Sponsorship Policy

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1. INTRODUCTION

1. GWMWater is committed to supporting our communities through sponsorship of events and activities that are environmentally, economically and socially responsible.

This policy and the supporting documents that underpin this policy ensure GWMWater's sponsorship activities and practices are consistent with the *Victorian Standing Directions of the Minister for Finance under the Financial Management Act 1994* and Code of Conduct for Victorian Public Sector Employees.

2. DEFINITIONS

'Sponsorship' is defined as a transaction between GWMWater and a group or organisation whereby financial or other assistance (merchandise, equipment, facilities, discounts or in-kind labour) is provided in return for acknowledgement of the Corporation's contribution.

'Activity' refers to the purpose of the sponsorship such as an event, project or program which provides GWMWater an opportunity to build and strengthen relationships within the communities we service.

3. POLICY

Sponsorship opportunities are used by GWMWater to build and strengthen relationships with our local community and to promote the Corporation's role as a good corporate citizen and manager of a valuable and essential natural resource.

The over-arching principles guiding GWMWater's sponsorship commitments are that:

- sponsorship must demonstrate clear benefits to both GWMWater and the sponsorship seeker;
- procedures ensure probity, accountability and confidentiality;
- all activities achieve efficiency, effectiveness and represent value for money;
- effective risk management is in place.

Sponsorships identified and provided to meet communication objectives or reputation management strategies will be reported to the Victorian Government Strategic Communication and Protocol Branch.

3.1 Eligibility Criteria

GWMWater can provide sponsorship to community groups or organisations where the activity is within the GWMWater operational area. GWMWater will consider each application on its merits and against the criteria outlined in this policy.

All applications for sponsorship will be assessed based on:

a) The nature of the group or organisation applying for sponsorship. Not-for-profit organisations, community groups, clubs and schools are likely to be prioritised for sponsorship. Applications from local government or corporates may be considered if they demonstrate benefits to GWMWater customers or where the activity is fundraising for community benefit. Separate sponsorship for permanent water fountains is available to Local Government and is outlined further in section 3.2.
b) How the activity aligns with GWMWater's Vision: 'Healthy environment, thriving community', and the Corporation's Strategic Directions
c) How the activity supports GWMWater's ability to build or strengthen relationships with the community
d) The target audience for the activity
e) The size of the audience or number of potential beneficiaries
f) Benefit to the local community through tourism
g) The value of the sponsorship being requested and whether the request can be met in full or in part
h) The measures or key performance indicators to evaluate the activity's objectives
i) The amount of notice given prior to the activity commencing and GWMWater's capacity and resources to deliver the agreed sponsorship in time.

Additional criteria may apply depending on the type of sponsorship requested. See section 3.2 Forms of Sponsorship for more information.

Proposals will not be considered for sponsorship that:

a) conflict with the image or reputation of GWMWater;
b) conflict with policies or procedures of GWMWater;
c) conflict with existing sponsorship arrangements of GWMWater; or
d) are linked with organisations with controversial or divisive products or activities.
e) directly benefit an individual business, or political or third party.

3.2 Forms of sponsorship

Generally, all GWMWater sponsorships are considered one-off and applications must be submitted again in subsequent years.

a) **Financial sponsorships**

Generally, one-off financial contributions are available, depending on how the activity meets the criteria and considerations listed in section 3.1. Any monetary sponsorships valued $1000 or more are referred to the Executive Leadership Team for decision.

GWMWater accepts applications for monetary sponsorships for activities which demonstrate they:

- directly or indirectly improve appreciation, awareness or quality of the water cycle and the natural environment; or
- align with the organisation's Strategic Directions.

Projects that do not meet the above criteria, but which clearly demonstrate that they contribute to the economic and/or social wellbeing of the community may be considered by the Executive Leadership Team on a case-by-case basis.

The total amount of sponsorship available is limited and therefore GWMWater may not approve all eligible applications.

To provide equitable support to the communities in the GWMWater service area, the Corporation also provides small monetary sponsorships or vouchers each year to:

- A&P Show Committees
- Secondary School Year 12 Awards – Science and Innovation.

Naming rights will only be considered where the activity's objectives clearly demonstrate alignment to GWMWater's Strategic Objectives and will be limited to a specific, agreed timeframe. Naming rights sponsorship requires Secretary level approval, as per DEECA Standing Directives.

