



## Sponsorship Policy

### 1. Introduction

Melbourne Archdiocese Catholic Schools Ltd (MACS) is a company limited by guarantee established in 2021 by the Archbishop of the Catholic Archdiocese of Melbourne to assume the governance and operation of MACS schools across the Archdiocese of Melbourne. MACS subsequently established Melbourne Archdiocese Catholic Specialist Schools Ltd (MACSS) to provide educational services to children with diverse learning needs and Melbourne Archdiocese Catholic Schools Early Years Education (MACSEYE) to provide early years care and education services.

The [Statement of Mission](#) in the MACS Constitution, and the constitutions of its subsidiaries, MACSS and MACSEYE, sets out the Archbishop's expectations of Catholic schooling in the Archdiocese and provides an important context and grounding for the company and the direction which the MACS Board must always observe in the pursuit of the company's objects.

The Board must ensure that all policies and procedures concerning the operations of MACS, and its subsidiaries are consistent with the Statement of Mission and company objects, as well as any directions issued by the Archbishop from time to time.

### 2. Purpose

This Sponsorship Policy sets out the expectations for sponsorship activities across MACS to ensure high standards of integrity and accountability. The Policy supports responsible decision-making in evaluating and entering commercial sponsorships, ensuring these align with MACS' values and goals.

### 3. Scope

This policy applies to MACS Staff and activities in MACS offices and MACS schools, including specialist schools operated by MACS subsidiary, Melbourne Archdiocese Catholic Specialist Schools (MACSS).

The policy also applies to all MACS activities including principal and other networks, school-controlled Parents and Friends Groups and school special-purpose funds, including School Building Funds, Libraries, and Scholarship Funds.

### 4. Principles

Sponsorship activities that MACS engages in must meet one or more of the following principles:

- Promote and improve educational outcomes
- Support MACS goals and objectives
- Increase effectiveness of strategic programs
- Engage or build relationships with key stakeholders
- Communicate key messages to specific audiences within the community
- Align with Gospel values and Catholic Social Teaching

### 5. Sponsorship

Sponsorship is viewed as an opportunity to enhance and support MACS and MACS schools to deliver improved educational outcomes for students. It serves as a supplement to core educational activities. Sponsorship is any arrangement between MACS and an external sponsor, where the sponsors provide one or more of the following:

- goods, such as computer equipment or raffle prizes
- services, such as sponsoring organisation providing professional/technical advice
- funds for a specific or general purpose.

Unlike donations, which are given with no expectation of return, sponsorship involves an agreement in which the sponsor receives a benefit in return. These benefits may include recognition, promotional opportunities, or other forms of acknowledgment.

MACS Staff may seek out and participate in sponsorship activities provided they comply with this policy. Compliance with relevant legislative provisions, such as the *Australian Charities and Not-for-profits Commission Act 2012* (Cth) and the Victorian Registration and Qualifications Authority (VRQA) Minimum Standards and other Requirements for School Registration is also required.

## 5.1. Commission

MACS staff must not individually or collectively benefit from sponsorship arrangements. They must not use their position to gain benefits for themselves, their family, or any other person or organisation.

## 6. Benefits

The key benefits of sponsorship are to:

- reduce the costs of performing a particular activity or allow for enhanced program delivery or expansion
- provide funding for publications, conferences or other special activities that promote a particular program or initiative
- provide an opportunity to develop better working relationships with the wider community,
- promote the public profile, increasing community awareness of a program, initiative or activity to a wider than normal audience.

The benefits of a sponsorship must be directly received by an individual school, a group of MACS schools, or MACS as a whole.

## 7. Determining if sponsorship is appropriate

When MACS receives sponsorship offers, the above benefits must be considered to determine whether the sponsorship is appropriate. The following activities or organisations **must not** be considered for sponsorship:

- Activities aimed at delivering or replacing core services to MACS schools delivered by third parties such as cleaning, information technology or maintenance.
- Activities or sponsor partners whose values, products, purposes or objectives conflict with MACS' policies, values, priorities, objectives or missions.
- Political parties, tobacco companies, gaming venues, and organisations involved in the sale or promotion of alcohol, firearms, pornography, illegal drugs, or the exploitation of labour or modern slavery.
- Organisations promoting unhealthy food and lifestyle choices by young people.
- Organisations that are financially unsound or unstable.
- Organisations that require MACS to provide direct endorsement, promotion or opinion on its products or services.

When sponsorship is proposed, those in MACS Executives, Managers and Principals are encouraged to consider whether there are other organisations in the sector or local community that should be given the opportunity to ensure open and fair competition. The time and resources allocated to sponsorship activities are to be consistent with the MACS priorities or the school's overall education program. A sponsorship opportunity should not be pursued if the time and resources used to obtain and maintain it are likely to exceed the value of the sponsorship.

Participation in sponsorship must not place undue pressure on MACS to purchase specific products or services, or to adopt particular beliefs, attitudes, or courses of action.

