

## 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.

This standard identifies the requirements to implement the Department of Health's *Events and sponsorship management policy*, and identifies individual positions accountabilities and responsibilities in relations to these requirements.

## 2. Scope

This standard applies to all employees, contractors and consultants within the Department of Health divisions and commercialised business units (CBUs). Compliance with this standard is mandatory.

## 3. Requirements

### Events

#### 3.1 Event considerations

3.1.1 Business areas must consider the following when determining if they should host an event, and when deciding what type of event is required:

- strategic alignment: alignment with the Department of Health's strategic priorities
- scope: is the event (project/service/information) part of a statewide initiative, issue or matter
- audience: is it only for departmental staff, or is it for all Queensland Health, stakeholders and the community to attend
- partners: whether the potential partners or stakeholders are appropriate
- significance: is significant funding or infrastructure involved
- resourcing: what is needed to deliver the event, including staff, funding, venue, talent, timeframes.

3.1.2 Campaign events may be exempt from this standard (exemption must be granted by Integrated Communication's Director of Marketing) and must comply with the Department of Health's *Social marketing, education, awareness campaigns and general advertising policy*.

### **3.2 Responsibility for events**

3.2.1 Business areas are responsible for arranging and funding all events except those specified in Section 3.2.3.

3.2.2 Business areas must advise the Integrated Communication's Communication Unit of any events they coordinate/host prior to event initiation via [communication@health.qld.gov.au](mailto:communication@health.qld.gov.au)

3.2.3 Integrated Communication must coordinate and/or manage:

- significant events, including those with statewide scope
- ministerial and dignitary events (e.g. Director-General)
- events associated with corporate sponsorships
- media events, including announcements, launches etc
- Queensland Health involvement in whole-of-government events.

3.2.4 Events involving media must be conducted in accordance with the Department of Health's *Media relations policy* and consultation with the Integrated Communication's Media Manager.

3.2.5 Integrated Communication will coordinate a departmental response to any whole-of-government or department activities, or specific activities (state/national/international) identified by the Director-General or delegate.

3.2.6 Business areas must arrange and manage internal staff events unless directed by the Director-General or delegate to work in consultation with Integrated Communication.

### **3.3 Approvals**

3.3.1 All events with an allocated budget of more than \$10,000 (excluding GST) or where alcohol is being served, and/or involving external stakeholders must be approved in writing by the Director-General or delegate.

3.3.2 All events with an allocated budget of less than \$10,000 (excluding GST) must be approved in writing by the relevant Deputy Director-General, Chief Information Officer or Chief Executive Officer.

### **3.4 Event management plan**

3.4.1 Event management plans must be approved by Integrated Communication and the appropriate delegate (Director-General, Deputy Director-General, Chief Information Officer or Chief Executive Officer) prior to event initiation.

3.4.2 Event management plans that involve the service of alcohol or the use of performers must be approved by the Director-General prior to event initiation.

### 3.4.3 Event management plans should include the following information where required:

- type of event (e.g. launch, awards ceremony)
- event objectives, (how does the event align to the Department of Health's strategic priorities)
- target audience
- risk assessment (e.g. potential media issues)
- cost estimates
- timeframes
- staffing requirements
- permits, if required
- communication strategy
- catering (including whether alcohol will be provided)
- evaluation mechanisms
- merchandise
- sponsorship
- waste management
- sun safety, if required (for more information, visit the Queensland Cancer Councils' website)
- transport management (where appropriate)
- strategies for ensuring events are culturally appropriate
- health and safety
- strategies for managing the impact of the event on children and young people—as per the Queensland Children and Young Workers Code of Practice 2006 and Blue Card requirements.

## 3.5 Event expenditure

### 3.5.1 Business areas hosting events must ensure:

- expenditure complies with Queensland Health's *Procurement policy, Queensland Government Sponsorship Framework* and other relevant policies and standards
- efficient use of resources, appropriate to the scale of the event which represents value-for-money.

