

ForestrySA provides targeted sponsorship to achieve shared goals which align with our strategic, recreation, conservation, and sustainable forest management objectives.

We support organisations, activities and events which will enhance our brand awareness and increase community engagement and recreational participation in forests, delivering positive environmental, economic, and social outcomes for the people of South Australia.

## 1. ForestrySA Strategic Plan Strategic Pillars:

- To develop and contribute to regional economic activity
- To be recognised for responsible land stewardship
- To increase community engagement and recreational participation in SA's forests.

## 2. ForestrySA Marketing and Promotion Strategy Outcomes:

- Increase recognition for positive environmental management (including targeted sponsorships with recognised environmental groups)
- Optimise and champion ecotourism opportunities
- Promote and optimise regional business opportunities.

## 3. Examples of sponsorship includes:

- Emergency services veterans (firefighting)
- Nature based educational / community events or programs
- Non-commercial eco-tourism
- Schools with environment programs

## 4. ForestrySA will not sponsor:

- Projects which are the operational responsibility of Federal, State or Local Government.
- Activities which are hazardous, political, or religious.
- Private and commercial businesses and organisations.
- Activities/events where little or no public access is available.
- Conference organisers or potential attendees at conferences or symposia.
- Applications that are not completed on the sponsorship application form.
- Requests for retrospective funding where projects have commenced or are completed prior to receiving funding approval.
- General administration and operating costs of organisations such as wages, salaries and project management costs.
- Routine maintenance works to existing facilities.
- Repair of facilities damaged by vandalism, fire or other natural disasters.

## 5. Assessment Criteria:

- Projects or events funded must clearly identify and formally recognise and promote the level of assistance provided by ForestrySA in publications, promotional materials, media releases and newsletters, as well as at program launches and/or the event itself (i.e., via speeches and placards).
- All projects and events must abide by State and Federal Government legislation in relation to discrimination in the provision of goods, services and facilities.

- The number of applications may exceed the amount of funds available, and worthwhile projects cannot be guaranteed support, regardless of merit.
- ForestrySA may determine the annual maximum allocation and there is no guarantee that any application will be fully funded.
- Funding of applications is at the discretion of ForestrySA, and the decision is final.
- Where ForestrySA declines to support an application, it has no obligation to advise reasons for an individual decision.
- For certain request, ForestrySA may consider an in-kind contribution where financial support is deemed not appropriate and/is not available.
- All sponsorship funds are to be expended within the financial year of the funds being awarded.
- Successful applicants will provide ForestrySA with a Project Completion Report and photographic evidence of the completed funded project.
- ForestrySA may impose other special conditions on any successful applications.
- Supporting information might be requested e.g. communication plan, references and referee contact details or fire management plan if held on ForestrySA land.
- Social media / promotional flyers / publications must use the supplied ForestrySA logo and branding.
- Application can only be made using the Sponsorship application form at <https://www.forestrysa.com.au/doing-business-with-us/sponsorship/>

## 6. Privacy

- All sponsorship applications will be handled confidentially.
- ForestrySA may be required by law to disclose some information.
- ForestrySA may provide information to:
  - other government agencies
  - parliamentary committees
  - members of parliament
  - media who may help publicise the project.

The name of the applicant organisation and other details may be disclosed in documentation, such as media releases. These details may also be made publicly available on our website or in our Annual Report.

The application will provide a space for addressing commercial and/or personal confidentiality.

## 7. Sponsorship

Sponsorship requests are open for the current Financial Year and close 30 March, or when funds are exhausted.

Applicants can seek financial sponsorship between \$500 - \$2000 per application.

Applicants can seek in-kind sponsorship in the way of product, time, waived fees or any other benefit that ForestrySA can provide to offer benefit and enhancement to the sponsored activity.