

# DIGITAL IDENTITY NEW ZEALAND (DINZ)

## PARTNERSHIP AND SPONSORSHIP POLICY

### OUR VISION

Every New Zealander can easily use their Digital Identity.

### OUR MISSION

To empower a unified, trusted and inclusive digital identity ecosystem for Aotearoa New Zealand that enhances kāwanatanga (honourable governance), rangatiratanga (self-determination and agency) and ōritetanga (equity and partnerships). **No Partnership or Sponsorship will be entered into that may be perceived to adversely impact the above vision and mission.**

### INTRODUCTION

The scope of partnership and sponsorship arrangements may range from providing speakers to reach key audiences, supporting conferences and workshops, participating in networking events, to facilitating supply of information and advice to organisations. They may also include the acceptance of funding to support activities, such as: research, events, experiments and workshops.

Appropriate partnerships and sponsorships will increase the range and level of financial and other resources available to assist it in advancing the vision, mission and values of DINZ.

This policy applies to Partnerships and Sponsorships of \$1000 and over, notwithstanding the policy that no arrangement will be entered into that may be perceived to adversely impact the above vision and mission.

### WHAT ARE SPONSORSHIPS AND PARTNERSHIPS?

Sponsorship is an arrangement between DINZ and another organisation in exchange for money, goods or services to support the activities of DINZ. A partnership is an arrangement between DINZ and another organisation to achieve a shared goal.

### SELECTING PARTNERS AND SPONSORS

DINZ will consider partnership and sponsorship arrangements with organisations where such an arrangement is consistent with the vision, mission and values of DINZ.

DINZ reserves the right not to accept any proposals that are or may be perceived to either:

- be in conflict with operating intentions set out in its Charter; or
- diminish its public standing or actual or perceived independence; or
- adversely impact its Te Tiriti statement of intent.

### UNDERTAKING PARTNERSHIPS AND SPONSORSHIP ARRANGEMENTS

Benefits associated with partnership and sponsorship arrangements must be balanced against the risk that arrangements might create negative public perceptions or be counterproductive in some other way. DINZ is particularly conscious of its obligation to provide an independent, fair and impartial role in the community, business and government.

## PARTNERSHIP AND SPONSORSHIP PRINCIPLES

1. A sponsorship agreement will not impose conditions that would limit, or appear to limit, DINZ's ability to carry out its functions fully and impartially.
2. There will be no actual conflict between the objectives of DINZ and those of the sponsor.
3. Sponsorship will not involve explicit endorsement of the sponsor or its products.
4. Where sponsorship involves the supply of a product, DINZ will measure that product against objective criteria to determine the value of the sponsorship.
5. Council members of DINZ must not receive personal benefit from the sponsorship.
6. Sponsorship will be sought and granted by an open process.
7. Sponsorship proposals will be assessed against predetermined criteria contained within the Partnership and Sponsorship Policy and the Charter of DINZ.
8. A sponsorship agreement will be confirmed in writing.

## ESTABLISHING AND MANAGING PARTNERSHIPS AND SPONSORSHIPS

The process below will support the establishment of partnership and sponsorship arrangements that will improve DINZ's ability to meet its strategic goals and manage any associated risks and provide a mechanism to facilitate appropriate decisions over whether to enter into a partnership/sponsorship arrangement, and when DINZ should withdraw from such relationships.

### A. INITIAL CONSIDERATIONS

Initial consideration of a potential partnership or sponsorship arrangement should address purpose, anticipated benefits and costs, alignment with our Te Tiriti statement of intent, and potential risks. The purpose must be consistent with the strategic objectives of DINZ, the benefits should outweigh the costs, and identified risks should be managed.

### B. PRELIMINARY DISCUSSIONS

No action on developing partnered or sponsored projects should take place without the knowledge and support of the Executive Council. If there is Executive Council support, then exploratory discussions with appropriate potential partners/sponsors can take place.

### C. ASSESSMENT OF POTENTIAL PARTNERS AND SPONSORS

Potential partners or sponsors should be formally assessed against the benefits and risks categories in the Sponsorship and Partnerships Decision Guide.

### D. PROJECT SUBMISSION TO EXECUTIVE COUNCIL

If potential partners or sponsors are suitable a submission should be made to the Executive Council describing:

- Purpose, scope and duration of the proposal.
- Benefits to DINZ of participation in the project, including revenue targets.
- Benefits to the partner of participation in the project.
- An analysis of risks and how these risks should be managed.
- Sponsorship and partnership arrangements should be quantified in order to properly value the relationship. Association with DINZ has considerable commercial and reputational value

to organisations that should be properly valued. Consideration should be given to expenditure, costs of establishment, costs to DINZ of delivering the outcomes promised to partners, and costs to DINZ if the partnership agreement is breached and/ or cancelled.

- The arrangements with which the partnership or sponsorship will be formalised
- Whether DINZ has resources to meet the requirements of the engagement, and the specific requirements of the contract with the partner or sponsor.
- A recommended course of action.

