

## Sponsorship and Donations Policy

The Walkley Foundation for Journalism (The Foundation) is a registered not-for-profit organisation. Since its commencement, The Foundation has continued to celebrate, protect, and award quality Australian journalism, and taken an active leadership role in ensuring an industry-wide commitment to ethical best practice. Our organisation's values are Integrity, Trust, Fairness, Transparency and Ethical Conduct.

Sponsorship, Donations and Partnership with the Walkley Foundation does not provide any party with the ability to influence any aspect of the decision-making processes of The Foundation. Specifically, no Sponsor, Donor or Partner will have any influence on decisions made in relation to award recipients, entries, judging or future categories of recognition.

The Foundation's objectives are to:

- recognise and reward great Australian journalism;
- elevate the craft of ethical and sustainable journalism through professional development;
- support and value freedom of the press; and
- ensure The Foundation remains sustainable.

In creating a Sponsorship and Donations Policy, we seek to align with sponsors and patrons who strongly share our organisational values and objectives, as outlined in our Constitution, and who, more broadly, are supporters of an Australian media that is free, ethical and of high quality.

The Foundation does not accept money from companies or individuals that it deems to pose a significant reputational risk due to the nature of their dealings that offer no tangible benefit to humanity.

**Chief Executive** Shona Martyn

**Walkley Directors** Adele Ferguson - Chair | Karen Percy - Deputy Chair | Michael Brissenden | Erin Delahunty | Victoria Laurie | Leigh Tonkin

**Walkley Judging Board** Michael Brissenden - Chair | Cameron Stewart - Deputy Chair | Sarah Abo | Neil Breen | Suzanne Dredge

Anton Enus | Rashell Habib | Gabrielle Jackson | Kate Kyriacou | Dean Lewins | Hamish Macdonald | Karen Middleton

Donna Page | Mark Riley | Sarah-Jane Tasker | Kathryn Wicks

**Walkley Public Fund Committee** Kate Haddock | Kate Julius | Jim Nolan | Alan Sunderland | Pamela Williams



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

The Walkley Foundation will refuse a gift or donation if:

- it would be unlawful to accept it;
- there is a significant risk that acceptance may cause reputational damage to the Foundation, damage likely to be disproportionate to the benefit the Foundation would derive;
- conditions attached to accepting the gift or sponsorship outweighs its value to the Foundation; and
- the organisation's values and practice do not align with the values and purpose of the Walkley Foundation.

The Walkley Foundation has established a Sponsorship and Philanthropy Board subcommittee to review and consider all new financial agreements on a case-by-case basis to ensure an alignment of organisational values and practice. The subcommittee makes recommendations regarding the acceptance of new Sponsors, Partners, and Donors to The Foundation's board of directors. The Directors' decisions for all new agreements will be final.

Consideration will be given to:

- an acceptable past sponsorship record;
- an acceptable financial and business record;
- responsible policies and practices; and
- public image and ethics of the organisation.

The Foundation is committed to ensuring the highest ethical standards in the administration of its sponsorship relationships and in the use of all financial contributions.

## 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

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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.

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