

Sponsorship guidelines

Springs Medical will consider sponsorship applications associated with local and international community activities with a broad health and wellbeing focus where community benefit is achieved.

Springs Medical has developed a sponsorship policy with guidelines for both staff and applicants. These guidelines will serve to assess sponsorship requests.

Policy Scope

Sponsorship involves investment in events or activities, for the purposes of helping worthy causes and organisations within our community. Sponsorship is a commitment by our organisation to support a section of the community on the understanding that we receive tangible benefits. The tangible benefits may include:

- Supporting a local activity
- Supporting Springs Medical's strategic direction;
- Involving Springs Medical in a worthwhile community activity;
- Developing a positive corporate image for Springs Medical;
- Offering an alternative form of advertising; and,
- Raising public awareness on a particular issue

Sponsorship Categories

Springs Medical will classify sponsorship applications using the following headings:

- **CHARITABLE:** Springs Medical undertakes this type of sponsorship for benevolent rather than business reasons.
- **MARKETING:** This type of sponsorship offers Springs Medical real business outcomes that are measurable in marketing terms.
- **CORPORATE:** This type of sponsorship offers Springs Medical the opportunity to profile the organisations reputation in a positive way, aligned with our organisational values.
 - Patient focused care
 - ◇ Demonstrated excellence in patient care with a focus on accessible, adaptable and flexible service delivery;
 - Privacy, integrity, honesty and respect
 - ◇ Supporting and maintaining the highest level of confidentiality, fairness and equity, respect for diversity and honesty at all times;
 - Community engagement
 - ◇ Consult regularly with the community and recognise community needs;
 - Sustainability
 - ◇ Be a leading example in environmental responsibility and accountability by setting achievable and measurable goals;
 - Accountability

Types of Sponsorship

The needs of the applicant will determine the nature of the sponsorship requested. However, the following is an indication of types of sponsorship:

- Sponsorship opportunities allowing involvement in a particular community organisation, community event or activity.
- Once off sponsorship or ability to negotiate longer terms;
- Donations - money donations for a specific event, activity or cause;

Assessment of Applications

On receipt of a sponsorship application, Springs Medical will make an assessment based on the following:

- Has the organisation displayed an ability to complete the project?
- Are there mutual benefits for both Springs Medical and the organisation?
- Does the proposal have an assessable element of community involvement?
- Are the benefits to Springs Medical comparable to the cost?
- Reference to preference list - if sponsorship proposal not in line with Springs Medical preference list, the item will be referred to the Board for a determination.
- Relevance to marketing objectives - if sponsorship proposal not in line with Springs Medical marketing objectives, the item will be referred to the Board for a determination.
- Amount of funding – if outside levels of authority, proposal will be referred to the Board for determination.
- Assessment will also include assessment of implications from sponsoring this organisation or event

Applications

Organisations seeking sponsorship should complete the Springs Medical Sponsorship Application Form. Application will be assessed by our General Manager based on the above guidelines. Replies are likely to be provided within 30 working days.

List of organisations supported since 2012:

Local:

- Daylesford Football Club
- Daylesford Hepburn united Soccer Club
- Daylesford Tennis Club
- Hepburn Football Club
- Hepburn Springs Golf Club
- Trentham Football & Netball Club
- Trentham Junior Football & Netball Club
- Bullarto Primary School
- Daylesford Dharma School
- Daylesford Preschool
- Daylesford Primary School
- Daylesford Secondary College Youth Wellness Centre
- St Michaels Primary School
- Trentham Preschool
- Trentham Primary School
- Chillout
- Daylesford & Trentham RSL
- Daylesford Brass Band
- Glenlyon Sports Day
- Highland Gathering
- Royal Flying Doctor Service
- Salvation Army
- Swiss Italian Festa
- Trentham CFA

International:

Timor Leste Bairo Pit Clinic

Budget

For the 2016/2017 year \$15,000 to local organisations & International causes
 For the 2017/2018 year \$15,000 to local organisations & International causes

Goods and Services Tax

It is Springs Medical's preferred policy to deal only with those organisations that currently hold an Australian Business Number (ABN). There is scope for sponsorship for non ABN organisations if they are able to provide Springs Medical with a written statement that the sponsorship is excluded from the ABN rule for the following reasons:

- The supply is made in the individual/organisation being sponsored private capacity, or as their hobby;
- The payments are exempt income for the individual/organisation being sponsored (for example, the supplier is a non-profit body);
- The individual/organisation being sponsored is not an enterprise because they have no reasonable expectation of profit or gain.

The supply may also be excluded from the ABN rule if:

- The total payment to the supplier is \$50 or less, excluding any GST;
- The supplier is an individual under 18 years of age, and the payments to that person do not exceed \$120 per week.

Before making any payments or donations for sponsorships, Springs Medical requires the ABN and GST registration status of the individual/organisation being sponsored. If the entity is registered, they will be required to charge Springs Medical GST on the sponsorship. For all sponsorships, a tax invoice must be forwarded to Springs Medical to prevent PAYG Withholding Tax being applied (48.5% of total sponsorship)