



SPONSORSHIP FRAMEWORK 2026



TasPorts Sponsorship Framework

*Aligned to Treasurer's Instruction
GBE 08-57B-01 and the Guidelines for
Tasmanian Government Businesses -
Sponsorship (April 2026)*

1.

Purpose

The Sponsorship Framework (the Framework) sets out how TasPorts approaches, assesses, approves and manages sponsorship arrangements.

It ensures:

- Compliance with TasPorts' obligations under Treasurer's Instruction GBE 08-57B-01 and the Guidelines for Tasmanian Government Businesses – Sponsorship.
- Transparent, consistent, and accountable decision-making.
- A coordinated and strategic approach to sponsorship across the organisation.



2.

Strategic Context and Alignment

Sponsorship is one of several mechanisms through which TasPorts delivers stakeholder engagement, community connection, and industry participation outcomes.

This Framework sits within and supports TasPorts' broader strategic environment, including:



Corporate Affairs Strategy: guiding reputation, communication and stakeholder engagement, with sponsorship supporting trust and meaningful engagement.



Community Partnerships Strategy: guiding place-based relationships and community outcomes, with sponsorship supporting social licence and community connection.



Customer and Industry Strategy: guiding engagement with customers and industry sectors, with sponsorship supporting shared objectives such as workforce development, safety, skills and sector capability.

Sponsorship activity is delivered through a range of programs, including:

- Community Grant Program
- Industry Support Program
- Community Sponsorships
- Strategic and Signature Partnerships
- Event Sponsorship
- Scholarships

Each program may have specific criteria; however, all sponsorship activity must comply with this Framework.

3.

Strategic Intent

Sponsorship at TasPorts is a strategic mechanism to:

- Strengthen TasPorts' role as a critical enabler of Tasmania's economy;
- Build trusted relationships with communities, industry, and customers;
- Support sustainable economic activity and workforce development; and
- Enhance TasPorts' reputation and social licence to operate.

All sponsorships must demonstrate a clear contribution to these outcomes.

4.

Values Alignment

Sponsorship decisions reflect and reinforce TasPorts' values:

- **PROUD** – supporting initiatives that reflect pride in Tasmania and TasPorts' role in enabling an island economy.
- **CARE** – supporting initiatives that deliver meaningful outcomes for people, communities and environment.
- **TOGETHER** – prioritising partnerships that foster collaboration and shared success.
- **SHARE** – supporting knowledge, education and innovation.
- **TRUST** – ensuring decisions are transparent, fair and grounded in integrity.



5.

Scope and Definitions

For the purposes of this Framework:

Sponsorship is any arrangement in which TasPorts 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 publicly acknowledge that TasPorts has contributed to the activity, event, program or organisation.

It does not include an arrangement:

- where TasPorts 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.

For clarity, if an organisation voluntarily chooses to publicly acknowledge or thank TasPorts or its employees for support provided, in isolation, this will not change the underlying nature of the circumstances and create a sponsorship arrangement.

Contribution in-kind is where TasPorts gives goods and/or services free of charge or at an uncommercial rate. This includes the waiver or reduction of licence fees, access charges or other commercial fees for use of TasPorts' land, infrastructure or assets in support of an activity in return for any specified benefits.

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 arrangement.

Donation is a contribution of TasPorts funds to an organisation where no specified benefit is provided in return. Donations of TasPorts funds are governed under the TasPorts Sponsorship Policy and are subject to the same governance, approval and probity requirements as sponsorships.

6.

Priority Investment Areas

TasPorts will prioritise sponsorship investment in:

- **Regional Communities and Social Licence**
- **Strategic and Signature Partnerships and Events**
- **Industry and Trade Enablement**
- **Workforce and Future Skills**
- **Maritime Culture**
- **Port Activation**

These areas guide portfolio focus and investment decisions.



7.

