

Events and sponsorship management

Policy

QH-POL-291:2015

1. Statement

The Department of Health has an obligation to ensure:

- its events and sponsorship are carried out in line with the whole-of-government events policy and guidelines, and sponsorship framework to safeguard its reputation
- funded events (internal or external) are planned, professional and accountable within the appropriate governance framework and provide maximum benefit to the department
- sponsorship supports the department's strategic priorities.

2. Purpose

The intent of this policy is to:

- ensure a consistent approach to planning and management of events is adopted within the Department of Health
- ensure events are appropriately approved and managed with clear accountability for outcomes
- ensure events are linked to departmental strategic priorities
- ensure all significant risks associated with events are identified, assessed and managed appropriately
- improve the planning, coordination and promotion of events to provide value-for-money
- maintain a coordinated and strategic approach to sponsorship
- ensure appropriate approval in the management and reporting of sponsorship agreements, and transparency in decision-making
- ensure the department manages the risks and benefits that flow from sponsorship agreements
- ensure sponsorship proposals are assessed in a consistent and rigorous manner.

3. Scope

This policy applies to all employees, contractors and consultants within the Department of Health divisions and commercialised business units.

4. Principles

Events

- **Compliance:** events comply with Department of Health policies and guidelines for procurement, financial management, administration and any other relevant policies.

- **Alignment:** events align with the Department of Health's strategic priorities.
- **Governance and professionalism:** events are professionally managed and appropriately governed, with approval, reporting and evaluation processes in place.
- **Accountability:** events demonstrate accountability for and appropriate use of public funds.

Sponsorship

- **Alignment:** sponsorship aligns with the Department of Health's strategic priorities.
- **Value-for-money:** sponsorship is a cost-effective method of achieving the Department of Health's strategic priorities.
- **Compliance:** sponsorship complies with the *Queensland Government sponsorship framework*.
- **Accountability:** sponsorship demonstrates the appropriate use and accountability of sponsorship funding.

5. Requirements

Department of Health events and sponsorship agreements must comply with the Department of Health's *Events and sponsorship management standard*.

Version control

Version	Date	Comments
1	11 May 2015	Policy Rationalisation Project – new document