**All partnership and sponsorship arrangements over \$1000 are subject to approval of the Executive Council. If the proposed arrangement is approved by the Executive Council, the Executive Council may authorise [the Chair and the Executive Director] to finalise the terms of the partnership or sponsorship agreement and sign the agreement on behalf of DINZ].**

## **E. FORMALISING THE AGREEMENT**

Depending on the scope of the proposed arrangement, sponsorship and partnership agreements must be subject to a written agreement. This might take the form of an MOU, a contract or an exchange of letters. The basic items that should be covered in an agreement are the:

- purpose, scope and duration of the project.
- roles, responsibilities and deliverables of both parties.
- benefits to DINZ and the proposed partner/sponsor, including:
  - economic benefits;
  - branding of any events, resource, or activities;
  - the form or forms of partnership acknowledgment to be available; and
  - ownership and use of any intellectual property generated.

For more complex arrangements, the following terms of the partnership/sponsorship should also be included:

- the consequences of a breach of the agreement by either party;
- conditions affecting the sponsorship or partnership over time, such as a change in focus
- a conflict resolution clause;
- whether provision should be made for renewal, and the factors that may affect a renewal
- the need for sponsors and partners to understand and agree to uphold DINZ values if a product, service or event is to be co-badged with the sponsor/partner;
- any special conditions that may apply;
- that the partnership will have no actual or perceived impact on the independence of DINZ.

## **F. MANAGEMENT OF THE PROJECT**

Management of partnered/sponsored projects must be transparent and accountable to ensure that DINZ continues to demonstrate its independence. Depending on the scope the arrangement could include:

- the identity of the parties coordinating the project;
- discharge arrangements, (monetary or in kind payments and other actions required);
- action plan and timeframe;
- evaluation of the project.

## G. REVIEW AND REPORTING OF THE PROJECT

Income or other benefits generated from sponsorships and partnerships are to be reported as part of the annual audit of financials. Reports on arrangements could include:

- Name of sponsor or partner;
- Purpose of relationship;
- Value;
- Duration; and
- Evaluation summary.

## CONDITIONS

The following conditions will apply to partnership/sponsorship arrangements:

Each such arrangement that involves a transfer of resources to DINZ of the value of \$20,000 or more must be covered by a separate partnership/sponsorship agreement. Unless otherwise required by the Executive Council or by the partner/sponsor, arrangements that involve a transfer less than \$20,000 require an exchange of letters confirming the arrangement and the expectations of the parties.

The agreement established must be consistent with DINZ policies. Breach of the agreement without prior agreement between the parties will lead to a termination of the agreement.

- Neither members of DINZ nor the partnering organisation employees will accrue personal benefit from the arrangements.
- The arrangement will not impact on DINZ's independence, or its impartiality
- The need for sponsors and partners to understand and agree to uphold DINZ's values if a product, service or event is to be co-badged with the sponsor/partner.
- The partner/sponsor must be able to demonstrate support for and understanding of the objectives of DINZ

## SPONSORSHIP AND PARTNERSHIPS DECISION GUIDE

### Benefits

Question	Answer: Consider
What are the anticipated benefits of the arrangement to DINZ	<ul style="list-style-type: none"><li>● Increased resources (financial or other)</li><li>● Increased public profile</li><li>● Increased reach to target client groups</li><li>● Amplification of message</li><li>● Leveraging additional resources toward the promotion of Digital Identity</li><li>● Generation of additional Digital Identity resources</li><li>● Can any/all benefits be costed?</li><li>● How are benefits aligned with DINZ Vision and Mission?</li><li>● How does project or initiative drive DINZ ecosystem development forward?</li><li>● What are the benefits of the project or partnership to Māori?</li><li>● What are the benefits of the project to New Zealanders?</li></ul>

What are the anticipated benefits of the arrangement to the potential partners?

- Branding
- Promotional opportunities
- Increased understanding of Digital Identity
- Implied DINZ endorsement to their project or initiative?
- Development/promotion of the digital identity ecosystem

## RISKS

<b>What is the Risk: (consider)</b>	<b>Strategies to manage risk:</b>
<b>Damage to reputation should sponsor undertake actions contrary to the objectives DINZ</b>	arrangement suspended if a breach occurs Openness in contractual arrangements
<b>Damage to independence &amp; perception of independence</b>	Clear policies for partnerships/ sponsorships Openness regarding partnerships/ sponsorships Judicious choice of partners/ sponsors
<b>That the resource costs to DINZ will be outweighed by the resource benefits</b>	Full costing of anticipated resource costs and benefits and clear statement of commitment of partners/ sponsors in contract
<b>DINZ may be perceived as endorsing the sponsor's products</b>	Clear statement in contract as to endorsements Office policy on not endorsing products understood internally, and promoted externally
<b>A perception of personal benefit to DINZ Exec Council Members or Partner employees</b>	Clear statement prohibiting personal benefit
<b>Damage to relationships with other stakeholders by being seen to "play favourites"</b>	Make DINZ criteria for partnerships/ sponsorships known amongst stakeholders, provide broad opportunity for participation
<b>Dispute over intellectual property generated</b>	Contractual arrangements set out intellectual property ownership provisions.