



Partnership Policy

Policy number	1	Version	1
Drafted by	Anne Pickles	Approved by Board on	4 February 2019
Responsible person	Board Secretary	Scheduled review date	1 February 2022

INTRODUCTION

Appropriate partnerships increase the range and level of awareness and resources that WAFWA can use to achieve its vision, mission and objectives.

PURPOSE

The purpose of this policy is to guide the WAFWA Board when entering into partnerships with other organisations. It sets out the principles WAFWA will apply when seeking or offered partnerships.

POLICY

All partnerships should complement WAFWA's values, and enhance and promote WAFWA's vision and mission.

Partnerships have both benefits and risks. Benefits associated with entering into partnerships must be balanced against the risk that they might create negative public perceptions of WAFWA or be counterproductive in some other way.

SCOPE AND APPLICATION

Partnerships may include a range of arrangements between WAFWA and other organisations including:

- Sponsorship
- Brand placement
- Provision of goods or services
- Participation in events

PRINCIPLES

WAFWA needs to protect its brand and maintain its high reputation, so it will only seek partnerships with reputable companies and organisations.

WAFWA is looking for partners who:

- share its vision
- support its mission
- strengthen and enhance its ability to achieve its objectives
- can provide goods, services or information which would benefit WAFWA and/or its members

WAFWA will engage with partners who demonstrate that they:

- are commercially sound
- show ethical behaviour in their activities
- maintain good governance procedures
- provide goods and services of high quality.

WAFAs will not seek partnerships:

- with organisations whose values or actions conflict with WAFAs' vision and mission
- that would limit or appear to limit WAFAs in carrying out its functions by imposed or implied conditions
- with organisations that are primarily or exclusively aligned with religious or political groups, alcohol, tobacco or illegal substances, sexually indicative products or any products or messages which may cause offence or bring WAFAs into disrepute.

The value and potential of all proposed partnerships must be considered against the above criteria.

WAFAs reserves the right not to accept any partnership proposals.

AUTHORISATION

Board Minutes - 4 February 2019

Women and Firefighting Australasia Inc.

APPENDIX A

PARTNERSHIPS CHECKLISTS

OPPORTUNITIES	OPPORTUNITY VALUE			COMMENTS
The proposed partnership offers Wafa the opportunity to ...	Low	Medium	High	
Promote its vision and mission				
Meet its objectives				
Increase Wafa brand recognition				
Offer opportunities to its members				
Resource Wafa activities				

RISKS	RISK RATING			COMMENTS
	Low	Medium	High	
There is a risk that ...				
WAFAs will be perceived to be directly endorsing a brand, service or product				
The partnership will damage WAFAs' reputation				
There will be a conflict of interest between WAFAs and the partner				
WAFAs Board members have an actual or perceived conflict of interest				
WAFAs could lose control of its intellectual property				
The benefit to WAFAs is disproportionately low in relation to the benefit to the partner				