

Australasian Shared Services Association (ASSA) Sponsorship Policy

1. INTRODUCTION

This policy sets out guidelines for ASSA entering into sponsorship arrangements with third party businesses/organisations. Sponsorship includes:

- Provision of services to ASSA and its members at discounted rates
- Provision of accommodation, food and administrative support for events
- Marketing and promotion of ASSA with a view to increasing membership

2. COMMITMENT TO ADDRESS ETHICAL ISSUES

Our stated purpose is 'bringing shared services professionals together' and we actively seek opportunities to work together with external organisations to achieve shared objectives. However, it is vital that ASSA maintains its independence and does not allow external partnerships to bring the name of ASSA into disrepute.

ASSA therefore seeks, as far as is practical and within the constraints of Australian law:

- Initiatives that do not compromise the independent status of ASSA
- To ensure that the activities of organisations we work with are consistent with our core purpose and organisational values

3. CAUSE RELATED MARKETING, AFFINITY MARKETING AND PRODUCT ENDORSEMENTS

- ASSA does not endorse or approve products or companies, and a statement to this effect will be displayed on our website alongside any branding or promotion associated with products
- ASSA will not promote any products unless published research has shown direct benefit to our members
- Our commitment to the privacy of our member's data is of paramount importance, Only ASSA and its current, paid-up members will have access to our membership databases.

4. PROCESS

The ASSA Board will review sponsorship applications and will notify the decision to accept or decline via email within 30 days.

ASSA reserves the right to withdraw from sponsorship arrangements where:

- The privacy of ASSA's members has been breached
- Both parties are no longer benefiting from the partnership
- The partnership will be reviewed on an annual basis

5. TRANSPARENCY

A full list of corporate sponsors will be displayed on our website. A copy of this policy will be displayed on the ASSA website.