



AUSTRALIAN NATIONAL MARITIME MUSEUM

PARTNERSHIP & SPONSORSHIP POLICY & GUIDELINES

November 2025

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Policy owner	Head of Corporate & Community Partnerships

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1. Title

Partnership and Sponsorship Policy and Guidelines.

2. Introduction

The Australian National Maritime Museum (the Museum) informs, challenges and nurtures conversations about this nation shaped by the sea. We develop, preserve and present our collection, research and expertise to connect visitors and their experiences to stories as old as the continent itself, and yet vital to all our futures.

As a national museum, we are in receipt of public funding and we also generate our own income in order to preserve and share Australia's maritime stories. We have a duty to maximise the resources available and fundraising through partnerships and sponsorship is central to this aim. The Museum encourages private sector and community involvement, support, partnerships and engagement.

3. Purpose

The Policy, and the accompanying Guidelines, governs the solicitation, acceptance and stewardship of partnership and sponsorship agreements. It provides clear direction as to the criteria to be considered when entering into these relationships, and the processes to be followed. The acceptance of external support for the delivery of Museum functions, programs, collection development and exhibitions is at the discretion of the Museum executive and may in certain circumstances be subject to Council endorsement.

By entering into partnership and sponsorship arrangements, the Museum aims to:

- increase resources available for projects, whether in cash or in-kind
- establish long-term strategic partnerships
- enhance the level of discretionary funding, and
- increase community engagement.

4. Scope

The Policy applies to all partnership and sponsorship arrangements including with the private sector, business, not for profit, other government agencies, media and academia. It governs all such relationships, regardless of their value.

The Museum must make decisions as to whether accepting a partnership or sponsorship will be in its best interests and in doing so must consider whether there is potential for reputational damage through this association.

5. Policy Statement

In seeking and securing partnerships and sponsorships, the Museum will carefully consider all offers by organisations and government agencies whose values are consistent with its own. Support is accepted at the discretion of the Director and requires carefully considered due diligence assessment to ensure that the relationship will not adversely impact the Museum's integrity and public trust.

In seeking and securing partnerships and sponsorships, the following principles will be considered:

- the relationship is consistent with the Museum's values, purpose and mission.

- agreements will actively support the work of the Museum and support our strategic objectives. We aim to build relationships and work collaboratively towards shared outcomes.
- the individuals, companies, entities and organisation operate lawfully.
- the conduct of partners and sponsors, or their conduct by association, both personal and professional, will not adversely affect the Museum's reputation.
- programs supported by these relationships must be carried out in accordance with relevant Museum policies and business operations.
- members of the Museum's Council, Foundation or staff must not benefit directly or indirectly from the relationship.

No partnership or sponsorship agreement will be entered into that may:

- undermine the Museum's independence through limiting or directing curatorial, exhibition or program outcomes
- compromise the professional standards and values of the museum
- create an actual or perceived conflict of interest for the Museum and Museum Council members, Foundation and staff. Museum staff are guided at all times by the Australian Public Service's Values and Code of Conduct.

In accordance with the National Health Strategy on tobacco products and *Public Health (Tobacco and Other Products) Act 2023*, the Museum is prohibited from entering into relationships with tobacco companies if that relationship would promote or advertise the company's product.

The Museum retains the discretion not to accept sponsorship from any entity for any reason.

6. Guidelines

6.1 Due diligence

Before entering into partnership and sponsorship arrangements the Museum must undertake research to understand the nature of the business and any claims made against it, including potential risks and ethical issues. The due diligence review will search publicly available information about individuals, companies or trusts and, if required, other information, having regard to the degree of risk of the proposed partnership or sponsorship. This process may involve seeking advice from individuals with professional or personal knowledge of the potential funders.

In assessing the value of goods or services given in kind, documented evidence of their value should be included in the due diligence assessment.

Timely advice on any potential reputation risks will be considered by the Executive Review Group, the Director and Council as appropriate.

6.2 Approvals

The Head of Corporate and Community Partnerships (CCP) will provide timely advice to the Deputy Director and the Director regarding memorandums of understanding that are in train. Once finalised and endorsed by the Head of CCP and the Deputy Director, the memorandum of understanding will be forwarded to the Director for consideration and approval.