## 3.6 Permits

3.6.1 Business areas are responsible for obtaining relevant permits or licenses to host an event. These may be issued by local council or Queensland Government departments. Business areas are responsible for consulting with the relevant stakeholders and lodging permit applications well in advance. Common permits include road closures, fireworks, liquor and/or food vendor.

For more information about permits, please refer to the *Best practice guidelines for Queensland Government investment in events*.

### **3.7 Venue hire**

3.7.1 Business areas must use Department of Health venues that do not charge fees or non-fee Queensland Government owned/operated venues, where possible.

3.7.2 Business areas must ensure venues:

- are appropriate for the event
- have relevant facilities (e.g. audio equipment, stage, bar, seating, amenities)
- have adequate access/parking, including disability access
- have a fire evacuation plan with clearly marked exits.

### **3.8 Insurance**

3.8.1 Queensland Health's *General liability insurance cover* held with the Queensland Government Insurance Fund (QGIF) protects the Department of Health and its employees from claims for compensation made by third parties for property damage and injury it may cause during the course of performing its activities. Cover includes, but is not limited to, Public Liability, Products Liability and Directors and Officers Liability. To obtain a copy of the Certificate of Currency, email [communication@health.qld.gov.au](mailto:communication@health.qld.gov.au)

3.8.2 Partners and approved third party service providers participating in the event are not covered by Queensland Health's insurance policy and are required to hold relevant insurances to cover their liabilities. The *Procurement – Assessing Insurance Requirements Guide* is to be used to identify the appropriate type and level of insurance cover they are required to hold based on the risks associated with their activities, responsibilities and/or services.

3.8.3 Partners and approved third party service providers must provide proof of insurance in accordance with the requirements outlined in the *Procurement – Proof of Insurance Guide*

3.8.4 Business areas must work in conjunction with the Department of Health's legal officers and the Premium Management Group to ensure Queensland Health's insurance arrangements are not prejudiced by insurance or indemnity obligations placed on the Department of Health by third parties.

3.8.5 Department of Health event organisers are responsible for undertaking a risk assessment and implementing controls to mitigate insurable risk exposures.

### **3.9 Catering for events**

3.9.1 Business areas must ensure catering is appropriate for the circumstances, is value-for-money and is approved as part of the event management plan.

3.9.2 Business areas must ensure food provided at an event complies with *A better choice catering guidelines for meetings and functions*.

3.9.3 Consideration should be given to supporting Queensland businesses by supplying locally grown food and beverages at events.

### **3.10 Alcohol**

3.10.1 Any costs associated with providing alcohol to guests must be approved as part of the event management plan.

3.10.2 Business areas must comply with the *Code of practice for the responsible service, supply and promotion of liquor*.

3.10.3 Consideration should be given to supporting Queensland businesses by supplying Queensland liquor at events.

### **3.11 Transport**

3.11.1 Business units must comply with Queensland Health's *Use of car hire, taxi and cabcharge policy*.

3.11.2 If crowd numbers are expected at 20,000 or more, business areas must coordinate high-level transport and traffic planning and coordination, or a whole-of government response. The Queensland Department of Transport and Main Roads must be involved in the early stages of this planning.

### **3.12 Waste management**

3.12.1 Where appropriate, business areas must develop a waste management strategy that addresses:

- reducing waste
- reusing waste, where possible
- recycling waste where it cannot be reduced or reused.

3.12.2 Consideration must be given to the following when addressing waste management:

- whether recycling is in place at the event
- working with venues to ensure recycling facilities are made available
- attendance numbers to ensure supply is tailored to the numbers
- reducing the amount of printed promotional material used and supplying promotional material electronically, where possible
- designing the event around standard hire items with minimal construction, or developing material that can be reused for another function.

### **3.13 Engagement of an external event management agency**

3.13.1 The engagement of an external event management agency must be approved by the Director-General (events more than \$50,000 excluding GST) as part of the initial approval to hold the event.

3.13.2 An external event management agency can only be appointed once the appropriate tender/procurement process has been completed. Refer to Queensland Health's *Procurement policy* and *Financial management practice manual*.

