

## 1. Purpose of the policy

Sponsorships and corporate memberships are an important part of Transport’s approach to customers and community and the achievement of strategic goals.

This policy sets out the principles and requirements Transport staff must follow when entering sponsorship arrangements or corporate membership agreements with third parties on behalf of Transport.

The purpose of the policy is to make sure Transport’s investment in sponsorships and corporate memberships:

- is driven by a consistent and rigorous best practice approach that ensures public confidence in Transport
- maximises the benefits to Transport, our customers, and the community.

### 1.1 What is a sponsorship?

For the purposes of this policy, a sponsorship is an arrangement in which Transport provides a contribution in money or through ‘value in kind’ to support specified activities in return for agreed and defined benefits. Types of value in kind may include the provision of free transport services and/or use of Transport assets.

### 1.2 What is a corporate membership?

Corporate memberships are time-bound formal agreements made on behalf of Transport with another organisation, association or network. They include clear objectives to be achieved through identified inputs from each party. Memberships typically involve Transport paying a fee in return for [benefits](#) such as networking opportunities and thought leadership opportunities.

**This policy does not apply to individual memberships:** Some individuals hold memberships relating to their role or profession. These include industry-recognised accreditation or certification that recognises quality or the achievement of ongoing professional development (eg. Law Society of NSW).

**This policy does not apply to subscriptions.**

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## 2. Who does it apply to?

This policy applies to permanent, temporary, and casual staff, staff seconded from another organisation, and contingent workers including labour hire, professional services contractors and consultants performing work for any of the following agencies:

Transport for NSW	YES
Department of Transport* except for staff working in the Department of Transport who follow Department of Planning and Environment policies	YES
NSW Trains	YES
Sydney Trains	YES
Sydney Metro	YES
Sydney Ferries	YES
The Point to Point Transport Commissioner	YES

## 3. Principles and requirements

The following principles and requirements apply to Transport's sponsorship and corporate membership arrangements:

- Transport must only enter into sponsorship agreements with, or become a member of, organisations, associations, events and activities that:
  - support our key strategic goals and objectives
  - demonstrate value for money
  - align with our brand, and
  - have a sound reputation and good performance record.
- All sponsorship and corporate membership agreements must contain explicit commitments to the benefits to be delivered through the sponsorship or membership agreement.
- A sponsorship or corporate membership agreement must not offer or include personal benefits of any kind for individual staff, contractors or other representatives of Transport. Any contribution from the third party, such as ticketing, must be received by Transport, not directly by an individual, and must benefit Transport, not an individual.
- A sponsorship or corporate membership must not impose conditions that could limit, or appear to limit, the ability of Transport to carry out its functions fully and impartially. This includes not entering into sponsorship arrangements with individuals or entities that are or may be subject to regulation or inspection by Transport.

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- Sponsorship and corporate membership agreements must include requirements for reporting and evaluation to ensure they deliver on agreed benefits, remain aligned with our goals, and continue to deliver value for money.
- Transport will not consider commercial events that aim to sell sponsorships based on Transport's involvement or endorsement of the event.
- All conflicts of interest relating to sponsorships and corporate memberships must be managed with in accordance with Transport's [Conflict of Interest](#) process.

For support in applying these principles, please contact the Sponsorships & Partnership team: [sponsorship@transport.nsw.gov.au](mailto:sponsorship@transport.nsw.gov.au)

## 3.1 Criteria

Transport's sponsorship and corporate membership criteria are informed by Transport's legislative functions in the Transport Administration Act 1988 and our organisational objectives.

### 2.1.1 Criteria for sponsorships

Sponsorship **may** be provided for:

- requests for support of programs, events and initiatives that link to Transport's strategic priorities
- projects that link to core marketing and public education priorities, e.g., increasing community awareness of a program or agency and its activities
- industry exhibitions, conferences, trade shows or other special activities that promote a Transport program or agency
- State significant events and major community events affecting the public transport network with increased patronage
- sporting, cultural or community organisation activities where there is a customer benefit
- Transport-related community education programs where there is a customer benefit.

All requests **must** include defined benefits for Transport - see examples listed in [Appendix B](#).

All requests must include details of other event sponsors and partners.

Sponsorship **will not** be provided for:

- funding of research
- conditional grants for specified activities, events and programs
- purchase or sale of advertising space

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- charitable donations where there are no contracted benefits in exchange for funds
- events and activities that do not engage and benefit the people of NSW
- corporate memberships
- speaking opportunities, tables at industry events or professional development opportunities
- organisations that:
  - have an alignment to political or religious organisations
  - have sponsoring arrangements with other organisations inconsistent with Transport's values and policies
  - promote or sell alcohol as their primary business
  - may be construed as discriminatory
  - could be detrimental to public health and safety
  - promote gambling as their primary business.

