

Sponsorship Policy

1. POLICY STATEMENT

1.1 Lung Foundation Australia (LFA) is committed to ensuring that sponsorships with the Foundation are administered in an efficient and consistent manner.

2. PURPOSE

2.1 The purpose of the Sponsorship Policy is to outline Lung Foundation Australia's position with respect to sponsorship.

For the purpose of this policy, sponsorship is defined as a commercial arrangement involving payment of a fee in return for a commercial benefit or set of benefits of commercial value. This includes benefits relating to the advertising and exposure of corporate product and brands and may apply to for-profit and not-for-profit organisations. Sponsorships, in contrast to donations, are not exempt from the goods and services tax or other taxes.

This policy does not pertain to grants or donations.

A valuable collaboration between Lung Foundation Australia and a sponsor requires a strong relationship based on core principles such as:

- Respect for independence of Lung Foundation Australia
- Achieving and maintaining public trust that enhances our reputation as a public health charity
- Fairness in so far as the sponsorship adds value to LFA's Mission
- Openness and transparency to the public and respective stakeholders
- Clarity that is the sponsorship defines the tangible benefit to Lung Foundation Australia's Mission
- Confidentiality and accountability that is that the Foundation's intellectual property and brand is upheld and not compromised.

3. SCOPE

3.1 This policy applies to the following people:

- Lung Foundation Australia Board and approved Sub-committees;
- Staff members and contractors;
- Lung Foundation volunteers;
- Consumer, Clinical and Research Advisory Committees;
- Partner organisations

4. POLICY

Lung Foundation Australia welcomes offers of sponsorship arrangements that may include monetary and/or in-kind support for its activities.

The Lung Foundation will consider partnership and sponsorship arrangements with individuals, government departments, business and industry where such an arrangement is consistent with the Lung Foundation's mission, goals and objectives as outlined in its strategic plan.

Principles:

The principles of sponsorship adopted by Lung Foundation Australia are:

1. A sponsorship arrangement is a contract and should be described in a written agreement.
2. Staff and or volunteers of the Lung Foundation must not receive a personal benefit from a sponsorship.
3. Sponsorship of Lung Foundation Australia will not involve explicit endorsement of the sponsor or the sponsors' products or services.
4. A sponsorship agreement should not impose conditions that would limit, or appear to limit, the Lung Foundation's ability to carry out its functions fully and impartially.
5. There should be no real or apparent conflict between the objectives and mission of Lung Foundation Australia and those of the sponsor. Where conflict or inconsistency arises in a corporate partnership or sponsorship, Lung Foundation Australia CEO will negotiate a resolution without compromising the foundations independence.
6. The name of a company, but not a specific product, may be associated with a sponsorship arrangement.
7. The name of a product may be considered for sponsorship where the product is medical device such as a spacer or other respiratory device with an evidence-base for use.
8. Where corporate partnership or sponsorship involves the supply of a product, the Lung Foundation should measure that product against objective criteria.
9. Sponsorship will be sought and granted by a fair and transparent process.
10. Sufficient resources must be made available to enable the promised benefits to sponsors to be delivered.
11. Lung Foundation Australia will clearly and publicly acknowledge any sponsorship associated with agreed activities on the website and in the organisation's annual report.

Lung Foundation Australia (LFA) declares that it will not enter into sponsorship under the following conditions:

- where the sponsor organisation works in, or is funded by, the tobacco, e-cigarette or vaping industry;
- when the sponsorship would compromise the interests or objectives of Lung Foundation Australia and its community;
- where the activities of the sponsor organisation are incompatible with the mission or objectives of Lung;
- where there is reason to believe that accepting the gift will damage the reputation and brand of Lung Foundation Australia.

Lung Foundation Australia also expects that any organisation where sponsorship is agreed will actively promote sustainable environmental practice, corporate social responsibility and equality and diversity.

Reporting Requirements

Reporting requirements to sponsors will be kept to a minimum. Financial reporting will be agreed at outset and will relate to the sponsorship activity and sponsorship funding only.

5. DEFINITIONS

Nil.

6.COMPLIANCE

6.1 Non-compliance with this policy and procedure may result in disciplinary action, up to and including termination of employment.

Version control

Approved by CEO

Review date