Metro Tasmania Sponsorship Framework

Aligned with Treasurer's Instruction GBE 08-57B-01 and the Guidelines for Tasmanian Government Businesses – Sponsorship (April 2026)

1. FRAMEWORK PURPOSE

To ensure Metro's sponsorship decisions are strategic, transparent, consistent and accountable; deliver value to Metro, its owners and the Tasmanian community; and demonstrate sound stewardship of public resources.

2. APPLICATION AND STRATEGIC INTENT

Area	Framework position
Applies to	All sponsorship provided by Metro, including cash, in-kind and multi-year arrangements delivered through events, programs, partnerships, initiatives or activities.
Does not apply to	Sponsorship received by Metro; advertising purchases or broader marketing and promotion; donations or volunteering where Metro receives no benefit; or participation required by law or contract where Metro has no discretion.
Strategic context	As Tasmania's largest publicly owned transport provider, Metro may use sponsorship to support community engagement, public transport outcomes, stakeholder relationships and broader community benefit.
Required outcome	Every sponsorship must deliver a clear, demonstrable benefit to Metro, its customers, its owners or the Tasmanian community, and contribute to at least one strategic outcome below.

3. INTENDED OUTCOMES AND PRIORITY AREAS

Intended outcomes	Priority sponsorship areas
• Safer, more connected communities • Greater public transport awareness and participation • Better customer, community and accessibility outcomes • Stronger community and stakeholder relationships • Enhanced trust and reputation • Alignment with Metro's strategy and values • Measurable public and organisational value	• Community connection and inclusion • Public transport awareness and participation • Accessibility and equity • Safety and wellbeing • Education and community learning • • Workforce and transport-industry capability

4. VALUES AND DEFINITIONS

Item	Meaning or application
We Keep People Safe	Prioritise safety, wellbeing, accessibility and inclusion.
We Care for Our Customers	Support customer outcomes, stronger communities and participation.
We're On Board with Better	Support innovative, collaborative and future-focused initiatives.

Sponsorship	Money or an in-kind contribution provided to support an activity in return for specified benefits, including public acknowledgement. It excludes obligations, donations and volunteering where no benefit is received.
Contribution in-kind	Goods, services, assets, access or other support provided free or at an uncommercial rate.
Major sponsorship	Total cash and/or in-kind support exceeding $200,000 to a single organisation, irrespective of duration.

5. PRINCIPLES, ELIGIBILITY AND EXCLUSIONS

Requirement	Minimum Position
Core principles	Align with Metro's purpose, values and strategy; deliver value for money and public value; assess proposals objectively, consistently, transparently, fairly and equitably; define benefits and measurable outcomes; complete proportionate due diligence and risk assessment; manage conflicts; monitor and evaluate delivery; and contract directly with the sponsored organisation.
Eligibility	The proposal must align with this Framework, provide identifiable Metro and community/customer benefits, have measurable outcomes, and be delivered by an organisation with suitable governance and capability.
Prohibited	Metro will not sponsor political parties; activities supporting or opposing a political campaign or position; discriminatory activities; or arrangements that compromise Metro's independence, integrity or impartiality.
Generally excluded	Activities or organisations inconsistent with Metro's values, likely to damage its reputation, or presenting unacceptable safety, legal, operational, financial, probity or reputational risk.
Personal benefit	No employee may personally benefit from, or allow personal benefit to influence, a sponsorship decision.

6. ASSESSMENT AND APPROVAL

Assessment criterion	Key question
Strategic alignment	Does it support Metro's priorities, values and sponsorship objectives?
Customer/community benefit	What positive, equitable and accessible outcomes will it create?
Value for money	Are total cash and in-kind costs proportionate to expected benefits?
Reputation and brand	Will it strengthen Metro's reputation and community standing?
Risk and governance	Are safety, legal, operational, financial, probity and reputational risks acceptable and controlled?
Capability to deliver	Does the organisation have appropriate governance, capacity and a credible delivery plan?
Measurement	Can benefits and outcomes be monitored and evaluated?
Other government support	Is the organisation or event also sponsored by the Tasmanian Government, Events Tasmania or another Government Business?
Approval rule: No commitment may be made until the proposal is assessed, documented and approved under Metro's Delegations Framework. Every approved sponsorship must be entered in the Sponsorship Register. Delegated approval remains separate from any required Ministerial consultation.	

