

SPONSORSHIPWilliams Daniells
(BTMS)1. What is a sponsor?

Any individual or body that is willing to contribute to the development and/or maintenance of our Museum, or any part of it.

2. Who is a sponsor?

- a. members
- b. visitors
- c. ad-hoc donators of services and equipment
- d. government authorities
- e. major sponsors for specific purposes.

3. Why do they sponsor?

- a.)
- b.) above - as a genuine contribution to the Museum
- c.)
- d.) above - as a genuine contribution to themselves
- e.)
- d. above - implement government policy formulated on political awareness of community needs and wishes
- e. above - to market a product or service that the company provides and/or to promote company goodwill and public relations. If you doubt this assessment, look at what has happened to Olympic Games sponsorship!

4. How do they sponsor?

a. The sponsorship provided by members, visitors and ad-hoc donators is always very welcome and indeed necessary. But in pure commercial terms, the total of all three is a mere pittance compared with the potential sponsorship from government and private enterprise.

b. Since 1975, the Federal Government appears to have bowed out of the Museum assistance field - at least directly. Again, this is a politically motivated decision based on its assessment that these matters are a State responsibility.

c. State governments, and presumably, the N.Z. government have various schemes to provide both financial and man-power assistance to undertakings such as ours. These range from specific purpose grants and subsidy grants intended to promote the Museum as a tourist attraction or historic exhibit through to making available government controlled manpower resources such as unemployment relief schemes, prison labour, and technical college trade apprentices.

d. Private enterprise appears loath to sponsor our museums through cash donations despite the fact that their contributions can be made taxation deductible. This attitude is probably understandable because of the small potential return to the company in terms of public relations. One can also imagine that large companies receive some hundreds of requests for cash donations from voluntary organisations whom company executives consider largely as crackpots! An exception to this is the Queensland-based Utah Development Company who export enormous tonnages of Central Queensland coal. This company has established the Utah Foundation specifically for the purpose

of handing out money to organisations such as ours. The goodwill and public relations generated by this exercise does much to offset the generally unpopular aspects of this company's operations - namely its huge profits and open cut method of mining.

However, given the right approach, some companies at least appear willing to assist us in a manner that will see the promotion of their products or services. But, of course, we must play our part in demonstrating that the potential sponsor is going to see a return on his investment.

5. What does a sponsor want to know about us?

A. What does Government want to know about us?

The following guidelines have been laid down for financial assistance schemes from the Queensland and Commonwealth Governments:

Queensland Scheme

(1) The scheme is designed to assist those projects which bear a direct relationship to the Tourist Industry in Queensland, for example, Pioneer Settlements, the preservation of historical sites and buildings, marine displays and minor projects such as locality maps direction signs, rest areas, etc.

(2) Projects must be designed to preserve or enhance the quality of the environment in which they are developed, increase tourist spending, either on the facility, or associated facilities, be open to the public and create opportunities for direct or indirect employment.

(3) Developers of projects would be required to show that a real need exists for financial assistance and disclose any assistance already being received from any source. It will be expected that they would demonstrate as far as possible, that assistance by the Government

(a) could favourably influence the involvement of other financial assistance in the project;
and

(b) would not require further Government financial assistance for running expenses.

(4) Grants will be based on need with clear evidence forthcoming where applicable of

(a) adequate management of the project and an indication of the continuation of such adequate management;
(b) the degree of self-help of such management;
(c) the annual income and financial standing of the organisations.

(The submission of an Audited Financial Statement will be necessary where applicable).

Commonwealth Scheme (now defunct)

(1) Give name, location, full description of project (where applicable attach plans or photographs), expected duration of the proposed work and how soon work can commence.

(2) State clearly the ownership and proposed management of the project.

Give name and telephone number of a responsible person for further contact. Memorandum and articles of association of constitution of applicant organisation should be submitted where appropriate.

(3) TOTAL COST: Provide a breakdown of the estimated total cost of development of the project. What are the proposed funding arrangements? Full details of loans should be stated. State whether a firm quotation has been obtained.

(4) VIABILITY: For what main reasons do you consider this project is warranted? Will it be available for general public access? Evaluate its potential to attract visitors from (a) local regions, (b) interstate, (c) overseas. Comment on existing visitor flows to the area. What admission charges, if any, are proposed? Provide details of expected annual revenue and operating costs (attach feasibility study, if available). Describe any competing or complementary tourism projects in your region. Discuss marketing proposals.

(5) EMPLOYMENT: What employment opportunities will the project create (a) during its development, (b) at its proposed level of operation, (c) in related services? Is the required labour readily available in your district?

