

Event and Sponsorship Policy

Harvard Club of Australia



HARVARD CLUB OF AUSTRALIA

Background

1. The Harvard Club of Australia's mission is to "make a difference as a Harvard Community for our members, for Australia, and for Harvard".
2. We do this by fostering connections and thought leadership amongst our members through events and knowledge sharing forums.
3. Our ambition is nationwide – this includes hosting in-person and hybrid events in cities across Australia, and within our Shared Interest Groups (SIGs).
4. This will require more people to participate and lead events and consider accepting external sponsorship funding or in-kind benefits.
5. As a result, there is a need to define the:
 - a. expectations to enable an inclusive and positive atmosphere for our events
 - b. guidelines for when and how the Harvard Club brand is used for events
 - c. mechanics of hosting events, and
 - d. guidelines around financial and non-financial sponsorship

Principles

- **Inclusive:** aims to encourage broad participation and to make events appealing to as wide a group of members as possible, while still allowing for targeted events to sub groups and special interests
- **Simple:** principles, not rules; easy to understand
- **Clear:** unambiguous guard rails where it matters
- **Resource light:** recognises our Club is volunteer driven, approvals and guard rails must require limited resourcing to maintain and uphold
- **Risk-oriented:** aims to protect the reputation of our Club and our members

Policy

AN INCLUSIVE AND POSITIVE SPACE FOR EVENTS

6. **Values-driven:** the Club is a values-driven organisation. Our expectations are for events to be curated, hosted, and delivered in line with our values below..

Set of HCA core values



Inclusiveness. *Harvard family DownUnder*

Camaraderie as the 'heart of the Club'; warm and welcoming, caring, friendly and fun; diverse (gender, age, school, geography); opportunities for all to contribute, SIGs; supportive of each other & others, collaborative



Empowerment. *Club full of leaders*

Initiative encouraged, innovation backed, accountability expected, governance supportive not controlling, contributions recognised



Excellence. *High quality in everything*

High quality people, scholars, events, speakers, programs, reputation, communications; intellectually and socially stimulating; personal development; focus on impact, learning, improving; good value for efforts



Integrity. *'How' not just 'what'*

Honest in all dealings; transparent to all; independent and non-political; humble in our accomplishments



Generosity. *Giving beats receiving*

Philanthropy as the 'soul of the Club'; real volunteer spirit; giving back to Harvard, Australia and the Club; finding your own way to give back

7. **Encouraging diversity:** we encourage diversity of thought and background when hosting events. This could be a range of views on a panel, different genders, ethnic backgrounds, or Harvard alumni schools.
8. **Chatham House:** the Club is privileged to hold events with notable individuals who often broadly share their experiences with participants. [Chatham House rule](#) is the default position for events, previously agreed by the speaker. Event curators should acknowledge this at the start of events when appropriate.
9. **Media:** our events are not for reporting on in the media, unless previously agreed to by an HCA Board member and event speaker. If Club members or guests are from the media they should identify themselves and uphold this expectation. (For more details: refer to the Harvard Club of Australia Confidentiality Policy).
10. **Default of non-recording:** unless previously agreed by a Board member and event participant, we do not record events. If an event is recorded, the recording is deleted within 30 days of the event.

USE OF HCA AFFILIATION

11. **Non-partisan:** HCA is non-partisan. We do not hold any political affiliation, nor do we issue any policy positions on matters of the public interest. If the Club holds events relating to current affairs, these events should have Harvard-affiliated speakers, and include multiple perspectives (unless clearly labelled otherwise)
12. **Non-commercial:** we are regularly approached by members who seek to host events that are aligned to their professional and commercial interests. We do

not lend our name to sponsor commercial activities. We may, at the Board's discretion, promote events in our newsletter or website, and use our booking system to facilitate the event.

MECHANICS OF HOSTING EVENTS

- 13. Registrations:** All events that are affiliated with the HCA should use the Magnet system to register attendees. The use of Magnet is required for any event that charges a fee. Free events that are informal in nature (eg., Thursday night drinks at a bar, morning family get-together) may use Magnet but are not required to register. Hybrid events should use the registration system so we know whom to distribute the confidential video conferencing link.
- 14. Ticket pricing:** unless previously agreed by the VP Members or President, events should be priced to make a small profit (up to 10%) to cover administration costs. A function budgeting tool to assist event organisers is readily available.
- 15. Non-members:** For HCA exclusive events non-member guests (e.g., professional colleagues, spouses) need to be accompanied by a financial member. Non-member ticket pricing should typically be higher than member pricing to recognise the value of being a member in the Club. This does not apply to events we extend invitations to more broadly.
- 16. Monies:** all ticketing revenue must be collected into the HCA's accounts via the Magnet registration system. All invoices must be paid from the HCA's accounts. Event hosts, Board members, and the Club administrator should not collect ticket monies or pay events personally, except in extenuating circumstances, informing the President and/or Club Administrator as early as practicable. In these cases, the event host must provide receipts for expense reimbursement (food & beverage).
- 17. Multi-club events:** we appreciate the diversity of partnering with other alumni Clubs representing overseas Universities of distinction. At the discretion of the Board or Program Leaders, we will invite other Clubs to our events – particularly for niche topics. We also intend to promote events that other alumni clubs are hosting.
- 18. Warm welcome and inclusiveness:** we want all attendees (especially new and visiting members) and special guests to feel welcomed and comfortable at events. Event hosts will typically formally welcome attendees at the start of events, and event hosts plus Council members will endeavour to introduce new members around to others. Event hosts will always formally thank guest speakers and acknowledge any sponsors (eg venue or food & drink providers)
- 19. Collecting feedback:** for events that require registration (hybrid, ticketed events) we aim to collect post-Event feedback regarding member's experience, value for money, and inclusivity of the event.

SPONSORSHIP GUIDELINES

20. Sponsorship types: we define sponsorship in two ways:

- a. In-kind:** non-financial contributions, such as directly funding food & beverage costs, event hosting
- b. Financial:** cash contribution to cover event costs, or for branding (e.g., display of a logo on a website/at an event)

21. Alignment to HCA: sponsorships should be in line with the values and mission of the Club. This means not accepting sponsorship from partisan entities such as political parties, special interest groups, or think tanks.

22. In-kind preference: we actively seek in-kind sponsorships, particularly to cover room hosting or food & beverage costs. We do not ordinarily seek financial sponsorship for events

23. Sponsor relations to the Club: sponsoring entities must have aligned values with the Club. Sponsoring entities may be affiliated with the individual who is featured at, or is convening the event. Club members should not use HCA events as a promotional platform for their private pursuits (beyond recognition as a sponsor of the event).

24. Recognition: we will verbally acknowledge any in-kind contributions to events at the event, and for routine in-kind sponsors, will acknowledge their contributions on the website and in our annual report.

25. Relationship management: at this stage, the Club is not able to engage in ongoing / multi-event sponsorship where there is an expectation to manage the relationship, or a financial contribution made with expectations. We will review this policy from time-to-time and update the policy if required.

26. Approvals: any sponsorship beyond in-kind support should be approved by at least two Board members, informing the President and Club Administrator before any commitments are made. The Club Administrator should be informed of new contributors of in-kind sponsorship before the event takes place.

V1.0 – Approved at HCA Board (10 April 2024)