3.13.3 A formal contract between the Department of Health and the external event management agency, including deliverables and key performance indicators, must be signed before any work can begin on the event. The business area must liaise with the Department of Health's Legal Unit for approval of all contracts.

3.13.4 The external event management agency may provide the following services:

- event management
- generating and managing incoming sponsorship (Refer to Section 3.16 Event sponsorship).

3.13.5 Business areas must manage the engagement and management of an external event management agency. Integrated Communication is available to provide advice and recommendations regarding the appointment.

### **3.14 Merchandise (including apparel) and corporate identity**

3.14.1 Merchandise (including apparel) and corporate identity must comply with the *Queensland Government brand guidelines and corporate identity guidelines*, and the Department of Health's *Corporate identity (branding), merchandise and publication policy*.

### **3.15 Branding**

3.15.1 Branding of an event (i.e. the look and logos) must adhere to the *Queensland Government brand guidelines and corporate identity guidelines*. Business areas must consult with Integrated Communication's Communication Unit via [communication@health.qld.gov.au](mailto:communication@health.qld.gov.au) regarding branding.

3.15.2 Branding should be included in an event contract or agreement, and should be clear with all parties from the early planning stages.

3.15.3 Commercialised business units do not need to follow the *Queensland Government brand guidelines*, however they must follow the *Queensland Government corporate identity guidelines*. This includes the placement of the Queensland Coat of Arms and the use of Queensland Government fonts.

### **3.16 Event sponsorship**

3.16.1 Business areas must consult with Integrated Communication's Marketing Unit regarding any form of sponsorship via [sponsorship@health.qld.gov.au](mailto:sponsorship@health.qld.gov.au)

3.16.2 Sponsorship must adhere to the *Queensland Government sponsorship framework*.

### **3.17 Photography**

3.17.1 Business areas must comply with the *Queensland Government photography information*, including permissions to photograph individuals, use and publication of photos and photo reproduction.

### **3.18 Monitoring, evaluation and reporting**

3.18.1 All events must be evaluated to assess whether it met its objectives and showed value-for-money.

3.18.2 Upon event completion, an event evaluation report must be completed. It must evaluate the event against objectives included in the event management plan.

- 3.18.3 The evaluation report must be approved by an officer with the equivalent expenditure authority to the value of the event.
- 3.18.4 Approved evaluation reports must be filed on a Department of Health file and a copied supplied to Integrated Communication's Communication Unit via [communication@health.qld.gov.au](mailto:communication@health.qld.gov.au)

## **Sponsorship**

### **3.19 Incoming and outgoing sponsorship**

- 3.19.1 The Integrated Communication's Marketing Unit manages all sponsorships for the Department of Health, including incoming, outgoing and in-kind sponsorships (in-line with the *Queensland Government sponsorship policy*).
- 3.19.2 All Department of Health requests for sponsorship must align with the *Queensland Government sponsorship framework*.
- 3.19.3 All Department of Health requests for sponsorship must be sent to [sponsorship@health.qld.gov.au](mailto:sponsorship@health.qld.gov.au)
- 3.19.4 Once a proposal/request is lodged, the sponsorship must be assessed based on the following:
- alignment with Queensland Government/Department of Health strategic priorities
  - value-for-money
  - social, economic and environmental impacts
  - adequate funding and resources
  - general (supported by industry bodies, detailed marketing plans, consideration of timing)
  - ethical behaviour and fair dealing
  - consultation
- 3.19.5 All communications regarding the sponsorship which may include, but is not limited to, briefs, memorandums, letters and contracts will be managed by the Integrated Communication's Marketing Unit.
- 3.19.6 Sponsorship budgets are to be transferred to Integrated Communication's Marketing Unit on financial approval by the appropriate delegate.
- 3.19.7 Sponsorship management, including milestone delivery, reports and payments, and reporting to the Department of the Premier and Cabinet will be managed by the Integrated Communication's Marketing Unit.

