



Study NSW

Study NSW Sponsorship Program

Expression of Interest Guidelines

Opening	Monday 8 April 2024, 10:00 AM AEDT
Closing date and time	Friday 14 June, 17:00 PM AEST
Enquiries	If you have any enquiries, please contact us at study.nsw.gov.au/contact-us or +61 2 4908 4800
Type of funding opportunity	Open competitive



Contents

About the process	3
Eligibility criteria	5
Assessment criteria	6
How to apply	7
Assessment process	9
Successful applicants	10
Enquiries	12
Probity	12
Privacy	13
Confidential information	13
Government Information (Public Access) Act 2009	14

About the process

Background

Study NSW develops and delivers programs, promotion, partnerships and policy to drive a globally competitive, sustainable and resilient international education sector. Study NSW is part of the Department of Enterprise, Investment and Trade (DEIT).

Each year Study NSW supports events and activities that promote the state and support the international education sector.

Objective

The Study NSW Sponsorship Program receives applications through an annual expression of interest process (the Process). The Process has been designed to support the timely identification of activities to sponsor in line with DEIT's Sponsorship policy.

The Process contributes to the value and sustainability of the international education sector to the NSW economy and ensures NSW continues to be a world leader in international education by leveraging our strengths as a state.

The objectives of the Process are to support Study NSW core functions, including work to:

- enhance the experience of international students
- deliver promotion and marketing for NSW as a study destination
- foster international market opportunities
- advance NSW interests and competitiveness through policy and advocacy.



Image credit: Austrade

Your responsibilities

These Guidelines (the Guidelines) contain information about the Process, whether you are eligible to apply, and how you can make an application.

You must read these Guidelines before applying.

This document sets out:

- the purpose of the Process
- the eligibility criteria
- the assessment criteria
- how applications are assessed
- how recipients will be monitored and evaluated
- responsibilities and expectations in relation to the Process.

These Guidelines may be updated by Study NSW at any time. If this occurs, the revised guidelines or any addenda will be published on study.nsw.gov.au/industry/sponsorships

Funding

Funding is provided on an annual basis.

- the minimum amount is \$5,000 (ex GST)
- the maximum amount is \$30,000 (ex GST).

Proposals may be part-funded if there is insufficient funding available for the whole proposal or where only a component of the proposal is considered suitable/eligible.

Study NSW may fund events and conferences that are valued at over \$30,000 (ex GST) on an ad hoc basis. These would also be evaluated via the assessment criteria and follow the same process. Funding for these activities would be separate from the allocation for the general sponsorship funding pool.

Applicants are required to provide a financial acquittal (such as an event budget) with a final report following the sponsorship activity, demonstrating that funds were used in accordance with the Process guidelines.



Image credit: City of Sydney

Eligibility criteria

Study NSW cannot consider your application if it does not satisfy all the eligibility criteria.

Who is eligible to apply?

To be eligible, applicants must:

- be a legal entity
- have an Australian Business Number (ABN) or be registered as a not-for-profit organisation or charity in Australia
- have been operating for at least two years
- have appropriate insurance cover for the proposed project activity
- be registered for the purposes of GST
- have an account with an Australian financial institution.

Who is not eligible to apply?

You are not eligible to apply for the Process if you are:

- insolvent
- an individual
- partnership
- unincorporated association

Study NSW, at its sole discretion, may decide that an application is ineligible for funding. This may include any person or business activity that could cause reputational and/or other risks to the NSW Government.

Eligible activities

For an activity to be eligible it must focus on benefitting NSW's international education sector.

Some examples include:

- a conference focusing on international education, held in Australia or overseas in key markets
- an event for international students in NSW
- a series of activities focused on prospective international students overseas in key markets.

Eligible costs

Funding may only be incurred on eligible activities or agreed activities.

To be eligible, costs must:

- be a direct cost related to the activity

- be incurred within the financial year in which the sponsorship activity is delivered
- reflect competitive market rates
- be a true and accurate reflection of costs required to deliver the activity.

Eligible costs include, but are not limited to:

- utilities
- labour expenditure for temporary employment for the project
- the cost of any agreed project activities you contract to another organisation such as:
 - performing artist fees
 - hire of temporary equipment
- rent / leasing costs
- meeting spaces and catering.

If your application is successful, we may ask you to verify the activity costs and request evidence of costs such as supplier contracts, quotes, and invoices before commencement. We may request financial reports and credit checks from independent third-party service providers.

