



ACT
Government

PROGRAM
CURRENTLY CLOSED

PERFORMANCE SPONSORSHIP PROGRAM

Application Guidelines



Sport and Recreation
Economic Development Directorate

June 2022

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1. Introduction

An outcome of the 2018 performance funding review undertaken by Bastion EBA saw funding for elite teams move into one funding program, known as the Performance Funding Program. Within this broad program, elite teams are able to access funding through a Performance Partnership Program or a Performance Sponsorship Program.

A result of aligning the funding program into one stream will mean that sports may seek one funding deed (per gender) across the performance funding portfolio. This does not include funding provided through the Sport and Recreation Grant Program.

The Performance Partnership Program recognises the importance of continued investment in elite teams acknowledging the vital role these teams play in driving community pride, delivering significant economic benefit to the ACT and inspiring Canberra's youth to be active in following the champions they aspire to be. These teams are required to deliver broad outcomes that encompass economic impact, community engagement, sport development, tourism and marketing, and social and government priorities.

The Performance Sponsorship Program (PSP) will continue to provide support for Canberra's national league sporting teams to not only compete in their respective competitions, but to actively engage in the community through various sport and non-sport related activities. The ACT Government acknowledges its funding support is critical to ensuring pathways from participation through to high performance for local athletes exist.

2. Aims and objectives

The primary objective of the Performance Sponsorship Program is to support the sports environment in the ACT through government sponsorship of national league sporting teams.

This is articulated by the below aims:

- > The continued **PARTICIPATION** and success of ACT teams in national league sporting competitions providing an aspiration for athletes to perform at the top level; and
- > The structured delivery and undertaking of **COMMUNITY ENGAGEMENT** ensuring the positive promotion and exposure of ACT's sporting teams within the community.

3. Funding cycle

Noting the impact of the pandemic in recent years, it is apparent yearly funding certainty continues to remain a priority for all sporting organisations. Acknowledging the ongoing financial pressures, the PSP will now offer multi-year funding agreements vs a single year agreement with successful recipients.

The four-year funding cycle will be in line with each Assembly formation together with Olympic and Paralympic cycles. The next four-year funding cycle will commence in 2024-25.

Sport organisations applying for funding in the current funding cycle commencing in 2022-23 and pending assessment, will be offered a two-year funding provision in 2022-23 and 2023-24.

A new team that requests funding during a cycle, for example in Year 2, will be offered a three-year arrangement being the remainder of time under the current Assembly, as noted above.

4. Applying for funding

4.1. Eligibility

- > Be incorporated in the ACT under, either the Associations Incorporation Act 1991, or the Corporations Act 2011 (Commonwealth);
- > Must perform within the pinnacle national competition structure as endorsed by the National Sporting Organisation (NSO);
- > Must conduct home matches in the ACT;
- > Be a recognised ACT team;
- > Not receive ACT Government funding for the team or related event content through any other sponsorship/funding arrangement;
- > Not be a program of a sporting Institute or Academy;
- > Have satisfactorily acquitted all previous funding support provided by Sport and Recreation through the Performance Sponsorship Program and the Sport and Recreation Grants Program;
- > Be able to provide audited financial statements for the financial year prior to the funding round (2021-22);
- > Have, if named in an application to the National Redress Scheme for Institutional Child Sexual Abuse and having been assessed as having the financial capacity to join the Scheme, joined the Scheme;
- > Have current Public Liability Insurance coverage to a minimum level of \$20,000,000;
- > Have in place a “Return to Play in a COVID-safe Environment” Plan;
- > Ensure suitable player insurance coverage is in place;
- > Have an Australian Business Number (ABN);
- > Be registered for the Goods and Services Tax (GST), as required; and
- > Have up to date compliance requirements under the Associations Incorporation Act 1991, or the Corporations Act 2011 (Commonwealth).

3.2. Conditions of funding

Applications must address each criteria outlined below to be considered for funding.

