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# GUIDELINES FOR TASMANIAN GOVERNMENT BUSINESSES

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Sponsorship

April 2026 | Version 1

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# Introduction

Government businesses are required to prepare and maintain a sponsorship framework in respect of the provision of sponsorship by the business and its subsidiaries.

The purpose of this Guideline is to outline the Shareholding Ministers' expectations of the boards of Government businesses in relation to the sponsorship framework and reporting.

The sponsorship framework is not required to include the Government businesses' policies in relation to:

- the receipt of sponsorship by a Government business;
- advertising; or
- its broader marketing strategies.

# Background

Sponsorships provide an opportunity for Government businesses and the community to work together to deliver projects, events and other activities for the benefit of the community.

Sponsorships may also provide specific benefits to a Government business, including:

- promoting a positive brand and good corporate citizenship;
- increasing brand awareness;
- reaching or targeting a specific demographic; and
- exhibiting positive corporate social responsibility.

A Government business is accountable to its owners, the Tasmanian community, for its spending of what is ultimately public funds, including on sponsorship arrangements. Therefore, any Government business sponsorship arrangements must be transparent, have clearly identifiable objectives and benefits and align with the Government's expectations as outlined in this Guideline, as representatives of the owners.

This Guideline recognises that Government businesses operate within a broad range of sectors, that only some operate within competitive markets and that there will be varying reasons for a Government business to be considering sponsorship arrangements. Government businesses are therefore considered to be best placed to tailor a sponsorship framework to the individual circumstances of the Government business, while remaining consistent with Government policy expectations.

All Government businesses must have a defined and published sponsorship framework but are not required to have sponsorship arrangements. If a Government business will not consider entering into a sponsorship arrangement under any circumstances, its sponsorship framework should reflect this position.

# Application

This Guideline applies to sponsorship provided by any Government Business Enterprise or State-owned Company and any subsidiary of a Government Business Enterprise or State-owned Company.

## Definitions

For the purposes of this Guideline:

**Government business** includes any Government Business Enterprises (GBE), State-owned Company (SOC) and any subsidiary of a GBE or SOC.

**Sponsorship** is any arrangement in which a Government business agrees to provide money or a contribution in-kind to support an activity in return for any specified benefits.

It includes an arrangement where there is an obligation placed on the sponsored organisation to publicly acknowledge the fact that the Government business has contributed to the activity, event, program or organisation.

It does not include an arrangement:

- if the board can demonstrate that it has no discretion in relation to the arrangement, such as it arising from a legislative obligation; or
- where there is no requirement for any benefit to be provided in return for the money or other contribution, such as charitable donations or volunteering. For clarity, if an organisation voluntarily chooses to publicly acknowledge or thank a Government business or its employees for support provided, in isolation, this will not change the underlying nature of the circumstances and create a sponsorship arrangement.

**Contribution in-kind** is where the Government business gives goods and/or services free of charge or at an uncommercial rate.

**Major sponsorship** is any individual sponsorship arrangement that would result in a total payment, contribution in-kind, or combination of the two, totalling more than \$200 000 to one organisation, regardless of the length of the sponsorship arrangement.

## Compliance

The Board of a Government business must ensure that:

- there is a rigorous, robust and accountable decision-making process to support its sponsorships arrangements;
- its sponsorship framework is consistent with the sponsorship principles included in these Guidelines;
- the sponsorship framework is published on the website of the Government business;
- sponsorship arrangements are established, implemented and monitored in accordance with the Board approved sponsorship framework;

- Shareholding Ministers are consulted before the Government business enters into any major sponsorship arrangements; and
- all sponsorship reporting requirements are met.

## Sponsorship Principles

A Government business must ensure that its sponsorship framework is consistent the following principles:

- All sponsorships are to align with the values and purpose of the Government business.
- Sponsorship arrangements must maximise value for money and public value for the owners of the Government business.
- A Government business must assess its financial capacity prior to approving a sponsorship arrangement.
- All sponsorship arrangements must be assessed appropriately, accurately and impartially. This includes new sponsorship arrangements and any renewal or renegotiation of an existing arrangement.
- The objectives of a sponsorship arrangement must be defined at the outset so that these can be meaningfully assessed throughout the period of sponsorship.
- Sponsorship opportunities should be transparent, fair and equitable.
- Appropriate levels of due diligence must be undertaken on any potential sponsorship arrangements and the organisation sponsored.
- All potential risks and conflicts related to a sponsorship arrangement must be considered and managed, including reputational risk and conflicts of interest.
- A Government business is to consider the potential impact on the Government business of it sponsoring an event or an organisation that is already being sponsored by Events Tasmania, another Government business or the Tasmanian Government. In isolation, this should not be grounds to preclude a sponsorship arrangement, but it is a matter to be considered and reported.
- An individual employee must not seek to personally benefit from a sponsorship arrangement.
- Sponsorship arrangements should be made directly with the organisation sponsored, not through a secondary representative.
- A sponsorship arrangement must be monitored, reviewed and evaluated to test whether it has achieved its objectives.
- The Government business must not accept approaches from organisations that might be interpreted as attempts to obtain influence or advantage.
- A Government business must not sponsor a political party or enter into a sponsorship arrangement to directly support, or object to, a specific political position or political campaign.