You must demonstrate value for money by ensuring project costs are reasonable and reflective of market rates. We may use industry cost benchmarks to assess whether costs are reasonable.

Study NSW will make the final decision on whether a claimed cost is eligible or reasonable (and only pay the reasonable amount).

Ineligible costs

The funding cannot be used for the following activities:

- the purchase of land or property
- costs incurred in the preparation of this application or related documentation
- the covering of retrospective costs
- wages (although funding is available for fixed term administration and staff appointed for the duration of the project)
- projects requiring ongoing funding from the NSW Government
- projects that constitute the normal course of business
- activities that will not be delivered prior to the end of the sponsorship period
- paid campaigns including social media, print and digital advertising.

Assessment criteria

We will assess your application based on the criteria set out below. Applications will be assessed in two stages. Stage One will review your application against the criteria set out in Stage One assessment Criteria. Successful eligible applicants from Stage One will automatically be reviewed as part of Stage Two. The Stage Two process will review your application as outlined in Stage Two assessment criteria. Final approval of activities will be in line with DEIT's Sponsorship Policy.

Stage One assessment criteria

Your application must address all of the criteria set out below.

We will assess your application on:

Criteria	Description	Weighting
Eligibility criteria	As per Eligibility criteria	Pass/Fail
Application	The application is complete and includes all the required documentation as outlined in How to apply	Pass/Fail

Table 1: Stage one Assessment Criteria

Stage Two assessment criteria

If you pass Stage One, your application will be assessed against the [Process objectives](#) set out on page 3. Your application must also address the criteria set out below and in the [Assessment process](#).

We will assess your application based on:

Criteria	Description	Weighting
Value for money	Do the activities provide visibility for the NSW Government? What is the reach and audience of the activities relative to the sponsorship cost? Are the proposed costs reasonable and proportionate? Is there a clear strategy for having an impact on the industry? Has a risk assessment been completed?	50%
Focus areas	Does the activity or event align to Study NSW core functions (refer to Objective on page 3)	25%
Strategic alignment	Is it aligned to Study NSW's strategic outcomes? These include Sustainability (accommodation, skills and employability, transport, cost of living), Diversification and Resilience (source countries, study locations, education subsectors and study fields) and Community and Social Licence (programs, events, campaigns and communication)	25%

Table 2: Stage two Assessment Criteria

How to apply

Before applying, you must read and understand these Guidelines.

These documents may be found at study.nsw.gov.au/industry/sponsorships. Any alterations and addenda¹ will also be published here.

This is a two-stage application process. The first stage will identify that an applicant meets the eligibility criteria. If your Stage One application is deemed suitable to proceed, your application will be automatically reviewed as part of the Stage Two assessment.

Further information is provided in the [Assessment process](#).

To apply you must:

1. complete the Application Form
2. provide all the information requested
3. address all the eligibility criteria
4. address all the relevant assessment criteria
5. include all necessary attachments
6. submit your application by the timelines outlined in the [Key dates](#).

You are responsible for ensuring your application is complete and accurate. Giving false or misleading information is a serious offence under the *Crimes Act 1900 No 40 (NSW)*. We will investigate any false or misleading information and may exclude your application from further consideration.

Applicants must not lobby the NSW Government on an issue related or seen to be related to the Process that may or may be perceived to give an unfair advantage to the applicant. Applicants are required to comply with all applicable laws including the *NSW Lobbyists Code of Conduct*. If you find an error in your application after submitting it, you should contact us immediately at study.nsw.gov.au/contact-us or by calling **02 4908 4800**. We do not have to accept any additional information, nor requests from you to correct your application after submission. You cannot change your application after the closing date and time.

If we find an error or information that is missing, we may ask for clarification or additional information from you that will not change the nature of your application.

You should keep a copy of your application and any supporting documents.

We will acknowledge that we have received your application after you submit through the [Study NSW website](#).

¹ Alterations and addenda include but are not limited to: corrections to currently published documents, changes to closing times for applications, Questions and Answers (Q&A) documents and Frequently Asked Questions (FAQ) documents.

Attachments to the application

Your application must address the assessment criteria set out in the [Assessment criteria](#).

You must attach supporting documentation to the application form in line with instructions provided within the online form. We will only consider information provided in requested documents.

Application

We require you to provide the following documents with your application:

- a proposal/prospectus detailing the objectives, reach and impact of the activity
- an indicative budget for the Study NSW funding provided, using the template provided
- sponsorship benefits that will be provided to Study NSW (e.g. website logo placement, e-newsletter inclusions etc.)

