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**

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