



Sponsorship and Partnership Policy

INTRODUCTION

1. This policy sets out the circumstances in which AHANA will consider entering into Sponsorship or Partnership arrangements with Third Parties and the principles and risk management steps relating to these types of arrangements.

PURPOSE

2. Sponsorships can provide important financial and marketing support to AHANA and Third Parties while generating additional revenue or other support for AHANA's mission and objectives.
3. Partnerships can provide a means by which AHANA can further the objectives set out in its Constitution or Strategic Plan, in a quicker, more efficient or more effective way, or without additional investment that AHANA is not able to support.
4. The purpose of this policy is to:
 - (a) support AHANA to deliver on the key objectives and strategies set out in its Strategic Plan;
 - (b) transparently establish the framework for the creation of productive Sponsorship and Partnership arrangements; and
 - (c) assist AHANA in identifying and managing both the risks and benefits that flow from Sponsorships and Partnerships.

APPLICATION

5. This policy applies to the Board, Committees, Delegates, staff, volunteers and contractors of AHANA.

DECISION-MAKERS

6. Subject to Clause 6, the Board may delegate the power to decide whether to enter into or maintain a Sponsorship or Partnership to a Committee or a Delegate.
7. The Board is the Decision-Maker on Sponsorships or Partnerships of higher than average potential risk to AHANA, its members or the public. This clause applies to any arrangement with a Third Party offering pharmaceutical or therapeutic devices.

PRINCIPLES

8. Sponsorship or Partnership will not entitle a Sponsor or Partner to influence any AHANA decision.
9. The Decision-Maker will consider the following principles in deciding whether or not to enter into or maintain a Sponsorship or Partnership:
 - (a) alignment of the Third Party and the proposed arrangement to AHANA's Strategic Plan, organisational objectives, brand values and image;
 - (b) the benefits and risks of the arrangement for AHANA, its members and the public;
 - (c) value for money;
 - (d) transparency, ethical behaviour and fairness; and
 - (e) value for money.
10. In applying the principles from clauses 5-7 of this policy, the Decision-Maker will consider factors

such as the legal and ethical dimensions of the Third Party's business operations, and the reputation of the Third Party and its products and/or services.

RISK MANAGEMENT

11. The Board will conduct due diligence and/or a risk assessment on any potential Sponsorship or Partnership with higher than average potential risk to AHANA, its members or the public.
12. Dependent on the outcome of the due diligence and risk assessment described in clause 11, the Board may decide to that the arrangement is appropriate (whether or not additional risk mitigation strategies are required) or decide not to enter into or continue the arrangement.
13. The Decision-Maker is responsible for ensuring a Sponsorship or Partnership that the Decision-Maker decides AHANA should enter into is appropriately documented and managed according to its level of risk, including entering into a contract with the Third Party for the arrangement were deemed appropriate.

PROHIBITED ARRANGEMENTS

14. AHANA will not enter into Sponsorships or Partnerships which:
 - (a) may be considered to diminish public confidence in, or otherwise have the potential to reflect negatively on, AHANA or the Allied Health Assistant profession;
 - (b) discriminate on the basis of race, sex, age, gender identity, sexuality, disability or religion;
 - (c) attempt to influence AHANA's independence; or
 - (d) with Third Parties who produce or offer goods or services that may be harmful to users or of inferior quality.
15. AHANA will not consider Sponsorships or Partnerships with Third Parties whose business includes the sale or promotion of:
 - (a) tobacco products;
 - (b) firearms/weapons;
 - (c) gambling; and
 - (d) alcohol.

REVIEW SCHEDULE

16. This policy should be reviewed at least every two years by the Board.

DEFINITIONS

17. In this Sponsorships and Partnerships Policy, capitalised words have the following meanings:
 - (a) **AHANA** means Allied Health Assistants' National Association Ltd (ABN 83 658 609 173);
 - (b) **Board** means the board of directors of AHANA;
 - (c) **Committee** means a committee established by the Board;
 - (d) **Delegate** means a person to whom the Board has delegated the power to make a decision about whether to enter into or maintain a Sponsorship or Partnership;
 - (e) **Partner** means a Third Party which AHANA has entered into a Partnership with.
 - (f) **Partnership** means an arrangement between AHANA and one or more third parties to work cooperatively toward a common goal, but which is not a Sponsorship. A Partnership may exist in relation to a discrete activity (for example, to jointly draft a submission to government) or may be for a longer term project.
 - (g) **Sponsor** means a Third Party which AHANA has entered into a Sponsorship arrangement with.

- (h) **Sponsorship** means an arrangement between AHANA and a Third Party for the Third Party to provide a financial or other benefit to AHANA or its members, usually in respect of a discrete activity, whether or not AHANA is providing something of value in return. For example, an arrangement under which AHANA members would be provided a discount to attend a Third Party's conference.
- (i) **Third Party** means any organisation or individual outside of AHANA, including but not limited to government organisations, corporations, foundations, individuals, partnerships and non-government organisations.