Sponsorship Principles

All sponsorships must:

- Align with TasPorts' values and purpose.
- Maximise value for money and public value for the owners of TasPorts.
- Be assessed for financial capacity prior to approval.
- Be assessed appropriately, accurately and impartially, including where existing arrangements are renewed or renegotiated.
- Have objectives defined at the outset to enable meaningful assessment throughout the period of sponsorship.
- Be transparent, fair and equitable.
- Include appropriate due diligence on the proposed arrangement and the organisation sponsored.
- Have all potential risks and conflicts considered and managed, including reputational risk and actual, potential or perceived conflicts of interest.
- Ensure that any TasPorts employee or director with an actual, potential or perceived conflict of interest in relation to a proposed arrangement is excluded from the assessment, decision-making and management of that arrangement.
- Consider the potential impact on TasPorts of sponsoring an event or organisation that is already being sponsored by Events Tasmania, another Government business or the Tasmanian Government. This is a matter to be considered and reported, but in isolation should not preclude an arrangement.
- Abide by the principle that an individual employee must not personally benefit from a sponsorship arrangement.
- Ensure that sponsorship decisions are not made by TasPorts employees who will personally receive a benefit from the sponsorship arrangement, including event tickets, corporate hospitality or other individual benefits.
- Be made directly with the organisation sponsored, not through a secondary representative.
- Be monitored, reviewed and evaluated to test whether they have achieved their objectives.

In addition, TasPorts will:

- Not accept approaches from organisations that might be interpreted as attempts to obtain influence or advantage.
- Not sponsor a political party or enter into a sponsorship arrangement to directly support, or object to, a specific political position or political campaign.
- Maintain political neutrality in all sponsorship decisions.





8.

Value Framework

TasPorts seeks value across four areas:

- Reputation and Brand
- Stakeholder Relationships
- Economic and Industry Outcomes
- Community Impact

All proposals must clearly articulate expected benefits across these areas.

9.

Assessment and Approval

All sponsorship proposals must:

- Be assessed against this Framework prior to any commitment.
- Be assessed in accordance with the assessment considerations set out in section 15.
- Be approved by the Head of Corporate Affairs in accordance with the TasPorts Delegations of Authority Policy, with escalation to the next relevant authority for arrangements exceeding delegated authority.
- For major sponsorships, be subject to consultation with the Treasurer and Portfolio Minister, in accordance with section 10, prior to approval.

Approval thresholds and authorities are specified in TasPorts' Delegations Policy.

10.

Ministerial Consultation

In accordance with the Treasurer's Instruction and the Guidelines, TasPorts will consult the Treasurer and Portfolio Minister prior to entering into:

- any major sponsorship arrangement;
- any sponsorship of an interstate or international event or organisation, where TasPorts or its subsidiary is not operating outside of Tasmania; or
- any sponsorship arrangement that includes confidentiality provisions or restrictions that may prevent or limit full reporting on the arrangement.

For major sponsorships, consultation will be supported in writing with details of:

- the total cost of sponsorship, including cash and contribution in-kind;
- the rationale for the sponsorship and how it is consistent with this Framework;
- the processes undertaken in establishing the arrangement;
- the benefits to TasPorts and its owners;
- the proposed allocation of any benefits provided to individuals as a result of the arrangement, such as corporate hospitality or event tickets;
- arrangements for managing conflicts of interest; and
- measurable goals and targets, and how data on the impacts of the sponsorship will be collected and evaluated.

TasPorts will inform the Treasurer and Portfolio Minister of any urgency or time sensitivity relating to consultation.

11.

Portfolio Management and Register

TasPorts maintains a central Sponsorship Register capturing:

- Organisation and activity
- Value (cash and in-kind)
- Benefits and objectives
- Duration

TasPorts actively manages its sponsorship portfolio to ensure alignment with strategic priorities, organisational values and visibility across the organisation.



12.

