



Sponsorship Policy

Medical Council Policies outline legislative principles and can also reflect the values/philosophies of the Medical Council. They direct conduct and decision making and must be complied with and implemented by members and staff or delegates of the Council and/or Medical Practitioners practicing in NSW.

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Date of Endorsement	Endorsed By	Publication Date	Review Date
5 June 2018	Medical Council NSW	8 June 2018	Within two years as per ICAC recommendations. <i>(Sponsorship in the Public Sector 2006)</i>

Summary

This policy establishes the framework for any Council sponsorship activities and applies to both providing and receiving sponsorships.

Applies to (Scope)

This policy applies to all staff and contractors providing secretariat support to the Medical Council as well Council and Committee members.

The policy applies to sponsorship as described in the Definition of Sponsorship section (2.2) of this document.

Document Owner Principal Communications & Information	Functional Group/Subgroup Communications & Information Team
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Sponsorship Policy

1. Purpose

This policy establishes the framework for sponsored activities and applies to the Council in both providing and receiving sponsorship.

The policy ensures consistency and transparency and aims to maximise the benefits and minimise risks associated with sponsorship.

2. Mandatory requirements - Sponsorship

2.1 Context

Sponsorship is not a normal part of the Council's core business. However from time to time the Medical Council may consider sponsorship of particular organisations or activities to leverage resources, build relationships or enhance the Council's profile with stakeholders or enhance priority initiatives.

2.2 Definition of sponsorship

Sponsorship is a commercial arrangement in which a sponsor provides a contribution in money or in kind to support an activity in return for certain specified benefits.

Sponsorship does not include:

- the selling / buying of advertising space, editorial comment or advertorials
- joint ventures
- consultancies
- grants (a grant is a gift of funding or goods provided through a formally recognised program for a specified purpose to assist the recipient achieve its goals and objectives, and where the giver of the grant does not expect to receive a benefit); or
- gifts, donations, bequests or endowments.

2.3 Sponsorship principles

To ensure possible or perceived risks are minimised, the Council evaluates sponsorship proposals broadly in line with the Independent Commission Against Corruption (ICAC) and in particular:

- a. There should be no conflict of interest in regard to the organisational objectives of the sponsor and the sponsored party.
- b. There should be no conflict of interest for staff involved in assessing or managing the sponsorship. Staff should refer to the Council's conflict of interest policy for detailed guidance.
- c. As a general guide, the Council should not seek or accept sponsorship from anyone who may be, subject to regulation by the Council during the life of the sponsorship.
- d. A sponsorship arrangement is a contract and should be described in a written agreement.
- e. A sponsorship arrangement should not impose or imply conditions that would limit, or appear to limit, the ability of the Council to carry out its functions fully and impartially.
- f. Sponsorship should not involve the Council explicitly endorsing an entity or its products.
- g. Benefits provided to the Council as part of a sponsorship arrangement are part of the written contract and must be recorded and managed through an open and transparent process.
- h. No employee or Council member may receive a personal benefit from a sponsorship that is outside of the written contract for that sponsorship arrangement.

2.4 Management of sponsorship activities

The Communications & Information Team manages (but does not approve) sponsorship activities on behalf of the Council. This includes:

- reviewing sponsorship proposals
- managing sponsorship contracts and reporting and monitoring of contract deliverables
- reviewing and maintaining the sponsorship policy and related procedures and templates
- providing guidance to staff, Council and other parties as required, and
- maximising public relations opportunities from new or ongoing sponsorships.

2.5 Sponsorship approval and governance

Sponsorship of organisations or activities in accordance with this Policy is to be approved by the Council.

The Communications Team is responsible for managing sponsorship contracts and reporting to the Council on the achievement of objectives.

2.2 Implementation

Implementing Party (Position/Groups/Bodies)	Key Actions Required by Identified Party to Implement the Policy
Communications & Information Team	Management of sponsorship and management of contracts to give effect to approved sponsorships
Medical Council	Approving sponsorships

2.3 Legislation and references

- *Government Sector Employment Act 2013*
- *Independent Commission Against Corruption Act (NSW) 1988*

2.4 Related policies

- Medical Council Conflict of Interest Policy
- HPCA Code of Conduct

3. Other related documents

- Behaving Ethically: A Guide for NSW Government sector employees (Public Service Commission)
- NSW Government Personnel Handbook
- Sponsorship in the Public Sector (ICAC) 2006

4. Definitions & abbreviations

7.1 Definitions

Word	Meaning
Conflict of interest	A situation in which it is likely that an employee or Council or Committee member could be influenced, or could be perceived to be influenced, by a private interest in carrying out their public duty. Conflicts of interests that lead to partial or biased decision-making may constitute corrupt conduct.
Council members	Includes the office holders and members of the Medical Council and its Committees.

MEDICAL COUNCIL OF NSW

Word	Meaning
Staff	Includes permanent, temporary, casual, contractors or consultants, working in a full-time or part-time capacity, at all levels of the Medical Council

4.2 Abbreviations

Abbreviation	Term
HPCA	Health Professional Councils Authority
ICAC	Independent Commission Against Corruption

5. Revision history

Version	Approved By	Amendment notes
Current Version is the first version	N/A	N/A