Your application must address the criteria set out in the [Assessment criteria](#).

Key dates

You must submit your application between the published opening and closing dates. We cannot accept late applications.

Activity	Timeframe
Applications open	Monday 8 April 2024, 10:00 AM AEST
Applications close	Friday 14 June 2024, 17:00 AEST
Notification of Stage One outcomes	Monday 1 July 2024
Notification of Stage Two outcomes	Monday 15 July 2024
Deliver events or activities	Monday 22 July 2024 – Monday 30 June 2025

Table 3: Expected timing for this Process

Queries during the application

If you have any questions during the application period, please contact us at www.study.nsw.gov.au/contact or call 02 4908 4800. Study NSW will endeavour to respond to questions within five business days.



Assessment process

The assessment of applications will be led by Study NSW. Your application will be considered based on a two-stage process. Where Study NSW considers an application unsuitable or unsatisfactory against any criteria, we may exclude that application from further evaluation. Only eligible applications will move to the next stage. We consider eligible applications through an open competitive process.

Assessment of Stage One applications

Study NSW will review your application and attachments against the criteria set out in the [Assessment criteria](#).

Assessment of Stage Two applications

We will review your application as part of a competitive process (including attachments) at Stage Two against the relevant criteria set out in the [Assessment criteria](#).

We will consider your application on its merits, based on how well it meets the criteria.

Who will assess applications?

Stage One assessments will be undertaken by the Study NSW Associate Director or their delegate. A list will be compiled of all successful applications and forwarded to the Selection Committee for Stage Two assessment.

The Selection Committee will be chaired by the Director Study NSW or their delegate. The membership of the Selection Committee will be determined by Study NSW in its sole discretion and will include representatives from DEIT. The Selection Committee will assess each application on its merits and compare it to other eligible applications before recommending which applications should be funded. Panel members will be required to perform their duties in accordance with *Investment NSW Code of Ethics and Conduct and Privacy Policy*.

On behalf of the Selection Committee, Study NSW may seek additional information about you or your application. The Selection Committee will provide recommendations, which will then be approved in line with DEIT's Sponsorship Process.

Successful applicants

Notification

The NSW Government will notify successful applicants by email by Monday 15 July 2024.

Sponsorship agreement

Successful applicants will be required to enter into a sponsorship agreement with the NSW Government. A template of the sponsorship agreement will be provided by Study NSW. The sponsorship agreement will specify obligations, including use of sponsorship for activities occurring in NSW, return any unspent sponsorship funds, and reporting requirements. Study NSW will require the sponsorship agreement to be executed by 30 August 2024. You should not make financial commitments reliant on this Process until Study NSW have formally advised that you are successful, and a sponsorship agreement is signed and executed.

The applicant is required to provide a financial acquittal with a final report following the sponsorship activity, demonstrating that sponsorship funds were used in accordance with sponsorship guidelines and the approved activity.

Payment

The funding will be payable after both parties sign the sponsorship agreement. All payments are inclusive of GST.

Keeping us informed

You must let us know of any key changes to your organisation or its business activities, particularly if they affect your ability to complete your sponsorship activity, carry on business and pay debts due.

You must also inform us of any changes to your:

- name
- addresses
- nominated contact details
- bank account details.

If you become aware of a breach of terms and conditions under the sponsorship agreement, you must contact us immediately.

How we monitor your activity

You must submit reports in line with the timeframes in the sponsorship agreement. We may provide sample templates for these reports in the sponsorship agreement.

We will expect you to keep Study NSW up to date on progress of the agreed activities.

When you complete the activity, you must submit a final report including with detailed financial information. Final reports must:

- identify if and how outcomes have been achieved
- include the agreed evidence as specified in the sponsorship agreement
- identify the total eligible expenditure incurred
- be submitted within 30 business days of completion of the sponsorship activity in the format provided in the sponsorship agreement.

Evaluation

Study NSW will evaluate the Process to measure how well the outcomes and objectives have been achieved. We may use information from your application and reports for this purpose. We may also interview you or ask you for more information to help us understand how the Process impacted you, and to evaluate how effective the Process was in achieving its outcomes.

We may contact you up to three years after you receive your final payment associated with the Process for more information to assist with this evaluation.

Study NSW and the NSW Audit Office reserve the right to undertake an audit of Process funding and support within seven years. Tracking and reporting will be a requirement of the sponsorship agreement.

Acknowledgement

All recipients of NSW Government funding should acknowledge this financial support in accordance with the Funding Acknowledgement Guidelines available at nsw.gov.au/branding/sponsorship-and-funding-acknowledgment-guidelines.

