

# Study NSW Sponsorship Program 2025-26

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## Expression of Interest Guidelines

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Study NSW

OFFICIAL

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## Acknowledgement of Country

Study NSW through Premier's Department acknowledges the Traditional Custodians of the lands where we work and live. We celebrate the diversity of Aboriginal peoples and their ongoing cultures and connections to the lands and waters of NSW.

We pay our respects to Elders past, present and emerging and acknowledge the Aboriginal and Torres Strait Islander people that contributed to the development of this Study NSW Sponsorship Guidelines.

Study NSW Sponsorship Program 2025-26

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[www.study.nsw.gov.au](http://www.study.nsw.gov.au)

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# 1 Instructions

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## 1.1 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 Investment NSW, a group within the Premier's Department.

Each year Study NSW supports events and activities (Activities) that promote the State of NSW and support the international education sector.

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## 1.2 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 the [NSW Government 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 program 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.
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## 1.3 Your responsibilities when applying

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 will be published on [www.study.nsw.gov.au/industry/sponsorships](http://www.study.nsw.gov.au/industry/sponsorships).

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.

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## 2 Funding

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### 2.1 Amount

Sponsorship is provided on an annual basis.

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

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

The issue of this request for expressions of interest and the receipt of applications in response does not commit or obligate Study NSW to enter into a sponsorship agreement with an applicant or otherwise create any legal relationship between the parties.

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### 2.2 Unsolicited sponsorship proposals

Study NSW may also receive unsolicited sponsorship proposals outside of the 2025-26 application period (14 April – 16 May 2025). These applications will also be evaluated using the assessment criteria outlined in Section 3.

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## 3 Eligibility criteria

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

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### 3.1 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 Activity
- be registered for the purposes of GST
- have an account with an Australian financial institution.

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

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### 3.2 Who is not eligible to apply?

You are not eligible to apply for sponsorship if you are:

- insolvent
- an individual
- partnership
- unincorporated association.

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

Successful applicants must not pass on sponsorship funds to a third party (as a secondary sponsorship).

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## 3.3 Eligible activities

For an Activity to be eligible for sponsorship, it must align with the Study NSW key priorities (refer to the assessment criteria in section 4.1). Examples include:

- A conference focusing on international education, held in Australia or overseas in key markets, that benefits the NSW international education sector.
- An initiative or event that enhances the experience of international students in NSW.
- Activities focused on building social license, driving connections between international students and local communities, and enhancing NSW's profile through soft power diplomacy, such as alumni engagement initiatives.

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## 3.4 Eligible costs

Any sponsorship funds may only be spent on eligible Activities or agreed Activities. To be eligible, costs must:

- be a cost directly 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 Activity
- the cost of any agreed 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 Activity 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).

## 3.5 Ineligible costs

The sponsorship 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
- projects requiring ongoing funding from the NSW Government
- projects that constitute the normal course of business
- Activities that will not be delivered after 30 June 2026
- paid campaigns including social media, print and digital advertising.

## 4 Assessment criteria

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

### 4.1 How will applications be assessed?

We will assess your application based on the criteria set out below. Applications will be assessed in two stages. Final approval of Activities will be in line with the NSW Government Sponsorship Policy.

#### 1. 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 Section 3	Pass/Fail
Application	The application is complete and includes all the required documentation as outlined in Section 5.	Pass/Fail

#### 2. Stage Two assessment criteria

If you pass Stage One, your application will be assessed against the Process objectives set out in section 1.2. Your application must also address the criteria set out below and in Section 5.2. We will assess your application based on:

Criteria	Description	Score Weighting
Applicant suitability	<ul style="list-style-type: none"> <li>• Do the activities provide visibility for the NSW Government?</li> <li>• What is the reach and audience of the activities relative to the sponsorship cost?</li> <li>• Are the proposed costs reasonable and proportionate?</li> </ul>	50%

- Is there a clear strategy for having an impact on the industry?
- Has a risk assessment been completed?

Strategic alignment	Aligned to Study NSW's <u>four core functions</u> :	50%
	<ul style="list-style-type: none"> <li>• enhance the experience of international students</li> <li>• deliver promotion and marketing for NSW as a study destination</li> <li>• foster international market opportunities</li> <li>• advance NSW interests and competitiveness through policy and advocacy.</li> </ul>	

## 5 How to apply

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

### 5.1 Understand the Guidelines

Before applying, you must read and understand these Guidelines.

These documents may be found at [www.study.nsw.gov.au/industry/sponsorships](http://www.study.nsw.gov.au/industry/sponsorships) . Any alterations and addenda 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.

### 5.2 Your step-by-step application guide

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 Section 6.0 Key dates.

### 5.3 Ensuring a complete and accurate application

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* (NSW). We will investigate any false or misleading information and may exclude your application from further consideration for making false or misleading representations.

Applicants must not lobby the NSW Government on an issue related, or that is 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.

