



Australian Government

Department of Education, Employment and Workplace Relations

AHCCCF403A Obtain and manage sponsorship

Release: 1

AHCCCF403A Obtain and manage sponsorship

Modification History

Not Applicable

Unit Descriptor

Unit descriptor	This unit covers obtaining and managing sponsorship and defines the standard required to: identify sponsorship opportunities through mutual benefits to organisations; screen potential sponsors in terms of cultural protocols and community sensibilities; negotiate an appropriate sponsorship arrangement to support a project; document a sponsorship arrangement, detailing all arrangements and responsibilities; meet legal, financial, cultural, ethical, equity and other requirements for the duration of the sponsorship arrangement; review a sponsorship arrangement and plan its renegotiation.
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Application of the Unit

Application of the unit	This unit applies to those who plan and obtain sponsorship for a community program such as Landcare.
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Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Not Applicable

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA

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1. Identify sponsorship opportunities	1.1. Potential sponsors are targeted on the basis that they would be appropriate partners to the program. 1.2. A rationale for sponsoring the program and/or activities is developed which achieves a balance between the sponsors' requirements and the program goals, and benefits to the sponsor and program. 1.3. Feasibility of sponsorship opportunities is confirmed by research and analysis. 1.4. Mutual benefits are itemised and list of targets is developed. 1.5. Community, cultural and equity requirements in the group operations are considered in developing list of targets.
2. Prepare and deliver sponsorship pitch	2.1. Contact with potential sponsor is made in accordance with program and enterprise procedures and guidelines. 2.2. The best interests of the program, group and agency are maintained in sponsorship approach. 2.3. Presentation support materials are prepared with appropriate accuracy, style and degree of information. 2.4. Presentation and approach demonstrates an understanding of and respect for sponsors' business, and shows how sponsorship will be mutually beneficial. 2.5. Outcomes of any prior sponsorship arrangements are appropriately included in pitch and negotiations. 2.6. Presentation is followed up in a professional manner that preserves the integrity of the negotiations.
3. Successfully negotiate sponsorship deal	3.1. Terms are agreed which satisfy both the sponsor and the program and the associated agency where appropriate. 3.2. Nature of sponsorship and of the benefits to the sponsor are expressed in explicit terms and understood by both parties. 3.3. Commitments under the sponsorship arrangements are clearly identified to assist maintenance of relationship.
4. Maintain sponsorship deal	4.1. Legal, financial, cultural, ethical, equity and other requirements are met throughout the sponsorship period. 4.2. Commitments under the sponsorship arrangements

ELEMENT	PERFORMANCE CRITERIA
	are met promptly and benefits are delivered to the sponsor as agreed. 4.3. Role of sponsor in supporting program/project is recognised in literature, reports and on-site as appropriate. 4.4. Timing for the start of discussions to extend or complete the sponsorship is identified.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- conduct effective presentations
- undertake face-to-face and written marketing techniques
- develop presentation support materials
- negotiate and close contracts
- coordinate others to develop presentation
- coordinate others to deliver commitments
- use literacy skills to read, interpret and follow organisational policies and procedures, develop sequenced written instructions, record accurately and legibly information collected and select and apply procedures to a range of tasks
- use oral communication skills/language competence to fulfil the job role as specified by the organisation including questioning, active listening, asking for clarification, negotiating solutions and responding to a range of views
- use numeracy skills to estimate, calculate and record routine and more complex workplace measures and data
- use interpersonal skills to work with others and relate to people from a range of cultural, social and religious backgrounds and with a range of physical and mental abilities.

Required knowledge

- sources of information about the community and organisations, businesses, groups and individuals
- strategy, goals, ethics, program and activities of community group and/or agency
- effective marketing techniques
- acts, policies and guidelines governing programs and activities
- relevant Occupational Health and Safety (OHS) and public safety requirements

REQUIRED SKILLS AND KNOWLEDGE

- sources of legal and financial advice
- understanding of operation of contracts and agreements
- approach to other people that creates professional image.

Evidence Guide

EVIDENCE GUIDE	
The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	The evidence required to demonstrate competency in this unit must be relevant to workplace operations and satisfy holistically all of the requirements of the performance criteria and required skills and knowledge and include achievement of the following: • identify sponsorship opportunities through mutual benefits to organisations • screen potential sponsors in terms of cultural protocols and community sensibilities • negotiate an appropriate sponsorship arrangement to support a project • document a sponsorship arrangement, detailing all arrangements and responsibilities • meet legal, financial, cultural, ethical, equity and other requirements for the duration of the sponsorship arrangement • review a sponsorship arrangement and plan its renegotiation.
Context of and specific resources for assessment	Competency requires the application of work practices under work conditions. Selection and use of resources for some worksites may differ due to the regional or enterprise circumstances.

Range Statement

RANGE STATEMENT	
The range statement relates to the unit of competency as a whole.	
Sponsorship may include:	• arrangements covering cash or kind and may be offered in support of a particular event, activity or project, or towards the general running costs of the community group, program or park/reserve.

Unit Sector(s)

Unit sector	Community coordination and facilitation
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Co-requisite units

Co-requisite units		

Competency field

Competency field	
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