there is a substantial transfer or joining of resources.

PURPOSE

The purpose of this policy is to govern the decision making of who we partner with and to provide guidance and justification on the acceptance of membership, fundraising activities and receiving of funding/donations.

SELECTING PARTNERS, SPONSORS OR FUNDRAISING OPPORTUNITIES:

This policy seeks to establish a sound risk assessment and management process as well as provide a mechanism to facilitate appropriate decisions over whether to enter into a membership, partnership, sponsorship or fundraising arrangement, and when Auspire should withdraw from such relationships.

The policy supports the establishment of memberships, partnership, sponsorship and fundraising arrangements that will improve Auspire's ability to meet its strategic purpose and goals while managing any associated risks.

*When considering new memberships, partnerships, sponsorships or funding opportunities, first and foremost Auspire Management will assess the **strategic fit** of the organisation against the Auspire strategic plan, including vision, mission and values. Mutually beneficial strategic outcomes must be evident and demonstrable prior to entering into a funding or membership arrangement. The delegated authority of this consideration sits with the Chief Executive Officer.*

When forming third party corporate partnership and sponsorship relationships, appropriate due diligence must always be carried out, regardless of the size of the organisation or of the proposed strategic and/or purpose alignment.

Organisations, communities and individuals who are engaged to fundraise on our behalf must also be assessed based on the below criteria by the Chief Executive Officer before they can proceed with the event or activity.

To protect the integrity of the Auspire brand as well as to comply with privacy and fundraising legislation, it is mandatory that donations are not received from, and memberships, partnerships or collaborations are not formed with organisations or individuals that put our reputation at risk.

Organisations / Individuals Auspire will not partner with

- Are involved in the production of tobacco and related products
- Are involved in or associated directly with firearms' companies
- Are involved in or associated directly with adult/sex related services
- Are involved in or associated directly with illegal gambling or betting agencies
- Are involved in or associated directly with any anti-social or socially unacceptable behaviour
- Are involved in or associated directly with the manufacture of products that involve forced/exploitative labour
- Are not willing to sign a Memorandum of Understanding (MOU) or legal contract if requested by Auspire
- Are not willing to conduct fundraising activities in accordance with legal requirements of the relevant [WA fundraising related legislation](#).
- Are involved in or associated directly with any activity that will bring Auspire's reputation into disrepute
- Do not agree to abide by Auspire's Brand Guidelines
- Do not comply with requirements for the ethical and humane treatment of animals as required by the Animal Welfare Act (1999)
- Have specific religious/cultural affiliations who request the funds be used in support of only those people who support their beliefs
- Companies or individuals whose values and objectives are inconsistent with Auspire's values and objectives

Where an organisation fits in to one of the above categories, the Chief Executive Officer will advise the organisation that Auspire is unable to partner with them and refer them to this policy. The Chief Executive Officer will update the Board on such decisions at the next Board meeting.

Whilst not mandatory, it is most ideal that organisations Auspire seeks partnerships with, will have either a published Corporate Social Responsibility policy or Environmental Social Governance policy/framework.

Furthermore, there may be different circumstances under which a partnership or sponsorship may be considered on a case-by-case basis after robust due diligence (see appendix for Due Diligence check list).

Organisations/individuals Auspire has the **discretion** to partner with, following robust due diligence, on a case-by-case basis

- Organisations that want to promote their services, brand or products to the Auspire database through our communication channels (e.g. Facebook, eNews, EDMs).

- Organisations that want to carry out activities that will involve capturing data about individuals associated with Auspire for their own database or commercial benefit.
- Organisations that want to carry out campaigns that include the sale of products with the proceeds directed as a donation to Auspire.
- Organisations that have previously received substantial negative media coverage.
- Organisations that have a known criminal history or criminal links to illegal activities.
- Organisations that engage in activities or operations that have a significant impact on the environment or those who act irresponsibly in their treatment of the environment.
- Organisations that wish to hold an event that has substantial risk of permanent injury or death e.g., base jumping, cliff jumping, extreme motorsport etc.

Where an organisation fits in to one of the above discretionary categories, the Chief Executive Officer will seek majority support from the Board before pursuing contractual arrangements. This may be by circular resolution where time is a critical factor, in which case a detailed briefing note will be provided to Board Members at the time of the request.

RISK MANAGEMENT IN A CORPORATE PARTNERSHIP

Auspire should not only consider the risks it may encounter, but how it will address them. Some risks for consideration are:

- Auspire chooses the wrong type of partnership
- Auspire does not have the resources to properly service a partnership
- Auspire chooses the wrong partner to work with
- potential conflicts of interest aren't disclosed or managed responsibly
- Auspire's reputation is damaged if something goes wrong with the partnership or if the partner displays inconsistent values in another area of its operations
- the ownership or overall management of the corporate partner changes – for example, through a takeover, resulting in Auspire partnering with an organisation no longer aligned to its values
- Auspire's core work is adversely affected because of the partnership

As per the Auspire Risk Policy, section 6.1 – When is a risk assessment required?

Auspire management will complete a project risk assessment based on new partnerships or sponsorships valued at >\$80,000.

UNAUTHORISED EVENTS/ACTIVITIES

In the event that Auspire is unaware of fundraising activities of any group, individual or corporate, Auspire will accept the proceeds ONLY if the activity is in line with the criteria outlined above. We will request that the fundraiser seek prior authority for future initiatives.

APPENDIX

Due Diligence

Depending on the size and value of the prospective partnership, the following is a guide of the type of due diligence Auspire may perform before undertaking an obligation of a partnership or sponsorship agreement. It is not necessary (for a partnership to proceed) that all questions are affirmative, however if not, it will be one of those case-by-case scenarios where Board discussion and approval will be required.

Due Diligence Check list

1. Is the prospective partner an ASX Listed company, legally registered international business, legally registered Association or registered charity with the ACNC?
2. Is the prospective partner financially sound, with audited financial statements and declared solvent?
3. Who are the responsible persons (Board and or Management Committee)?
4. Does the prospective partner have appropriate and adequate insurance policies?
5. What are the prospective partner's products and services?
6. Is there a values alignment with the prospective partner and Auspire?
7. Does the prospective partner have a published CSR policy or Statement?
8. Does the prospective partner have a social license to operate?
 - a. Legitimacy: this is the extent to which an individual or organisation plays by the 'rules of the game'. That is, the norms of the community, be they legal, social, cultural, formal or informal in nature.
 - b. Credibility: this is the individual or company's capacity to provide true and clear information to the community and fulfil any commitments made.
 - c. Trust: this is the willingness to be vulnerable to the actions of another. It is a very high quality of relationship and takes time and effort to create.
9. Does the prospective partner have a Reconciliation Action Plan and/or Reconciliation policy or statement?
10. Does the prospective partner have a Diversity and Inclusion policy and/or statement?
11. Does the prospective partner have an ethical supply chain (anti-slavery) policy or statement?
12. Does the prospective partner have risk management enterprise system or framework?