## 4. Compliance and breach

You are required to comply with this policy and its related procedures and standards. If you do not do so, this may result in disciplinary action up to and including termination of your employment or contract.

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## Appendix A:

### 5. Accountabilities and responsibilities

Who	Responsibility
Deputy Secretaries	<p>Accountable for setting strategic direction and providing final approval of their Division's sponsorship and corporate membership agreements including funding.</p> <p>Accountable for ensuring the defined benefits are delivered in their Division's agreements.</p>
Agency Chief Executives	<p>Accountable for setting strategic direction and providing final approval of their Agency's sponsorship and corporate membership agreements including funding.</p> <p>Accountable for ensuring the defined benefits are delivered in their Agency's agreements</p>
Chief of Staff, Office of the Secretary	Accountable for the corporate membership content in this policy and ensuring controls and supports are in place to help the business comply
Strategic Issues and Engagement Branch, Office of the Secretary	Responsible for providing guidance and advice to the business
Executive Director, Brand and Marketing Customer Strategy and Technology	Accountable for the sponsorship content in this policy and ensuring controls and supports are in place to help the business comply.
Director, Marketing and Sponsorships Customer Strategy and Technology	Responsible for the implementation of the sponsorship content in this policy.

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<p>Sponsorships and Partnerships Team, Customer Strategy and Technology</p>	<p>Responsible for:</p> <ul style="list-style-type: none"> <li>• assessing all sponsorship requests including provision of guidance to the business</li> <li>• managing sponsorships and their activations</li> <li>• reporting on Transport’s sponsorship program via the Sponsorship Registry.</li> </ul>
<p>All staff</p>	<p>Responsible for complying with the principles and requirements in this Policy and any related Procedures or guidelines.</p>

## 6. Related/supporting material

1. [Transport Code of Conduct](#)
2. [Transport Conflicts of Interest Policy](#)
3. Sponsorship Application Process – *internal use only*
4. Sponsorship Application Form
5. Sponsorship Assessment Checklist – *internal use only*
6. Sponsorship Objectives Template – *internal use only*
7. Sponsorship Evaluation Template – *internal use only*
8. Sponsorship Application and Assessment Procedure
9. Corporate Membership Procedure
10. TfNSW Brand Guidelines
11. [Transport Procurement Policy](#)
12. Transport Procurement Standard
13. Fraud and Corruption Control Framework
14. Enterprise Risk Management TERM Standard

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## 7. Document control

### 7.1 Superseded documents

This Policy replaces the following documents:

- CP14008.2 Sponsorship Policy
- Corporate Membership Policy 2013

### 7.2 Document history

Date & Policy No	Document owner	Approved by	Amendment notes
11 September 2023 CP23004	Executive Director, Brand and Marketing  Chief of Staff, Office of the Secretary	Secretary	New Policy combining sponsorship and corporate membership

### 7.3 Feedback and help

For advice on interpreting or applying this document regarding sponsorships, please contact [sponsorship@transport.nsw.gov.au](mailto:sponsorship@transport.nsw.gov.au).

For corporate membership advice, please contact [secengagement@transport.nsw.gov.au](mailto:secengagement@transport.nsw.gov.au).

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## Appendix B:

### Sponsorships - defined benefits

The types of benefits Transport customarily requires from a sponsorship may include, but is not limited to, with one or more of the following categories:

- Naming rights or other sponsorship designation recognition
- Transport campaign or program messaging on promotional material
- Public relations or external communications opportunities
- Use of 'talent' to promote specific messages or outcomes
- Access to databases, website space, use of social media channels or other opportunities to engage with the target audience
- Other opportunities to generate greater community awareness of a transport message or objective

### Corporate memberships – defined benefits

Specific deliverables of corporate memberships should include at least one of the following benefits:

- Provides access to technical capability, expertise, strategic advice or frameworks
- Provides access to important industry networks, industry information or industry intelligence
- Provides access to tools or resources so we can work more efficiently
- Provides cost effective access to learning and development
- Provides opportunity to deepen understanding of key stakeholders, and align interests and work
- Provides opportunities for Transport to showcase its work, contribute to thought leadership and foster support for its work with key stakeholders
- Provides Transport with a 'seat at the table' to influence policy or practice
- Furthers the development of standards that are important to Transport's work.

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