You must seek our written consent prior to any significant public announcement, marketing, press announcements, or official launch in relation to the Process.

The Study NSW and NSW Government logos should be used on all materials related to activity. Whenever the logos are used, the publication must follow the NSW Government Brand Framework requirements. Please see the NSW Government Brand Framework here for guidance: nsw.gov.au/branding/nsw-government-brand-framework

The applicant must agree to provide the following benefits to DEIT, if requested by the Department:

- Acknowledgement of the Funding at the opening and closing ceremonies of the Activity
- Acknowledgement with the NSW Government logo and preferred URL link on the Activity
- website
- Acknowledgement with NSW Government logo in all digital and print material
- A minimum of two complimentary passes to the Sponsorship Activity (if applicable).



Enquiries

Any enquiry you have about the assessment process or the outcome of your application for this Process should be sent to [Contact us - Study NSW](#) or by calling 02 4908 4800.

If you do not agree with the way Study NSW has handled your enquiry or complaint, you may wish to contact the NSW Ombudsman. The NSW Ombudsman will not usually look into a complaint unless the matter has been first raised directly with Study NSW.

NSW Ombudsman
Level 24
580 George Street
Sydney NSW 2000

Probity

Study NSW will make sure that the sponsorship opportunity process is fair, according to the published guidelines and incorporates appropriate safeguards against fraud, unlawful activities and other inappropriate conduct.



Image credit: Austrade

Privacy

We treat your personal information according to the Investment NSW Privacy Management Plan available at investment.nsw.gov.au/privacy and the *Privacy and Personal Information Protection Act 1998 (NSW)*. This includes letting you know:

- what personal information we collect
- why we collect your personal information
- who we give your personal information to.

Your personal information can only be disclosed to someone for the primary purpose for which it was collected unless an exemption applies.

Study NSW may also use or disclose information about applicants and recipients under this process for reporting purposes.

We may share the information you give us with other

NSW Government entities for purposes including government administration, research or service delivery, according to Australian and NSW laws.

As part of your application, you declare your ability to comply with the *Privacy and Personal Information Protection Act 1998 (NSW)* (the Act) and impose the same privacy obligations on officers, employees, agents and subcontractors that you engage to assist with the activity, in respect of personal information you collect, use, store, or disclose in connection with the activity. Accordingly, you must not do anything that would breach your obligations under the Act.

Confidential information

Other than information available in the public domain, you agree not to disclose to any person, other than us, any confidential information relating to the application and/or agreement, without our prior written approval. The obligation will not be breached where you are required by law, Parliament or a stock exchange to disclose the relevant information or where the relevant information is publicly available (other than through breach of a confidentiality or non-disclosure obligation).

We may at any time, require you to arrange for you, your employees, agents or subcontractors to give a written undertaking relating to non-disclosure of our confidential information in a form we consider acceptable.

We will keep any information in connection with the sponsorship agreement confidential to the extent that it meets all of the three conditions below:

1. you clearly identify the information as confidential and explain why we should treat it as confidential
2. the information is commercially sensitive
3. revealing the information would cause unreasonable harm to you or someone else.

We will not be in breach of any confidentiality agreement if the information is disclosed to:

- the Selection Panel and other NSW Government employees and contractors to help us manage the Process effectively
- employees and contractors of Investment NSW so we can research, assess, monitor and analyse our Process and activities
- employees and contractors of other NSW Government departments or agencies for any purposes, including government administration, research or service delivery
- other Commonwealth, State, Territory or local government agencies in Process reports and consultations
- the Auditor-General, Ombudsman or Privacy Commissioner
- the responsible Minister or Secretary
- a House or a Committee of the NSW Parliament.

The sponsorship agreement may also include any specific requirements about special categories of information collected, created or held under the sponsorship agreement.

Government Information (Public Access) Act 2009

Applicants should be aware that information submitted in applications and all related correspondence, attachments and other documents may be made publicly available under the Government Information (Public Access) Act 2009 (NSW). Information that is deemed to be commercially sensitive will be withheld.

The Government Information (Public Access) Act 2009 (NSW) makes government information accessible to the public by:

- requiring government agencies to make certain sorts of information freely available
- encouraging government agencies to release as much other information as possible
- giving the public an enforceable right to make access applications for government information
- restricting access to information only when there is an overriding public interest against disclosure.



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More information

 study.nsw.gov.au

Contact us

 study.nsw.gov.au/contact-us

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