Each applicant is required to complete an Application Form. Please ensure a response against each question is provided.

3.2.1. **National league structure:** Competition criteria – pinnacle competition as endorsed by the NSO/SSO; number of states/territories competing; structure of 2022-23 competition.

3.2.2. **Sport pathway:** Local registered participants in the sport in ACT and surrounding region; ACT representatives on the team; ability to demonstrate clear pathway opportunity from grass roots (community) through to a national league competition; collaboration plan if team sits outside an SSO.

3.2.3. **Community activities:** It is both expected and assumed that national league teams are active within or for their sport and the broader ACT community, increasing its profile and helping foster the growth and development of and for their sport. The provision of a community engagement strategy and/or overview will be required as well as details of a collaboration plan with the teams respective SSO.

3.2.4. **Profile:** Level of profile both in the ACT and in the broader sport; broadcast opportunities (national/international); social media profile.

3.2.5. **Gender equity:** Demonstrate at least 40% female board representation of SSO; demonstration of the implementation of specific initiatives that encourages female participation and coaching opportunities.

3.2.6. **Sponsorship:** Include any sponsor recognition opportunities available to the Territory.

3.3. General evaluation criteria

To align with aims and conditions of funding criteria, a tiered funding model and scoring matrix is used to assess each Performance Sponsorship Program application.

3.4. Determination of funding

The value of each funding tier can only be determined once the total program budget, the number of applicant teams, the number of teams in each tier and the changes to competition structures is considered. As such, funding levels may fluctuate according to these factors.

3.5. Completing the application process

All applications must be lodged via email to the primary contact officer and within the specified time frame. Late applications will not be considered. Applicants will be sent a confirmation email from the contact officer confirming receipt of the application.

4. Application assessment

A panel consisting of representatives from relevant Government units and external stakeholders will assess all applications.

It should be noted that the assessment panel will also be provided with a summary of any relevant additional information, including an applicant's acquittal history, where applicable.

Following application assessment, funding will only be recommended for applications that are complete i.e. able to confirm the national league structure for the upcoming 2022-23 season. For those applications that are yet to settle their home and away structure, subsequent assessment and recommendations for funding may need to occur once the competition structure is confirmed.

The assessment panel will submit a set of funding recommendations to Sport and Recreation. Final approval of successful recipients is at the discretion of the Minister for Sport and Recreation. Sport and Recreation will contact teams regarding the outcome of their application. If successful, a Funding Deed outlining specific details of the funding arrangement and the recipient's obligations will be issued.

5. Reporting obligations

In line with the objectives of the program, a consistent set of reporting metrics has been developed. Applicants will be required to submit an acquittal report no later than three (3) months following the end of their teams respective playing season.

At a minimum, this will include:

- > Audited financial statements of the previous financial year which demonstrates income and expenditure of funding;
- > A report detailing all community activities as outlined in the overall community engagement strategy (school visits, school holiday programs, player meet and greets at grass roots competitions) conducted in the ACT by the team; and
- > A report that details the following items: broadcast/viewership figures for each televised game (where relevant), promotional opportunities provided to the Territory (may include access to match day assets) and overview of ACT registered participants including surrounding region.

6. Payment of available funding

In accordance with the terms of the Funding Deed, Sport and Recreation will provide payment on receipt of a correctly rendered tax invoice (as required by the GST Act) and only where the recipient has fully acquitted any previous funding from the Sport and Recreation Grants Program and the Performance Sponsorship Program, where relevant. Noting the new multi-year structure, a Funding Deed will outline the yearly payment milestones per Recipient.

7. Contacting Sport and Recreation

Requests for further information and application submission should be directed to:

Alice Stainlay, Director, Performance Partnerships

Sport and Recreation – Chief Minister, Treasury and Economic Development

Phone: 02 6207 0168

Email: alice.stainlay@act.gov.au



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