7. CONSULTATION WITH SHAREHOLDING MINISTERS

Consult before entering	Information to provide
• Any major sponsorship • An interstate or international event or organisation where Metro does not operate outside Tasmania • Any arrangement with confidentiality provisions that may limit reporting	• Total cash and in-kind value • Strategic rationale and benefit to Metro and its owners • Assessment and approval undertaken • Conflict management • Proposed ticket, hospitality or other benefit allocation • Measurable objectives and evaluation arrangements

8. SPONSORSHIP REGISTER, BENEFITS AND PROBITY

Control	Required record or practice
Central register	Single source of truth recording recipient; activity/category; cash, in-kind and total value; period; responsible area; objectives; benefits; evaluation and annual-reporting status; approvals; Ministerial consultation; and conflict declarations.

Benefits	Brand recognition, advertising, engagement, tickets, hospitality or networking must be documented and support a legitimate business purpose.
Conflicts	Staff must disclose actual, perceived or potential conflicts. A conflicted person must not participate in the decision. All decisions must be objective and capable of external scrutiny.

9. AGREEMENT MANAGEMENT, MONITORING AND EVALUATION

Stage	Minimum requirement
At commencement	Document the arrangement, responsible owner, total cash and in-kind value, agreed benefits, measurable objectives, reporting requirements and evaluation method.
During delivery	Monitor delivery of agreed benefits, audience reach and engagement, community and stakeholder outcomes, brand/reputation outcomes and progress against objectives.
At completion	Record the evaluation outcome in the register and, where appropriate, require an acquittal or evaluation report from the sponsored organisation.

10. ANNUAL REPORTING

Public disclosure	Commercial-in-confidence treatment
• Summary of this Framework • Organisation and arrangement • Benefits delivered • Employee or related-party benefits • Sponsorship period • Other Tasmanian Government-related sponsorship of the organisation/event • Amount paid or estimated in-kind value • Total disclosed sponsorship expenditure	Where value is commercial-in-confidence, provide it separately to Shareholding Ministers with reasons for non-disclosure, while publicly reporting all other required information.

11. ROLES AND ACCOUNTABILITIES

Role	Accountability
Metro Tasmania Board	Approve and periodically review the Framework; ensure its application, website publication and compliance with Treasurer's Instructions.
Chief Executive Officer	Accountable for implementation and organisation-wide application.

Executive Leadership Team	Oversee sponsorship activity within their portfolios and ensure compliance.
Head of Customer and Community	Administer the Framework; oversee activity; maintain the register; coordinate reporting; and support required Ministerial consultation.
Sponsorship proposal owners	Prepare proposals and supporting information; manage the arrangement; monitor outcomes; and provide evaluation information.

12. PUBLICATION, REVIEW AND SUPPORTING DOCUMENTS

Governance item	Requirement
Publication and review	Framework must be published on Metro's website and reviewed at least every two years, or earlier following legislative, regulatory or policy change, and update to reflect contemporary governance and Government requirements.
Supporting documents	Sponsorship Application Form; Sponsorship Assessment Template; Sponsorship Register; Conflict of Interest Declaration Process; Ministerial Consultation Template; Sponsorship Evaluation and Acquittal Template; Metro Delegations Framework; Annual Report Disclosure Template.

13. VERSION CONTROL TABLE

Owner	Approval	Review	Version	Effective date	Next review
Head of Customer and Community	Metro Tasmania Board	Biennial or as required	1.0	24 September 2026	24 September 2028