



<b>Policy Title:</b>	Conference Partnership policy		
<b>Policy Owner:</b>	Action Learning, Action Research Association Ltd		
<b>Relevant Statute (if applicable):</b>	Action Learning, Action Research Association Ltd Constitution		
<b>Relevant Legislation (if applicable):</b>			
<b>Policy Reference and Version No.:</b>	Pol_6_2ALARALtd_ConferencePartnership	<b>Policy reviewers:</b>	Colin Bradley Emmanuel Tetteh Chivonne Algeo John Molineaux Andrew Cook
<b>Commencement Date:</b>	15 July 2020	<b>Next Review Date:</b>	15 July 2023

- i. Intent of Policy:** This policy provides clear, consistent, fair guidelines to individuals and organisations that support events conducted by Action Learning, Action Research Association Ltd (“ALARA”) through a formal partnership arrangement.
- ii. Scope:** The policy covers the formal partnership between ALARA and a partner individual or organisation for the conduct of an event or a series of events.
- iii. Exclusions (if any):** The partnership relates to a single event or a single series of events, and does not create a relationship of any form between ALARA and the partner individual or organisation beyond the conduct of the event or series of events.
- iv. Key Objectives:** To encourage and support the formation of partnerships in the delivery of ALARA conversations, workshops, seminars, conferences and congresses  
  
To provide guidelines for the setting up and concluding of these partnerships
- v. Policies, records and action plans**  
ALARA business and financial plan  
ALARA marketing strategy  
Marketing for events and publications  
ALARA events registrations  
Accounting and administration including banking functions and reporting
- vi. Supporting / Related Documents:**  
ALARA Advertising and Sponsorship policy  
ALARA Australasian Conference MOU  
ALARA World Congress Proposed MOU  
Learning Culture at Conferences – Creating Connection through Participatory Processes



**vii. Key Words:** Partnership

Offers

**viii. Supporting Procedures / Guidelines:** Policy reviews, business planning, marketing, event management

**1. Definitions and Acronyms:**

1. Core partner: major (25- 50% value) financial or in kind support that is returnable through the event – risks shared with ALARA and secured in MOU.
2. Key partner: mid-range (10-25% value) financial or in kind support that is returnable through the event – risks shared with ALARA and secured through MOU.
3. Advocate partner: either minor range (1-10%) financial or in kind support which is returnable through the event, risks not shared and not secured in an MOU but through a letter of agreement; or, the event or service is being conducted by the partner with minimal risk to ALARA, and secured through a letter of agreement.

**2. Forms and Templates**

**3. Policy Functions**

Either the workshop or conference organisers or the ALARA Board can initiate sponsor partnerships, with the mutual consent of all parties.

Sponsoring partners can be any individual, or public, private, corporate or non-government institution, which sees itself as supporting an event which progresses ALARA's objective and vision.

**A. Offers commensurate with partnership levels**

The ALARA Board supports partners to affect the partnership, which the two parties secure in an MOU or letter of agreement. This approach is because the parties share the risk and ALARA returns the investments to the partner on conclusion of the event.

Partners are identified as “partners” and are distinct from “sponsors” in all marketing and references.

1. Core partner:
  - a) Complimentary attendance at the event of up to four members of the sponsor
  - b) Joint naming of the event if desired (e.g., ALARA – [Organisation] Conference)
  - c) Primary (equivalent to the ALARA logo) visibility (positioning, size and colour) for logos and corporate branding on all marketing materials for the event, including ALARA web page, journal and e-News



- d) Invitation to present as a keynote, key intellectual contributor to the ALARA event, with ALARA publication opportunities to follow
  - e) Inclusion as ex officio in management of event if so desired
  - f) Inclusion of partner-supplied advertising material in participant pack
  - g) Profit-sharing as agreed
2. Key partner:
- a) Complimentary attendance at the event of up to two members of the sponsor
  - b) Secondary visibility (positioning, size and colour) for logos and corporate branding on all marketing materials for the event, including ALARA web page, journal and e-News
  - c) Inclusion of partner-supplied advertising material in participant pack
3. Advocate partner:
- a) Discounted attendance at the event of one member of the sponsor
  - b) Visibility (positioning, size and colour) for logos and corporate branding on all marketing materials for the event

Partners are listed with other partners in level of partnership on invested item materials (programs, fliers, etc.).

## **B Guidelines for seeking or responding to offers of partnership**

- 1. Check alignment between ALARA's constitutional objectives, vision and business plan and those of the potential partner.
- 2. Seek personal connection between an ALARA member and the potential partner with which to undertake the negotiations and ongoing arrangements.
- 3. Ensure that the ALARA Board is included in all decisions leading to an approach or response prior to commencement of any action. This involvement will allow the Board to be aware of all partnerships and so it can ensure the arrangement works in the best interests of members cognisant of the value proposition that a partner may bring to ALARA.
- 4. The sponsoring partnership becomes recognised as a partnership based on the interested parties offering in-kind and/or financial support to the ALARA event. This support can include a venue and other facilities/services, cohorts of paying participants, subsidisations of registrations for specific population groups, advocacy and networking to promote and strengthen the event, and/or financial investment, seed funding or underwriting of the event.
- 5. Unless otherwise negotiated, the sponsoring organisation agrees to participate in the conference in accordance with ALARA's policies and guidelines.



6. The formalisation of the partnership occurs through the negotiation, agreement and signing of a Memorandum of Understanding (MOU) for a conference or World Congress. In the case of single smaller events, or series of events, such as workshops or conversations, a letter of agreement formalises the arrangement.
7. In the event of more than one sponsoring partnership, each partnership will be formalised with its own Memorandum of Understanding. The conditions for each partnership should be as equitable with, transparent to and inclusive of each partnership as possible. Where new partnerships change the conditions of pre-existing ones, agreements should be formally altered as needed to encourage the most agreeable, fair and fluent arrangements for the benefit of the event and its participants.
8. The partnership lasts from its inception during the initiating of the conference event, through to the completion of auditing and handing over of moneys and other such materials at its conclusion as stated in the Memorandum of Understanding. The Memorandum of Understanding should identify any wish to continue the partnership to complete other activities such as a conference publication or follow up events.
9. In the event of any difference of opinion, non-compliance with the conditions of the agreement or any unforeseen difficulty arising, all parties agree to participate in resolving problems as a priority of business as outlined in the Memorandum of Understanding or agree to independent arbitration.
10. At the conclusion of the period of partnership benefits, and on agreement of a successful arrangement, the President re-approaches the parties concerned by letter or in person, to invite an ongoing or new partnership with ALARA.
11. Further information is available in ALARA's event management policies, guidelines and other documents.

#### **4. Sub-groups**

Conference and Congress Organising Committees

ALARA Board

ALARA Committees Group

ALARA administration