

# First Nations Media Australia

## Ethical Sponsorship and Philanthropic Funding Policy



### 1. PURPOSE

This policy is designed to address the management of sponsorship and philanthropic funding. First Nations Media Australia seeks opportunities to gain sponsorships and philanthropic funding from external non-member organisations to achieve shared objectives.

It is vital that First Nations Media Australia maintains its independence and does not allow external partnerships to bring the name of First Nations Media Australia into disrepute nor compromise its relationship with its members.

### 2. COMMITMENT TO ETHICAL PRACTICE

2.1 First Nations Media Australia will ensure that that its sponsorship and philanthropic funding sourcing activities are only conducted with organisations that have:

- A corporate social responsibility policy or other relevant statement.
- Goals consistent with the goals of First Nations Media Australia and the work of Aboriginal and Torres Strait Islander media.
- A proven quality reputation in the Australian community or the business sector within which they operate.

2.2 First Nations Media Australia will ensure that no staff or Board member receives gifts, money or other benefit from a potential or actual sponsor or philanthropic funder. Any attempt to offer a gift, money or benefit needs to be reported to the General Manager.

### 3. AVOIDANCE CRITERIA

Partnerships with and philanthropic funds from organisations as listed here will be avoided:

- An organisation involved in or promoting hate speech or violence.
- An organisation that has conducted proven unethical business with Aboriginal and Torres Strait islander communities.
- An organisation that would give rise to an actual or perceived conflict of interest with First Nations Media Australia's work or with First Nations Media Australia Board or staff members or with IRCA member organisations.
- Political lobbyists.
- Political parties.
- Pornography producers and distributors.
- Tobacco and alcohol manufacturers.

- Weapons systems manufacturers.
- Hydraulic coal seam gas extraction companies.
- Nuclear waste companies.

#### **4. PROCESS**

- 4.1 Potential sponsors and philanthropic funders will be researched, where needed, to provide an independent assessment of funders before a decision is made on sponsorship or philanthropic funding.
- 4.2 All sponsorships and philanthropic funding with a value of up to \$50,000 may be approved by the General Manager. The First Nations Media Australia Board is to be advised at the next available Board meeting.
- 4.3 All sponsorships and philanthropic funding with a value of \$50,000 or more must be approved by the General Manager and the First Nations Media Australia Board at a Board meeting.
- 4.3 Formal agreements are to be entered into for approved sponsorships and philanthropic funding, setting out the roles, responsibilities and services.
- 4.4 Formal agreements must permit First Nations Media Australia to withdraw from any partnership where new developments mean that areas of this ethical sponsorship policy become breached.

#### **5. RECORD KEEPING**

First Nations Media Australia will maintain a register of sponsors and philanthropic funding. The register will record the content area for the funding or in-kind provision, the value of the sponsorship or philanthropic funding, the date of General Manager and/or Board approval, and the date of the formal agreement.

#### **6. TRANSPARENCY**

A full list of corporate sponsors and philanthropic funding providers will be maintained on the First Nations Media Australia website.

First Nations Media Australia will communicate this policy to its stakeholders.

#### **7. RELATED POLICIES**

- First Nations Media Australia Code of Conduct

<b>Version</b>	<b>Date adopted/revised</b>	<b>Endorsement/Description of change</b>
1.	1 March 2017	General Manager Daniel Featherstone
1.	1 March 2017	Endorsed by IRCA Board
	8 May 2019	Endorsed by First Nations Media Australia Board