(6) ACCESSIBILITY AND SERVICES: Comment on existing transport facilities (road, rail, air) in relation to your project. Is the area serviced by any particular tourist transport, such as coaches or concession tours? Describe the availability of accommodation and catering services which might be utilised by visitors to your project. Are existing roads and sewerage, water and power facilities adequate to cope with expected increase in visitation to the area?

(7) ENVIRONMENT AND HERITAGE: What technical advice is available or has been sought to ensure no damage to the environment will result or that restoration work is authentic or historically accurate? Where the project involves historical sites, buildings or artefacts, describe these and indicate their importance in terms of national heritage.

B. What does private enterprise want to know about us?

In their guidelines, the Utah Foundation suggests that:

(1) Applications should be brief and to the point. They should not exceed half a dozen pages.

(2) Objectives should be defined and the case for them explained.

(3) A specific sum of money should be applied for.

(4) A comprehensive budget putting the sum into its setting and showing all sources of revenue, should be included. Annual reports and accounts can often complement the application proper and meet this requirement.

(5) If applications have been made to other donors, particulars should be given and the sums requested specified. (The Foundation is happy to cooperate with others in funding appropriate projects.)

(6) If a project is to be a continuing one, sources of finance to be used after the grant requested from the Foundation has come to an end must be shown.

(7) Submission of alternatives for decision by the Board of Governors should be avoided.

However, there is a need to stress very strongly the viability of our museums. After all, the viability of our project was probably not considered when we first established our Museums. Enthusiasm and the will to succeed were the two basic ingredients in our formative years. The BTMS listed the following points to stress viability in a booklet prepared for distribution to potential sponsors:

- . The Brisbane City Council gave the Museum all available spare parts, accessories, drawings and patterns to ensure continuity of operations.

- . The Society has a permanent lease arrangement with the Brisbane City Council for the Museum site at 2 McGinn Road, Ferny Grove.

- . The Brisbane City Council has prepared an overall development plan for the area bounded by McGinn, Samford and Upper Kedron Roads to incorporate the Museum and its tram line in a parkland and playing field development.

- . The Queensland Government saw fit to provide the Museum with a \$19,242 subsidy grant to assist with initial developmental expenses.

- . The Museum has an arrangement with the Melbourne and Metropolitan Tramways Board for the continued supply of spare parts as required.

- . Tramway museums throughout Australia meet their operational and day to day maintenance expenses (as opposed to developmental and restoration expenses) from passenger revenue.

- . The Adelaide Tramway Museum (comparable to our's, but located much further from the city) carries in excess of 40,000 single trip passengers yearly.

- . In the past six years members have invested more than 24,000 hours of their spare time and \$12,000 of their money in projects connected with the Museum's development.

- . The Society assets (excluding the value of vehicles, rail, tramway equipment and spare parts) have increased from \$10,815 in 1974 to a 1979 figure of \$49,696.

6. Who do we approach within a particular Government or Company?

- a. There is no doubt that the approach to Government should be made through an influential government parliamentarian - preferably a Minister and the further up the pecking order the better.

- b. This can vary from company to company - but usually the Sales Manager is a good starting point.

7. How do we make the approach?

- a. The best approach to both government and private enterprise is

through a pre-arranged personal approach by a senior member of the Museum management, backed up with a prepared booklet or portfolio which sets out, in a logical sequence, what the potential sponsor needs to know. This booklet must be supported with photographs showing the Museum and some nostalgia scenes of the tramway era (a picture is worth a thousand words) but make sure the booklet is not too professional-looking in its production. The Museum with a glossy colour photo booklet cannot be all that poor!

8. The problems of approaching national and multi-national companies

a. The greatest stumbling block the BTMS encountered is in attempting to approach companies whose Head Office is located in Sydney or Melbourne.

b. On a number of occasions, the State Office of a company has indicated a willingness to assist our Museum in some way. But because of the nature of our request, the matter has had to be referred to that company's Head Office which has resulted in the inevitable knock-back. I am sure that some of these approaches would have been successful if we could have presented our case directly to a national sales manager.

c. Maybe COTMA can help, through some kind of national or international approach to selected companies (a scheme similar to the national employer support scheme for the Defence Force Reserves) by enlisting the aid of a person prominent in transport in Australia, eg. Federal Transport Minister or the Chairman of the M & MTB.

Summary

The days are gone when the community thought we were a disorganised group of enthusiasts aiming to carry out an impossible task.

I think we have demonstrated our ability to go about the task of running tramways in an age when there is enormous interest in our technological heritage. The time is now right for us, both collectively through COTMA and as individual Museums to go out and sell ourselves, by showing that we actively encourage the public to visit our Museums and proving to our sponsors the resultant benefits. Sure, there will be many knockers, but remember the squeaky door is the one that gets the oil.