



SPONSORSHIP FRAMEWORK

Version 1.0

May 2026

OUR VALUES

SERVICE: A client service focus achieved by teamwork across the whole organisation.
RESPECT: Personal and professional respect for each other and our clients
INTEGRITY: Open, honest, and ethical service delivery.

OUR GOALS

OUR CLIENTS: Our clients are central to everything we do.
OUR STAKEHOLDERS: Strong and trusted relationships with stakeholders.
OUR PEOPLE: A committed, capable and engaged workforce.
FIT FOR PURPOSE: A business model meeting the needs of the Tasmanian community.

We will provide our services with empathy, dignity, and respect. We will have our clients at the centre of everything we do. Sound governance, communication and a responsive and personable culture will underpin our work at Public Trustee.

VERSION DATE	VERSION NUMBER	DESCRIPTION OF THE CHANGE
May 2026	1.0	New policy

1 Purpose

The purpose of this document is to set out the Public Trustee's framework for sponsorship as required by the *Guidelines for Tasmanian Government Businesses – Sponsorship* April 2026 | Version 1.

2 Background

Sponsorships provide an opportunity for Government businesses and the community to work together to deliver projects, events and other activities for the benefit of the community.

Sponsorships may also provide specific benefits to a Government business, including:

- Promoting a positive brand and good corporate citizenship;
- Increasing brand awareness;
- Reaching or targeting a specific demographic; and,
- Exhibiting positive corporate social responsibility.

A Government business is accountable to its owners, the Tasmanian community, for its spending of what is ultimately public funds, including on sponsorship arrangements. Therefore, any Government business sponsorship arrangements must be transparent, have clearly identifiable objectives and benefits and align with the Government's expectations.

3 Definitions

Sponsorship is any arrangement in which a Government business agrees to provide money or a contribution in-kind to support an activity in return for any specified benefits.

It includes an arrangement where there is an obligation placed on the sponsored organisation to publically acknowledge the fact that the Government business has contributed to the activity, event, program or organisation.

It does not include an arrangement:

- If the Board can demonstrate that it has no discretion in relation to the arrangement, such as it arising from a legislative obligation; or,
- Where there is no requirement for any benefit to be provided in return for the money or other contribution, such as charitable donations or volunteering.

Contribution in-kind is where the Government business gives goods and/or services free of charge or at an uncommercial rate.

Major sponsorship is any individual sponsorship arrangement that would result in a total payment, contribution in-kind, or combination of the two, totalling more than \$200,000 to one organisation, regardless of the length of the sponsorship arrangement.

4 Public Trustee's Framework

The Public Trustee will consider providing limited sponsorships of organisations where consistent with the following principles:

- All sponsorships are to align with the values and purpose of the Public Trustee;
- Sponsorship arrangements must maximise value for money and public value for the owners of the Public Trustee being the Tasmanian community;
- All sponsorships must be assessed appropriately, accurately and impartially;
- The objectives of a sponsorship must be defined at the outset so that these can be meaningfully assessed throughout the period of sponsorship;
- Sponsorship opportunities must be transparent, fair and equitable;
- Appropriate levels of due diligence must be undertaken on any potential sponsorship arrangements and the organisations sponsored;
- All potential risks and conflicts related to a sponsorship arrangement must be considered and managed, including reputational risk and conflicts of interest;
- An individual employee must not seek to personally benefit from a sponsorship arrangement;
- A sponsorship arrangement must be monitored, reviewed and evaluated to test whether it has achieved its objectives;
- The Public Trustee must not accept approaches from organisations that might be interpreted as attempts to obtain influence or advantage;
- The Public Trustee must not sponsor a political party or enter into a sponsorship arrangement to directly support, or object to, a specific political position or political campaign; and,
- Shareholding Ministers must be consulted prior to the business entering into any major sponsorship arrangements.

5 Reporting

All sponsorships will be notified to the Public Trustee Board and, where appropriate, to the Shareholder Ministers at routine meetings.

The Public Trustee will include in its Annual Report a summary of its sponsorship framework and details of any sponsorship arrangements.

An example format of the annual sponsorship arrangements may be:

Sponsorships [financial year]					
Organisation Sponsored	Description	Benefits	Period of Sponsorship	Other Tasmanian Government Related Sponsorship	Amount (Ex GST)
Name	Description of sponsorship arrangement, including details of the event supported and nature of contribution in-kind if relevant	Description of benefits to Public Trustee from the sponsorship arrangement	Period of sponsorship arrangement (Eg: 1 Jul 2025 to 30 Jun 2026) OR Date of event sponsored (Eg: 27 Jun 2025 – 6 Jul 2025)	Details of any other Tasmanian Government or related entities sponsoring the same sponsorship partner or event, including Events Tasmania or another Government business	Total paid in the financial year (Eg: \$10,000 ex GST) OR Estimated total value of contribution in kind provided in the financial year OR A note that the value has not been disclosed due to it being commercial in confidence (Eg: due to the commercial nature of this sponsorship arrangement the value of the contribution has not been disclosed)
			Total (of disclosed amounts) \$ (ex GST)		