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# NATIONAL ARBORETUM CANBERRA

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## SPONSORED VISITOR INFRASTRUCTURE POLICY

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Version 4

Updated September 2017

Approved by Liz Clarke

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September 2017

## **Purpose**

To facilitate the placement of sponsored visitor infrastructure around the National Arboretum Canberra (Arboretum), to increase visitor amenity.

## **Background**

Philanthropic contributions to the Arboretum have been growing steadily both in number and in the magnitude of the amount donated. The success of the sponsored seating programme has led to demand for sponsorship opportunities in relation to other visitor-related infrastructure.

## **Scope**

This policy covers seats, tables, bike racks, gazebos and other visitor-related infrastructure to be installed in the Arboretum with the proceeds of donated funds.

Sponsorship will be accepted in the context of the National Arboretum Canberra Sponsorship Policy. Sponsors may comprise individuals, community groups or businesses.

The Arboretum is not intended to play host to memorials and while sponsored infrastructure may be intended to recognise a deceased person's contributions and/or celebrate a life, they are not memorials as such.

## **General guidelines**

### **Responsibilities**

The sponsored infrastructure program is coordinated by the Friends of the Arboretum. The Friends liaise with potential donors, establish proposals, seek Arboretum approval for implementation and manage the donated funds.

The Arboretum is responsible for approving proposals, installing and maintaining the infrastructure.

### **Ownership**

All assets are the property of the ACT Government. Public liability insurance is not required by the proponent.

### **Maintenance of seating**

The Arboretum will clean and maintain assets installed under this policy to a standard that applies to similar assets at the Arboretum.

### **Damage and replacement**

In the event of vandalism or damage, the ACT Government will be responsible for the cost of repair or replacement.

### **Infrastructure materials**

All infrastructure will be of superior quality in terms of design and construction. Specifications for infrastructure will be provided by the Arboretum and defined in the Arboretum's Design Standards Manual.

### **Locations**

The location of proposed sponsored infrastructure will be approved by the Arboretum with reference to relevant planning documents and statutory requirements such as Works Approval.

### **Acknowledgement**

A single plaque is permitted on each items of sponsored infrastructure. The plaque is to be no larger than 15cm x 8 cm and located in an appropriate position to enable ease of reading and maintenance. There is a limit of one plaque per item.

Unless otherwise dictated by the Arboretum Design Standards, a plaque may have up to 20 words and will use Arial (sans serif) font in a size appropriate to the number of words and available space. Logos of sponsoring organisations are permitted. Wording may be in any language, but where non English wording is used, an English translation will also be needed. The word limit still applies.

Plaque wording will be approved by the Arboretum before production commences.

A plaque will remain in-situ for 15 years. After this time, the following process applies:

- The Arboretum assesses the infrastructure and determines if it is to be retained.
- If no longer required or is not in serviceable condition, it may be removed and the plaque returned to the original sponsor.
- If no longer required or the seat is not in serviceable condition, it may be removed and the original sponsor consulted about what will happen with their plaque. It may be possible for the plaque to be moved to a seat in another location and placed on the side/end (or a less prominent location on the seat).
- If the seat is to be retained, the plaque may remain on the seat but be moved to the side/end (or a less prominent location on the seat) and the infrastructure will be made available for others to sponsor.
- After 15 years the initial sponsor will be given the opportunity to renew their interest for a further 15 years through a donation of an amount equal to the original donation. In this case the plaque will remain in the current prominent location for a further 15 years and the seat will not be made available for others to sponsor.

### **Application process**

Applications are welcome from community or other groups, businesses and individuals. Each donation will have its own set of unique circumstances and applicants should contact the Friends of the Arboretum to discuss their interest and explore the possibilities.

Email: [trish@arboretumcanberra.org.au](mailto:trish@arboretumcanberra.org.au)

Mobile: 0408 234 305

Post: Donations and Sponsorships Manager

Friends of the National Arboretum Canberra

PO Box 48 CAMPBELL ACT 2612

### **Review**

This policy shall be reviewed three years from the date noted on the cover page or as required to reflect current policy.

## **Links to Related Policies**

- [Sponsorship Policy](#)
- [Design Standards](#)