



# Australian Government

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## Civil Aviation Safety Authority

### CASA sponsorship guidelines

The Civil Aviation Safety Authority welcomes requests for sponsorship from organisations or individuals active in promoting aviation safety in Australia.

For 2019-20, sponsorship applications will be open:

Round 1: 28 October to 22 November 2019

Round 2: 23 March to 17 April 2020.

### Program objective

The sponsorship program aims to improve and raise awareness of the importance of aviation safety in Australia's civil aviation sector for the benefit of the wider aviation community.

The relevant part of CASA's legislation is the [Civil Aviation Act \(1988\)](#):

*Section 9 (2) CASA also has the following safety-related functions:*

*(a) encouraging a greater acceptance by the aviation industry of its obligation to maintain high standards of aviation safety, through:*

*(i) comprehensive safety education and training programs; and*

*(ii) accurate and timely aviation safety advice; and*

*(iii) fostering an awareness in industry management, and within the community generally, of the importance of aviation safety and compliance with relevant legislation;*

*(b) promoting full and effective consultation and communication with all interested parties on aviation safety issues.*

### Who can apply

The 2019-20 sponsorship program targets community and not-for-profit organisations or individuals.

You are not eligible to apply if you are a political party/organisation or are of a political nature.

Applications that support a commercial business are unlikely to be supported.

### Activities CASA may sponsor

Sponsorship can include financial or in-kind support. CASA will typically sponsor activities such as:

- conferences – with a specific focus on improving safety outcomes through the sharing of knowledge and experience
- workshops and seminars – face to face education and training
- activities designed to shape attitudes and behaviour towards safety improvements
- educational programs – such as campaigns to raise awareness and/or educate industry on specific safety matters
- recreational, or industry events – where CASA can support you or your organisation in the promotion of aviation safety at events.

In most cases, sponsorship takes the form of financial support. It could also comprise provision of goods or services, such as information materials, communication collateral, and CASA staff participation (as a conference speaker for example).

In most cases, the total value of CASA sponsorship provided to an individual organisation is \$5,000 or less.

Activities and costs generally unlikely to receive funding include:

- costs associated with staff training
- activities designed to raise revenue
- activities such as labour expenses, or salaries relating to the normal operations of an organisation or an individual's commercial operation

Potential applicants are encouraged to discuss the sponsorship request prior to submission with Toni Guenther, Program Coordinator on (02) 6217 1037 or [toni.guenther@casa.gov.au](mailto:toni.guenther@casa.gov.au).

### CASA's current safety promotion priorities

CASA's sponsorship program is designed to support and complement its safety promotion activities and priorities.

In 2019-20, CASA is particularly interested in receiving sponsorship proposals that support initiatives which promote building awareness and understanding of:

- importance of pre-flight planning
- impact of human factors on decision making and organisational culture
- implementing safety management systems or practices, and particularly those targeting collaboration amongst industry
- new aviation rules that have recently changed or are changing
- drone safety rules

CASA may also consider sponsorship applications for activities outside these priorities, where the activities have a strong safety focus, address known risk factors and/or lead to improved aviation safety.

### Sponsorship criteria

CASA will base its decisions on whether to provide sponsorship on the following criteria:

- the total amount of funding available, and whether there is sufficient funding on balance with other applications, to support the activity
- alignment with CASA's current safety promotion priorities (see above)
- the expected safety benefits
- the potential reach (or size of the audience) relative to the cost
- appropriate acknowledgement of CASA's support and commitment to a collaborative relationship
- no actual, potential, or perceived conflict of interest for either CASA, or the organisation being sponsored
- a commitment to provide a final report to CASA on the effectiveness of the funding (see obligations below).

### Recipient obligations

In return for sponsorship, CASA may request a level of participation or acknowledgement of support. This may also include, as appropriate:

- acknowledging CASA's contribution, for example, by displaying logos, making mention in social media posts or communications.
- providing exhibition space/stand or displaying CASA information materials to participants

- providing opportunities for CASA staff to participate in an activity as speakers, run sessions or workshops
- allowing CASA to promote the activity, for example, by providing images or photos (with signed photo release forms)
- providing CASA with the opportunity to collaborate on articles regarding the activity for Flight Safety Australia Magazine.

Sponsorship recipients must keep proper accounting records for all activity costs. As a recipient of public monies, recipients are obliged to provide a final report on the financial and outcomes of the activity undertaken.

### Applying for CASA sponsorship

All applications must be submitted via a sponsorship application form available at [www.casa.gov.au/sponsorship](http://www.casa.gov.au/sponsorship). within the specified time frame.

Applications will be assessed on the information provided in the form only.

Information provided should include:

- a description of the organisation/individual applying for the sponsorship (including whether the applicant is a not-for-profit entity)
- a description of the activity
- the safety messages to be conveyed
- the expected number of participants, people affected or reached
- the amount of money and/or in-kind contribution sought
- any proposals for CASA participation or acknowledgement of support
- the contact person name, email address, phone number.

CASA will acknowledge receipt of applications within ten working days and advise applicants on the outcome of their application within 60 days of the closing date.