



**ACT**  
Government

Applications close  
5pm  
Monday 22 July 2019

# PERFORMANCE SPONSORSHIP PROGRAM

Application Guidelines



Sport and Recreation  
Economic Development Directorate

June 2019

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## 1. Introduction

An outcome of the 2018 performance funding review undertaken by Bastion EBA will see 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, the latter formerly known as National League Team Program (NLTP).

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. Note: this does not include funding provided through the Sport and Recreation Grants Program (SPGP).

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 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. The role of Sport and Recreation

The ACT is the most physically active community within Australia. We believe that we can continue this community lifestyle by delivering the highest standard in sporting grounds, facilities and also promoting development within participation and offering support to individuals and teams around the ACT.

Sport and Recreation is in the business of developing the ACT Community's physical activity levels from social through to high performance participation through infrastructure planning, athlete support, sector partnerships and capacity building programs to contribute to health, social and economic benefits.

Underpinning our role is ACTIVE 2020. This is a long term strategic plan for sport and active recreation in the ACT, and surrounding region, and provides a blueprint upon which sport and recreation will be nurtured and promoted. The teams funded through the Performance Sponsorship Program will be required to focus on Strategic Priority 1 – maximising community engagement.

Importantly, it aims to build collaboration between recreation and sport systems:

**Recreation > Participation > Community Sport > Competition > Talent Development > High Performance Sport**

A copy of the ACTIVE 2020 Plan can be downloaded from <http://www.sport.act.gov.au/about-us/active-2020>

### 3. Aims and objectives of the Program

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.

### 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);
- > 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;
- > Have current Public Liability Insurance coverage to a minimum level of \$20,000,000;
- > 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;
- > Have up to date compliance requirements under the Associations Incorporation Act 1991, or the Corporations Act 2011 (Commonwealth);
- > Not be a program of a sporting Institute or Academy; and
- > Have satisfactorily acquitted all previous support provided by Sport and Recreation through the former NLTP and the Sport and Recreation Grants Program.

#### 4.2. Conditions of funding

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

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

**4.2.1. National league structure:** Competition criteria – pinnacle competition as endorsed by the NSO/SSO; number of away trips; number of states/territories competing.

**4.2.2. 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.

**4.2.3. 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 their sport 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.

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

4.2.5. **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.

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

### **4.3. General evaluation criteria**

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

### **4.4. Determination of funding**

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

Please note: Multi-year funding will be considered on a case by case basis commencing in FY20/21.

### **4.5. 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 their application.

## **5. 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.

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 Performance Sponsorship Agreement outlining specific details of the funding arrangement and the recipient's obligations will be provided for signature and returned to Sport and Recreation.

## 6. 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 should include:

- > Audited financial statements/receipts demonstrating expenditure of the 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), overview of ACT registered participants including surrounding region, where relevant.

## 7. Payment of available funding

In accordance with the terms of the Performance Sponsorship Agreement, 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 formerly known National League Team Program, where relevant.

## 8. Timing

The funding round will open on 24 June 2019. All applications must be received no later than **5pm, Monday 22 July 2019**. Late applications will not be considered.

Assessment of all applications and determining of funding levels together with funding recommendations and approval from the Minister for Sport and Recreation may take between 4 to 6 weeks. Successful applicants are likely to receive a decision on their application in August 2019.

## 9. 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 Directorate  
GPO Box 158, Civic Square ACT 2608  
Phone: 02 6207 0168 Email: [alice.stainlay@act.gov.au](mailto:alice.stainlay@act.gov.au)



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