# Consultation with Shareholding Ministers

## Major Sponsorship Arrangements

Shareholding Ministers must be consulted prior to the business entering into any major sponsorship arrangements.

Consultations on major sponsorship arrangements are to be supported by details being provided in writing on the:

- total cost of sponsorship, cash and contribution in-kind;
- rationales for the sponsorship and how it's consistent with the sponsorship framework;
- processes undertaken for establishing the arrangement;
- benefits for the Government business and its owners;
- proposed arrangements for the allocation of any benefits that will be provided to any individual as a result of the sponsorship arrangement, such as any corporate hospitality or event tickets;
- arrangements in place for managing conflicts of interest; and
- measurable goals and targets of the sponsorship and how data on the impacts of the sponsorship will be collected and evaluated.

A Government business is to inform Shareholding Ministers of any urgency or time sensitivity relating to consultation on a major sponsorship arrangement to ensure that this can be taken into consideration.

## Other Sponsorship Arrangements

In addition, even if the arrangement is not a major sponsorship, the Shareholding Ministers expect to be consulted in writing, prior to entering into a sponsorship arrangement that:

- is sponsoring any interstate or international event or organisation, if the Government business or subsidiary is not operating outside of Tasmania; or
- includes any proposed confidentiality provisions or restrictions that may prevent or limit the Government business from fully reporting on the arrangement in accordance with the Guidelines.

During consultation on these other types of sponsorship arrangements, Shareholding Ministers will advise Government businesses if further specific information is required.

## Reporting

A Government business is to include in its Annual Report a summary of its sponsorship framework and the following details in relation to any of its or its subsidiaries sponsorship arrangements for the relevant financial year:

- the organisation sponsored;
- a description of the sponsorship arrangement, including where relevant the sponsored event and/or nature of contribution in-kind;
- the benefits of the sponsorship arrangement;
- a description of the benefits received as part of the sponsorship arrangement provided to employees or other related parties, including event tickets or corporate hospitality;
- the period of sponsorship in the relevant financial year;
- details of any other Tasmanian Government or related sponsorships for the same event or organisation sponsored;
- the amount paid or the estimated value of contribution in kind provided during the relevant financial year, unless it is considered this amount is commercial in confidence; and
- the total value of all sponsorships provided during the relevant financial year, where the amount has been disclosed.

If the amount paid or the estimated value of contribution-in-kind provided for a sponsorship arrangement is considered by the Government business to be commercial in confidence, it may instead write to Shareholding Ministers each year, before the annual report is tabled, to provide this information.

In this circumstance, the Government business may exclude the amount from the reporting but must still disclose all other details of the sponsorship arrangement in the annual report.

The advice to Shareholding Ministers is to include the reasons why the Government business does not believe it is appropriate to disclose the value of the sponsorship arrangement publicly.

A Government business may present sponsorship information in any format, or it may choose to adopt the following format to present the details in relation to the sponsorship arrangements for the relevant financial year.

<b>Sponsorships [financial year]</b>					
<b>Organisation Sponsored</b>	<b>Description</b>	<b>Benefits</b>	<b>Period of sponsorship</b>	<b>Other Tasmanian Government related sponsorship</b>	<b>Amount</b>
<i>Name</i>	<i>Description of sponsorship arrangement, including details of the event supported and nature of contribution in-kind if relevant.</i>	<i>Description of benefits to GBE or SOC from the sponsorship arrangement.  (eg acknowledgement of support in all promotional materials supporting increased and positive brand awareness and content for social media campaigns)  (e.g signage at the event venue increasing brand awareness and event tickets donated to a local charity to be used as a prize in its annual fundraising raffle)</i>	<i>Period of sponsorship arrangement  (eg: 1 Jul 2025 to 30 Jun 2026)  OR  Date of event sponsored  (eg: 27 June - 6 July 2025)</i>	<i>Details of any other Tasmanian Government or related entities sponsoring the same sponsorship partner or event, including Events Tasmania or another Government business.</i>	<i>Total paid in the financial year.  (e.g \$10 000 (ex GST)  OR  Estimated total value of contribution in-kind provided in the financial year  OR  A note that the value has not been disclosed due to it being commercial in confidence.  (e.g. due to the commercial in confidence nature of this sponsorship arrangement the value of the contribution has not been disclosed)</i>
<b>Total (of disclosed amounts)</b>					\$ (ex GST)