



WESTERN AUSTRALIAN BRANCH

POLICIES and OPERATIONAL PROCEDURES MANUAL

Updated – 16-Nov-04

S6. SPONSORSHIP.

S6.1 Statement.

- S6.1.1 This statement establishes the ethical protocols of Scouting in Western Australia.
- S6.1.2 Sponsorship should not be in conflict with the stated Aims and Principles, Policies and values of Scouting.
- S6.1.3 It is difficult to prescribe appropriate sponsors for Scouting, however, all sponsors must be aligned with, and to, the values of Scouting.
- S6.1.3.1 It is inappropriate for sponsorship by tobacco and/or alcohol distributors, manufacturers or suppliers.
- S6.1.3.2 It is inappropriate for organisations attempting to gain any political advantage or exposure to include Scouting in their plans.
- S6.1.3.3 It is inappropriate for external organisations to seek to include Scouting in their plans without the express written approval of the Chief Commissioner.
- S6.1.4 Sponsors will often seek recognition for support by aligning themselves with the recipients of the support and therefore it must at all times be understood that:
- Members' details must never be disclosed to the sponsor to enable further gain to be achieved without the express written permission of each individual member. The Association's Privacy Policy also prohibits this activity,
 - Corporate logos or sponsors badges are not to be worn on the uniform,
 - Groups names may not be altered to include a sponsor's name.
- S6.1.5 The Branch Office will maintain a register of organisations that provide sponsorship at a Branch level. As sponsorship is an ongoing method of support for Scouting at all levels it is imperative that approaches to organisations are co-ordinated and do not portray a fragmented and unprofessional approach. There are occasions when approaches to organisations for Branch events may be in a conflict with those at the formation level and therefore consultation needs to be of the highest order.
- S6.1.6 Sponsors recognition is the key to ongoing support and also recognition of Scouting generally. Formations must ensure that recognition of donors is paramount in the final result of an approach. Constant approaches without recognition will render future requests for assistance to be declined and a subsequent downturn on support for scouting generally. There are many

avenues for recognition and a Thanks Certificate is always the best and most effective manner to acknowledge the contribution.

- S6.1.7 Significant contributions should be recognised at a Branch level and so as to avoid the organisations being approached by more than one formation is important that any significant contribution is advised to the Branch Office for the attention of the General Manager. This allows for recognition at a Branch level in the annual report, invitation to Branch functions and events and other significant events at which sponsors may be recognised.

Authority:

The document was endorsed by the Chief Commissioner's Committee on 27 October 04 and by the Branch Management Committee on 16 November 04 for inclusion in the Policies and Operational Procedures Manual and accordingly is incorporated into the Branch Risk Register from this date.

Signed M. H. Thomas - Chief Commissioner.

J. S. Noakes - Branch Chairman.

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