If required by the Instrument of Delegations, the memorandum of understanding will be brought to the attention of Council.

6.3 Brand and naming rights

The agreement between the Museum and partners or sponsors will specify how the Museum brand and logo can be used. Partners and sponsors may seek to have naming rights to a place or project. However, it is not possible to rename vessels.

6.4 Acknowledgement

The Museum aims for full transparency regarding our partners and sponsors. Partners and sponsors will be acknowledged in formats as specified in individual agreements and consistent with Museum practice. Potential acknowledgement includes in the Annual Report, the Member's magazine, *Signals*, on our website and within the Museum.

6.5 Transparency and reporting

All partnership monies are treated in accordance with the *Public Governance and Performance Accountability Act (2013)*, the *Australian National Maritime Museum Act (1990)* and the *Public Governance and Performance Accountability (Financial Reporting) Rule 2015* and are examined via annual external audit.

7. Roles and Responsibilities

Director – approves all partnership and sponsorship agreements

Deputy Director and Assistant Directors – responsible for oversight of partnership and sponsorship relationships in their areas

Head of Community and Corporate Partnerships – Oversees the management of partner and sponsor relationships across the museum, ensuring that benefits outlined in the Memorandum of Understanding are met and maintaining records of the agreements

Partnership Manager – responsible for the day-to-day management of partnerships and sponsors

Chief Financial Officer – identifies if the partnership results in impacts to the financial statements such as resources received free of charge or “in kind” donations.

Staff – must adhere to this policy and guidelines in relation to all partnerships and sponsorships

8. Definitions

Contract – an agreement that is intended to be enforceable by law

Memorandum of Understanding (MOU) – an agreement that sets out the intentions of the parties but does not impose any legally binding obligations or liabilities on the Museum

Sponsorship – a commercial arrangement in which a sponsor provides a contribution in money or in-kind to support an activity in return for certain specified benefits. It is not a donation from which little or no return is expected. Sponsorship does not include the selling of advertising space, joint ventures, consultancies or unconditional gifts, donations, bequests of endowments.

Partnerships – in the Museum context this represent a higher level of commitment in cash or in kind and is characterised by mutual co-operation and responsibility for the achievement of a specific goal

Partnership agreement – the written agreement between the Museum and the relevant partner regarding the specific arrangements.

9. References

9.1 Commonwealth

Australian National Maritime Museum Act 1990

Australian Public Service Commission, *Charter of Partnerships and Engagement: Good Practice Guidance*

Australian Public Service Commission, *Values, Employment Principles and Code of Conduct, 2022*

Australian Public Service Commission, *Procedures for Determining Breaches of the Code of Conduct and for Determining Sanctions, 2021*

Australian Public Service Commission, *Values and Code of Conduct in Practice, 2021*

Collaboration Amongst Civil Society Organisations: *A Toolkit for Strengthening Partnerships*
Crimes Act, 1914

Public Governance and Accountability Act 2013

Public Governance and Performance Accountability (Financial Reporting) Rule 2015

Public Service Act, 1999

Public Service Regulations, 1999

9.2 Australian National Maritime Museum

Investment Policy

9.3 Other policies and procedure documents

Collaboration Amongst Civil Society Organisations: *A Toolkit for Strengthening Partnerships*

Independent Commission Against Corruption, *Sponsorship in the Public Sector – Sponsorship Policy and Guidelines*, May 2006

ICOM, *Code of Ethics for Museums*

ICOM, *Standards on Fundraising of the International Code of Ethics for Museums*

Museums Australia, *Code of Ethics*

11. Policy Review and Approval

This document was approved by the Executive Review Group on 5 November 2025.

The document will be reviewed in three years. Where there are changes to statutory or other compliance obligations that necessitate a review outside of this biennial cycle, a review will occur as soon as is practicable after those changes take effect.

12. Version History

Version	Date	Responsible Section	Comments
2.0	2019	Strategic & External Relations	Update from 2002 policy
3.0	2025	Governance / Partnerships	Revised and Updated by Governance in collaboration with Head of Partnerships

