

SPONSORSHIP POLICY

Purpose

To articulate Western Water's policy regarding sponsorship support and outline principles that will be followed when providing sponsorship.

Policy

- Western Water is committed to supporting its community through sponsorship, grants and contributions in line with Western Water's strategic intent.
- Western Water will assess applications and proposals for sponsorship against established criteria, available to the public via our website.
- Western Water will require any sponsorship, grant or contribution recipient to provide advice to our business on the impact of the support, to ensure transparency of our sponsorship, grant or contribution.
- Western Water will ensure processes are in place to ensure consistency, fairness, transparency and accountability of our support.
- All Western Water employees must declare any conflict or interest in assessing any application or proposal for sponsorship.

Sponsorship support may be in the form of one or a combination of the following:

- Financial contribution
- Provision of goods and services (merchandise or water carter)
- Corporate Social Responsibility grants program.
- In kind support.

Sponsorship, grant and contribution support will be based on criteria regarding the ability of the recipient to:

- Increase the effectiveness of Western Water's strategic programs
- Enhance Western Water's corporate identity and reputation
- Create employment opportunities for the community
- Observe good social, economic and environmental practice and encourage community engagement
- Promote Western Water initiatives to relevant target audiences
- Build and enhance existing relationships within the community
- Encourage key stakeholders' participation in important community issues and initiatives.

Related Policies

Terms of Reference Community Engagement Reference Group
Customer Service Charter
Victorian Government Sponsorship Policy 2013 (note this is currently under review)

Accountability for Implementation

Manager Customer & Community Relations

SPONSORSHIP POLICY

Principles

Western Water's strategic intent is: Engaging with our community on the provision of water services to enable regional economic growth and resilience in a climate-changing environment".

This intent is supported by four strategic imperatives:

Customers: delivering value for customers

Growth: contributing to a highly liveable, viable region

Environment: caring for the environment, people and places

Innovation: developing sustainable services.

Sponsorship, grants and contributions need to be used to support and complement our strategic intent and imperatives. They also need to highlight Western Water's role as a good corporate citizen, ensure Western Water is regarded as a provider of a service to the community, as well as contributing to a highly liveable, viable region.

Western Water will sponsor activities within our service area related to:

- Water;
- The environment;
- Educational activities;
- Our community.

In addition, Western Water will consider sponsorship of suitable industry related events and activities that help promote the advancement of innovation, customer focus and efficiency.

Sponsorship, grants and contributions must:

- Be transparent to our customers
- Provide value for money
- Reflect Western Water values
- Align with our strategic objectives
- Include appropriate Western Water acknowledgement

Sponsorship Governance

A separate budget will be allocated each year to undertake sponsorship activities for Western Water and a report on activity will be provided annually to the Community Engagement Committee of the Board for information.

The sponsorship program will be managed on behalf of Western Water by the Manager Customer & Community Relations.

Types of Sponsorship

Western Water has four key categories of sponsorship:

1. Annual Corporate Social Responsibility Grants Program
2. Sponsorship (cash)
3. Support (merchandise and in-kind support)
4. Water carter community support.

SPONSORSHIP POLICY

Acknowledgement of Sponsorship

Western Water is grateful to organisations who acknowledge our sponsorship but we do not support funding being used for substantial 'thank you' gifts to our organisation.

Goods in Return of Sponsorship

Organisations who invite Western Water to attend their community/sporting/business/school event following a sponsorship should provide the invitation to the General Manager, Customer & Community Relations who will advise the Executive Management Team to allocate accordingly.

These goods/invitations are to be acknowledged as part of the sponsorship arrangement.

Community Sponsorships will be declined where the:

- proposal could directly benefit a Western Water employee or member of the immediate family;
- event could attract adverse community criticism;
- where the sponsorship is used as a prize for a gambling activity;
- the sponsorship is associated with a political party;
- the sponsorship could advantage one community group at the expense of another community group;
- request for open-ended sponsorship;
- are associated with gambling, drugs or alcohol;
- request a waiver of water bills or other statutory charges.

Post Sponsorship Evaluation

Western Water requires an evaluation of activities it supports. This may include:

- details of the attendance, feedback and photographs of an event
- a brief report on the impact of the contribution and how the sponsorship has achieved its aims.

Western Water may seek approval to reproduce photos and information provided in evaluation reports online, in the media, or in Western Water publications.

Approving Authority

The Manager Customer & Community Relations is the approving authority for all sponsorships to the value of \$2,500, the Corporate Social Responsibility Grant Program, cash sponsorships, in-kind sponsorship and mobile drinking water units sponsorship support.

Sponsorships above \$2,500 will be approved by the General Manager Customer & Community Relations, who will advise of final approval/non approval, in line with Western Water's Instrument of Delegations.