## **4. Related legislation and documents**

- Code of Conduct for the Queensland Public Service
- Queensland Government—Events policy
- Queensland Government— Best practice guidelines for Queensland Government investment in Events
- Queensland Government Sponsorship Framework

- Queensland Government brand guidelines and corporate identity guidelines
- Queensland Government Photography Information
- Queensland Government Procurement policy
- Queensland Health Procurement policy
- Queensland Health Travel and accommodation policy
- Queensland Health editorial style guide
- Queensland Health Use of car hire, taxi and cabcharge policy
- Financial Management Practice Manual
- Financial Management Practice Manual Circular No.7/2010 – Gifts and Benefits
- Department of Health Events and sponsorship management policy
- Department of Health Social marketing, education, awareness campaigns and general advertising policy
- A Better Choice Catering Guidelines for Meetings and Functions
- Queensland Cancer Council's SunSmart Queensland guidelines
- Queensland Children and Young Workers Code of Practice 2006
- Code of Practice for the Responsible Service, Supply and Promotion of Liquor
- Procurement – Assessing Insurance Requirements Guide
- Procurement – Proof of Insurance Guide.



## 5. Definitions

Term	Definition
<b>Events</b>	
Event	<p>Any limited-life activity such as, but not limited to, a launch, opening, trade expo, workshop, conference, seminar or exhibition held for the express purpose of:</p> <ul style="list-style-type: none"> <li>marketing or promoting the Department of Health and its services/strategic priorities to external stakeholders, and/or</li> <li>raising awareness or marking a significant special occasion internally for staff, such as reward and recognition functions (e.g. Australia Day Achievement Awards).</li> </ul> <p>Any limited-life activity with one or more of the following:</p> <ul style="list-style-type: none"> <li>venue hire</li> <li>catering</li> <li>invitations or guest list</li> <li>an allocated budget</li> <li>significant impact on and involvement of internal and/or external stakeholders</li> <li>media involvement</li> <li>an impact on the Department of Health or Queensland Health's services or facilities.</li> </ul> <p>Frequent or routine business activities, such as training events, meetings, workshops, or staff social activities are not be considered 'events'.</p>
Dignitary event	Any activity that includes dignitaries, such as the Director-General, Parliamentary Secretary for Healthy Living, Members of Parliament, overseas delegations, or senior private and public sector officials.
Event with external stakeholders	Any activity that does not include the Minister for Health and Minister for Ambulance Services, dignitaries, such as the Director-General, Parliamentary Secretary for Healthy Living and Members of Parliament, but includes external stakeholders.
Event with a partner	Any activity with the private sector, a non-government agency or government department that involves dual branding and/or sharing of resources. This may include an event relating to a sponsorship.
Internal staff event	Any activity that does not include the Minister for Health and Minister for Ambulance Services, dignitaries such as the Director-General, Parliamentary Secretary for Healthy Living and Members of Parliament or external stakeholders.
Ministerial event	Any activity involving the Premier of Queensland and/or Minister for Health and Minister for Ambulance Services.
Significant event	<p>Any activity that meets one or more of the following criteria:</p> <ul style="list-style-type: none"> <li>additional funding is received from Queensland Government</li> <li>a number of international Heads of State, international Government Ministers or Senior Government officials will be in attendance, particularly where it is likely to generate issues and international media</li> <li>there is a requirement to coordinate a number of government agencies, including essential services</li> <li>the event is considered to have a high-risk for the community and government.</li> </ul>

## Sponsorship

Sponsorship	Sponsorship is the right to associate the sponsor's name, products or services with the sponsored organisation's service, product or activity, in return for negotiated and specific benefits such as cash or in-kind support or promotional opportunities. It involves a negotiated exchange and should result in tangible, material and mutual compensation for the principal parties to the arrangement. Sponsorship can take the form of cash and/or in-kind support.
Incoming sponsorship	Incoming sponsorship is when a department or agency receives sponsorship monies from another party for an initiative and/or event.
Outgoing sponsorship	Outgoing sponsorship is when a department provides sponsorship monies to another party for an initiative and/or event.
In-kind sponsorship	In-kind sponsorship is the provision or receipt of goods or services to support or enhance an initiative at a reduced rate or free of charge. These arrangements are also liable for GST.

## Version control

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