Monitoring and Reporting

All sponsorships are monitored and evaluated against defined objectives, including:

- Delivery of agreed benefits
- Stakeholder and community outcomes
- Contribution to strategic priorities

TasPorts will include in its Annual Report a summary of this Framework and the following details for each sponsorship arrangement during the relevant financial year:

- the organisation sponsored;
- a description of the arrangement, including the sponsored event and the nature of any contribution in-kind;
- the benefits of the arrangement;
- a description of any benefits provided to employees or other related parties, including event tickets or corporate hospitality;
- the period of sponsorship in the relevant financial year;
- details of any other Tasmanian Government or related sponsorships of the same event or organisation;
- the amount paid or the estimated value of contribution in-kind provided during the relevant financial year, unless the amount is considered commercial in confidence; and
- the total value of all sponsorships provided during the relevant financial year, where the amount has been disclosed.

Where the value of a sponsorship arrangement is considered commercial in confidence, TasPorts may write to the Treasurer and Portfolio Minister each year, prior to the Annual Report being tabled, to provide this information. In these circumstances, all other details of the arrangement will be disclosed in the Annual Report.

Governance and Roles

Board of Directors

- Approves and maintains this Framework
- Requires that the Framework is applied to all sponsorship arrangements
- Reviews the Framework regularly and updates it as required
- Monitors that the Framework reflects contemporary standards and is consistent with the Treasurer's Instruction and Guidelines
- Requires that the Framework is published on the TasPorts website
- Receives annual reporting on the sponsorship portfolio

Audit and Risk Committee

- Receives the Sponsorship Register on a quarterly basis
- Reviews portfolio-level risk exposures and trends
- Provides oversight of the Framework under delegation from the Board
- May request information on sponsorship arrangements at any time as part of its oversight responsibilities

General Counsel & Company Secretary

- Provides oversight of sponsorship activity across the organisation
- Ensures alignment with TasPorts' strategic priorities
- Receives regular reporting on portfolio performance

Head of Corporate Affairs

- Accountable for the application of this Framework across TasPorts' operations
- Accountable for major sponsorship arrangements and Ministerial consultation under the Treasurer's Instruction
- Reports to the Board on the sponsorship portfolio and material issues

Senior Advisor, Community Engagement & Partnerships

- Responsible for the day-to-day operation of the Framework
- Maintains the Sponsorship Register and supports its provision to the Committee and Board
- Coordinates assessment of sponsorship proposals in accordance with the Framework
- Supports Ministerial consultation as required

Sponsorship Approvals (Delegated)

- All sponsorship arrangements are approved in accordance with TasPorts' Delegations Policy
- The Treasurer and Portfolio Minister are consulted prior to entering any major sponsorship arrangement, in accordance with the Treasurer's Instruction
- Approval thresholds and authorities are specified in the Delegations Policy

Business Units

- May identify and propose sponsorship opportunities aligned with strategy
- Refer all proposals for assessment in accordance with this Framework
- Support the delivery and activation of sponsorship outcomes

14.

Review

This Framework is reviewed annually to ensure alignment with:

- The Treasurer's Instruction and Guidelines
- TasPorts' strategic priorities
- Best practice in sponsorship governance



15.

Assessment Methodology

All sponsorship proposals are assessed through a consistent and transparent process to ensure alignment with TasPorts' strategy, values and governance requirements.

Assessment considers, at a minimum:

- **Strategic fit** — alignment with TasPorts' strategic priorities and the priority investment areas set out in section 6.
- **Values alignment** — consistency with TasPorts' values.
- **Value to TasPorts** — the nature, scale and meaningfulness of the benefits to TasPorts relative to the investment.
- **Reputation and community impact** — the contribution to TasPorts' reputation and to community and industry relationships.
- **Risk** — the reputational, delivery and probity risks associated with the arrangement, and the manageability of those risks.
- **Value for money** — the cost of the arrangement relative to the benefits and outcomes delivered.
- **Delivery confidence** — the capability of the sponsored organisation to deliver, and the measurability of outcomes.

TasPorts maintains an internal assessment methodology that supports the consistent application of these considerations across all sponsorship proposals. The methodology is reviewed regularly to ensure it remains fit for purpose across the different forms of sponsorship undertaken by TasPorts.



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