### 7.1. Key considerations for sponsorship

MACS Executives, Managers and Principals are required to weigh up the benefits and assess the risks of the specific sponsorship to decide whether to proceed with the sponsorship opportunity. Key considerations **must** include:

- **Catholic social teaching (CST):** The sponsor, and the sponsorship opportunity must align with Gospel values and CST principles such as stewardship of resources, ensuring that partnerships promote human dignity, social justice and the common good.
- **Child safety and wellbeing:** Sponsors must align with MACS' commitment to child safety and act consistently with the Code of Conduct for MACS Staff. Any agreements involving advertising or publicity must prioritise child safety requirements and only proceed with informed parental consent for any use by third parties.
- **Privacy, data and cyber security:** Sponsors must not be granted access to MACS databases or personal information to safeguard privacy and ensure information security.
- **Reputation risk:** Considerations include the potential for brand misalignment, perceptions of bias, improper conduct, or conflicts of interest due to the association.
- **Financial risk:** Risks may involve inadequate insurance coverage, dependency on sponsorship funds, or limited tangible benefits.
- **Regulatory compliance and governance:** Sponsorship must comply with legislative requirements, MACS policies and procedures.
- **Operational risk:** Sponsorship activities should not place undue administrative or resource burdens that disrupt daily operations.
- **Education service and delivery:** Sponsorship should not compromise educational content, academic standards, or prioritise commercial interests over educational goals.

## 8. Sponsorship acknowledgement and agreements

### 8.1. Thresholds and templates for sponsorship agreements

For sponsorship fees of less than \$5000, the Letter of Agreement (short form) is to be used. Sponsorship fees of \$5000 or more, require use of the Sponsorship Agreement (long form). The MACS legal agreement templates are available on CEVN.

### 8.2. Declarations and approvals

All MACS Staff involved in the sponsorship decision-making process must declare any conflicts of interest in line with the Conflict of Interest Policy and refrain from accepting gifts, event invitations, or favours offered as part of sponsorship negotiations.

MACS Executives, Managers and Principals should refer to the Instrument of Delegation of Authority which sets out those in MACS authorised to sign and enter into sponsorship agreements or contracts. There are some circumstances in which approval from MACS Legal team is required for a proposed sponsorship agreement.

The Principal must notify the School Advisory Council of any school sponsorship agreement.

## 9. Roles and reporting responsibilities

| Role                                     | Responsibility                                                                                                                                                        | Reporting requirement                                                                       |
|------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| MACS Executives, Managers and Principals | Ensure all sponsorship arrangements maintain compliance with this policy.                                                                                             |                                                                                             |
| MACS Executives, Managers and Principals | Declare any conflicts of interest                                                                                                                                     | Record in Register of Interests.                                                            |
| MACS Executives, Managers and Principals | Sign sponsorship agreements or contracts                                                                                                                              | In accordance with Instrument of Delegations                                                |
| MACS Finance staff                       | Ascertain the true commercial value of the sponsorship for accurate reporting purposes, calculated by estimating the market rate value for the benefit being provided | Record the financial impact of the arrangement correctly in the appropriate finance system. |

## 10. Definitions

Definitions of standard terms used in this Policy can be found in the [Glossary of Terms](#).

### **MACS Executive or Executive**

A member of the MACS executive leadership team (ELT) or the ELT as a group.

### **MACS Manager or Manager**

Those in manager roles including general managers (or equivalent), senior managers and principals in MACS schools.

### **MACS Staff**

The term Staff or Staff member refers to all people who carry out work in any capacity for MACS or its subsidiaries, and includes MACS board directors, board committee members, principals, employees, volunteers, consultants, contractors, School Advisory Council members and those in religious ministry, as the context requires.

### **Principal**

The role of the principal in a MACS school is to lead and manage the planning, delivery, evaluation and improvement of the education of all students.

### **Sponsorship**

The arrangement where an organisation (the Sponsor) provides financial support, goods, or services to MACS in exchange for advertising, publicity or other benefits or acknowledgement. This may include logo placement, naming rights, or public acknowledgment of the sponsor's contribution to events, programs, or facilities.

### **Sponsorship agreement**

A sponsorship agreement or contract governs the legal relationship between a sponsor and those entitled to enforce the sponsorship obligation. It has a number of terms and conditions agreeing to a service or services.

## **11. Related policies and documents**

### **Supporting documents**

Letter of Agreement – Template

Sponsorship Agreement – Template

### **Related MACS policies and documents**

Child Safety and Wellbeing Policy and Procedures

Code of Conduct for MACS Staff

Conflict of Interest Policy

Deductible Gift Recipient Funds Policy

Fraud Prevention Policy

Instrument of Delegation of Authority

Modern Slavery Policy

Related Parties Policy

Risk Management Policy

Strategic Communications Policy

## **12. Legislation and Standards**

*Australian Charities and Not-for-profits Act 2012 (Cth)*

*Education and Training Reform Regulations 2017 (Vic)*

## **Policy information**

|                              |                                               |
|------------------------------|-----------------------------------------------|
| <b>Responsible executive</b> | Director, Finance, Infrastructure and Digital |
| <b>Policy owner</b>          | General Manager, Group Finance                |
| <b>Approving authority</b>   | Executive Director                            |
| <b>Approval date</b>         | 29 October 2025                               |
| <b>Risk rating</b>           | Moderate                                      |
| <b>Review by</b>             | October 2029                                  |
| <b>Publication</b>           | CEVN, Gabriel                                 |

| POLICY DATABASE INFORMATION |                                                             |
|-----------------------------|-------------------------------------------------------------|
| Assigned framework          | Financial                                                   |
| Supporting documents        | See list of supporting documents and related policies above |
| Superseded documents        | D21/128811[v2] Sponsorship Policy – Schools – v1.0 – 2021   |