

## Sponsorship and Donations Policy

### Introduction

The Walkley Foundation is committed to ensuring that its financial arrangements are carried out in an ethical manner.

### Purpose

The purpose of this policy is to establish the framework and guidelines within The Walkley Foundation for donations and the creation of productive partnerships between The Walkley Foundation and the private sector, i.e. sponsorship alliances with corporations, foundations, individuals and other non-government organisations.

### SPONSORSHIPS

A sponsorship is about relationship building and is a powerful way to build and strengthen partnerships. It is recognised that such alliances can provide important financial and marketing support to potential partners of The Walkley Foundation while at the same time generate additional revenues to support The Walkley Foundation's mission and mandate.

### Principles

The following are the fundamental principles that shape our relationships with sponsors:

1. Sponsorship of The Walkley Foundation or of any, project, program or event will not entitle any sponsor to influence any decision of The Walkley Foundation.
2. The Walkley Foundation will not enter into any alliance or partnership with any corporation or organisation where the association with the prospective partner or acceptance of the sponsorship would jeopardise the financial, legal or moral integrity of The Walkley Foundation or adversely impact upon The Walkley Foundation's standing and reputation in the community.

**Chief Executive** Louisa Graham

**Walkley Judging Board** Lenore Taylor - Chair | Claire Harvey - Deputy Chair | Natalie Ahmat | Dennis Atkins  
Michael Bachelard | Simon Crerar | Patricia Karvelas | Mags King | Deborah Knight | Stella Lauri | John Lehmann  
Mark Mallabone | Heidi Murphy | Tory Shephard | Sandra Sully

**Walkley Directors** Kerry O'Brien - Chair | Marina Go | Michael Janda | Karen Percy | Marcus Strom | Lenore Taylor



MEAA has been the proud trustee of the Walkley Awards for over 40 years

3. The Walkley Foundation will accept sponsorships as an additional source of revenue generation provided that all sponsorship alliances are developed and maintained within the regulations embodied in this sponsorship policy.

### **DONATIONS**

The Walkley Foundation Limited is listed with the Register of Cultural Organisations and the Australian Charities and Not-for-Profit Commission and has Deductible Gift Recipient (DGR) Status.

The Register of Cultural Organisations is established under Subdivision 30-F of Australia's *Income Tax Assessment Act 1997* (the Act). Organisations entered on the Register and endorsed by the Australian Taxation Office as a Deductible Gift Recipient are eligible to receive tax deductible donations in accordance with Division 30 of the Act.

Donations are considered gifts.

#### **Donations/Gift Conditions**

When registered as a cultural organisation, subsection 30-300(3) of the Act requires that an organisation use gifts made to the fund, and any money received because of such gifts, only for its principal purpose.

A gift must be given voluntarily without the donor receiving any material advantage or benefit in return; otherwise it is not considered to be a 'gift'. Donors may be acknowledged in programs, annual reports or on a plaque. However, no form of prominent advertising such as corporate logos may be used.

To be eligible for a tax deduction, donors may not put any conditions on a gift.

While a donor may state a preference as to how their gift might be used in relation to project priorities of the recipient organisation, the organisation must ultimately have unfettered discretion as to how it will use the gift in accordance with its principal purpose.

Where a donor insists, or the recipient guarantees, that a donation will be used in a particular way, the donation will not be tax deductible.

#### **Principles**

The Walkley Foundation has the right to refuse or refund donations/gifts if it believes that contribution would jeopardise the financial, legal or moral integrity of The Walkley Foundation or adversely impact upon The Walkley Foundation's standing and reputation in the community.