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## 5.4 Correcting errors in your application

Should you find an error in your application after submitting it, you should contact us immediately at [www.study.nsw.gov.au/contact-us](http://www.study.nsw.gov.au/contact-us) or by calling **02 9000 1365**. We do not have to accept any additional information or requests from you to correct your application after submission. You cannot change your application after the closing date and time.

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## 5.5 Requests for clarification

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.

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## 5.6 Keeping a copy of your application

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

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## 5.7 Acknowledgement of submission

We will acknowledge that we have received your application after you submit through the Study NSW website.

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## 5.8 Attachments to the application

Your application **must** address the assessment criteria set out in Section 4.

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.

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 (please insert it into the “additional information” section)
- sponsorship benefits that will be provided to Study NSW (e.g. Website logo placement, e-newsletter inclusions etc.)

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## 6 Key dates

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

**Table 1: Expected timing for this Process**

Activity	Timeframe
Applications open	Monday 14 April 2025, 10:00 AEST
Applications close	Friday 16 May 2025, 17:00 AEST
Notification of outcomes	Monday 16 June 2025
Activity delivery	1 July 2025 to 30 June 2026

### Queries during the application process

If you have any questions during the application period, please contact us at [www.study.nsw.gov.au/contact-us/](http://www.study.nsw.gov.au/contact-us/) or call 02 9000 1365 during business hours. Study NSW will endeavour to respond to questions within five business days.

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## 7 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.

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### 7.1 Assessment of Stage One applications

Study NSW will review your application and attachments against the criteria set out in Section 4.

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### 7.2 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 Section 4. We will consider your application on its merits, based on how well it meets the assessment criteria.

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### 7.3 Who will assess and approve 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.

#### Stage two assessments

The Selection Committee will be chaired by the Director of Study NSW or their delegate. The membership of the Selection Committee will be determined by Study NSW at its sole discretion and will include representatives from the Premier's Department.

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 the Premier's Department Code of 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 by the Executive Director, Industry and Investment, Investment NSW.

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## 7.4 Notification of application outcomes

We will advise the outcome of your application in writing.

Unsuccessful applicants will be notified via email and/or letter of the outcome of their application.

You can submit a new application for future rounds.

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# 8 Successful applicants

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## 8.1 Notification

Study NSW will notify successful applicants by email by Friday 27 June 2025.

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## 8.2 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 of any unspent sponsorship funds, and reporting requirements.

Study NSW will require the sponsorship agreement to be executed **before the Activity commences from 1 July 2025**. 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 the Guidelines and the approved Activity.

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## 8.3 Payment

The sponsorship will be payable after both parties sign the sponsorship agreement and in accordance with the agreement. All payments are inclusive of GST.

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## 8.4 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 any terms and conditions under the sponsorship agreement, you must contact us immediately.

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## 8.5 How we monitor your Activities

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.

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## 8.6 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 the Process, expenditure of the sponsorship and compliance with the sponsorship agreement within seven years. Tracking and reporting will be a requirement of the sponsorship agreement.

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## 8.7 Sponsorship Acknowledgement

Any logo and text acknowledgement benefits will form part of the sponsorship negotiation and be clearly defined prior to the final sponsorship agreement being signed.

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

The Study NSW and NSW Government logos should be used on all materials as outlined in the sponsorship benefits. 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:  
[www.nsw.gov.au/branding/nsw-government-brand-framework](http://www.nsw.gov.au/branding/nsw-government-brand-framework)

The applicant must agree to provide the following benefits to the Department, 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 printed and digital delegate material.
- a minimum of five complimentary passes to the sponsorship activity (if relevant).

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## 9 Privacy and additional information

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### 9.1 Enquiries and feedback

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 9000 1365.

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

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### 9.2 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.

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### 9.3 Privacy

We treat your personal information according to the *Premier's Department Privacy Statement* available at [www.investment.nsw.gov.au/privacy](http://www.investment.nsw.gov.au/privacy) and the *Privacy and Personal Information Protection Act 1998* (NSW) (the Act). 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 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.

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## 9.4 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.

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## 9.5 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) and pursuant to parliamentary processes (Standing Orders 52). Information that is deemed to be commercially sensitive will be withheld.

The *Government Information (Public Access) Act 2009* 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.

An order for State papers under Standing Order 52 requires that all papers (other than Cabinet documents) which fall within the terms of a resolution must be produced to Parliament.

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## 9.6 Copyright

This publication is protected by copyright. With the exception of: (a) any coat of arms, logo, trademark or other branding; (b) any third-party intellectual property; and (c) personal information such as photographs of people, this publication is licensed under the Creative Commons Attribution 4.0 International Licence. The license terms are available at the Creative Commons website at: <https://creativecommons.org/licenses/by/4.0/>

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## 9.7 Disclaimer

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# Study NSW Sponsorship Program 2025-26

## Expression of Interest Guidelines

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