



## **Partnership Policy**

### **Introduction**

The Australian War Memorial ('the Memorial') is a memorial, an archive and a museum. Its purpose is to commemorate the sacrifice of Australians who have died in war or on operational service, and those who have served our nation in times of conflict.

The Memorial assists audiences, both on site and online, to remember and understand the Australian experience of war by:

- sharing veterans' stories through participation in commemorations and programs
- collecting veterans' records and related objects that reflect their war experience
- engaging stakeholders and visitors through the interpretation and understanding of Australia's military history and its impact on Australian society.

### **Purpose**

The Australian War Memorial is a statutory authority of the Australian Government within the Veterans' Affairs portfolio, and operating in accordance with the Australian War Memorial Act (1980). This Act details the functions and powers of the Memorial to accept gifts, devise, bequests or assignments.

The Memorial seeks and encourages partners in support of Memorial functions, programs, collection development and other activities. Support is accepted at the discretion of the Memorial's Executive, including the Director, who may seek endorsement of the Council from time to time.

Such arrangements include one-time, annual, or ongoing support; they may involve partnership agreements with partner benefits and commitments as agreed to by the Assistant Director Public Programs.

### **Key principles**

The key principles in seeking and securing partnerships are:

- Partner relationships must be consistent with the values, purpose and mission of the Memorial.
- Partner relationships and agreements must actively support the work and plans of the Memorial, and not serve to provide primary benefit to the partner.
- Partner individuals, companies, entities and organisations must operate lawfully.
- Partner conduct, or conduct by association, both personal and professional, must not adversely affect the reputation, credibility or standing of the Memorial.
- Partner supported programs and initiatives must be carried out in accordance with relevant Memorial policies and business operations.
- Members of the Memorial Council or staff must not benefit directly or indirectly, as a result of any partnership.



- No partnership agreement will
  - limit or direct academic or curatorial outcomes, or
  - limit or direct program or exhibition content direction or outcomes, or
  - compromise the professional standards or values and behaviours of staff

### **Due diligence**

In ensuring the best outcome for the Memorial and our partners, the partnership will be assessed for the possibilities of risks and ethical issues that may arise. As part of this process, a due diligence review will be performed into the specific individual, company or trust. The review will search publicly available information, and if required other information, having regard to the degree of risk of the proposed partner and engagement. This process may involve seeking advice from, and the opinions of, individuals with professional or personal knowledge of the potential funders.

These considerations are applicable to (among others) partnerships with companies and organisations that support the operational capability of the Australian Defence Force. The corporate and social responsibilities of such partnerships are assessed for the way in which they contribute to the Memorial's overall purpose, mission and priorities.

All partnerships will be assessed and managed in accordance with the Memorial's general governance and procurement principles which includes environmental and social considerations.

### **Brand**

The Memorial brand marks and logo can be granted for use in ways that will be specified in partnership agreements. Such external organisations and entities may be granted use of the brand in accordance with non-commercial terms. From time to time a commercial terms, or deed of licence, agreement may be agreed.

### **Transparency and reporting**

All partnership interactions and communications made in the course of these activities shall be truthful and non-deceptive.

All partnership monies are treated in accordance with the Public Governance and Performance Accountability Act (2013), the Australian War Memorial Act (1980) and the Public Governance and Performance Accountability (Financial Reporting) Rule 2015 and are examined via annual external audit. The financial management for the Australian War Memorial Anzac Foundation is performed in accordance with the same governance and accountability principles.

Partners who have provided support each financial year are acknowledged in the *Year in Review* publication, viewable on the Memorial's website.