Ongoing partnerships or multi-year agreements may be considered by GWMWater's Executive Leadership Team on a case-by-case basis.

Any payments are consistent with the Corporation's Purchasing Framework Policy.

b) Merchandise

GWMWater has a range of merchandise available for sponsorship applicants, including drink bottles, water saving devices (buckets, trigger nozzles, shower timers), notebooks and pens, as well as good other goods.

The extent of the value of any merchandise sponsorship will be dependent on how the activity aligns with the criteria and considerations listed in section 3.1.

GWMWater prefers merchandise to be distributed to activity participants for free and not sold, however higher value items may be used as raffle prizes for fundraising purposes. GWMWater may also consider purchasing a prize for this purpose.

c) Water Trailer and Water Fountain hire

Drinking water units are available to provide free drinking water to activity participants and organisers. Where a potable water supply is available via a standard tap, applicants will be offered a portable fountain/s. Where no potable supply is available, a drinking water trailer may be provided if available.

Loan of drinking water units is considered an in-kind sponsorship and are made available following completion of a completed hire agreement form.

d) Permanent water fountains (Local Government partnerships)

GWMWater can provide permanent drinking water fountains to Local Government for installation in urban towns with access to drinking water. Requests for permanent water fountains should be directed to GWMWater's Communication and Engagement Team. GWMWater allocates and renews fountains based on:

- Available budget and access to units each financial year;
- Prioritisation of any towns recently upgraded to a drinking water supply;
- Prioritisation of replacement units based on damage or age of the unit;
- Proportion of units distributed within a local government area;
- Proposed location and distance from other units.

Gifting of the units is subject to a Memorandum of Understanding (MoU) between GWMWater and council which outlines the roles and responsibilities of each party in terms of installation, maintenance and other relevant terms and condition.

e) Recycled water discounts

Where possible, GWMWater will consider support to schools, sporting, and recreational clubs with the supply of recycled water for use at sporting grounds. Applications for recycled water discounts will be directed to GWMWater's Manager Business Development for consideration.

Pricing for recycled water agreements will be negotiated based on the following approach:

- Commercial – benchmarked to maximum agreement price per ML;

- Recreation and Community – benchmarked to maximum agreement price per ML reduced by 25% promotional discount; or
- Commercial Headworks – benchmarked to Bulk Water usage charges[1].

Recreation and Community customers will be required to accept promotional terms and conditions to be eligible for the discount.

At times, GWMWater also contributes to or volunteers time to charitable causes. This is not considered sponsorship as there may be no formal agreements in place or expectation of acknowledgement of our contribution.

3.3 Applications

Applications for financial sponsorships, merchandise and drinking water units can be submitted using the online form on GWMWater's website. Applications must be submitted at least four weeks before the activity to ensure any commitments can be processed and delivered in time.

Each application will be assessed on its individual merit, alignment with criteria and available budget / stock. If the responsible employee assessing or approving a sponsorship application identifies a conflict of interest, the Corporation's Conflict of Interest Policy and Procedures will apply.

All sponsorship applications and related documentation, regardless of the outcome, will be recorded in line with GWMWater's Records Management Policy.

3.4 Acceptance

Upon notification of a successful GWMWater sponsorship application, the nominated contact must confirm in writing acceptance of the Terms and Conditions relating to the sponsorship, including any applicable timeframes, payment arrangements, public acknowledgement, and any evaluation requirements. Monetary sponsorships and substantial contributions may also require a formal, signed agreement.

Failure to comply with the Terms and Conditions may result in the applicant or activity being denied sponsorship in the future.

4. EXPECTED OUTCOMES

[1] Refer to Schedule of Tariffs, Miscellaneous and Other Charges published on GWMWater Website

GWMWater expects implementation of this policy to support the Corporation to achieve its strategic objectives through the below expected outcomes.

That:

a) GWMWater is contributing to a healthy environment, thriving community.
b) GWMWater is providing services and products that are valued by our customers
c) All customer interactions give rise to a positive experience
d) GWMWater is demonstrating a responsible approach to natural resource management.

5. RESPONSIBILITY

The Communications and Engagement Team s responsible for administrating all sponsorships and appraising applications.

The Manager Communications and Engagement is responsible for approval of sponsorship proposals which meet the criteria specified in this policy and within budget and delegation.

The Executive Leadership Team is responsible for considering applications valued $1000 or more. Requests for Recycled Water Discounts, Partnerships or requests that have merit but are not considered in the scope of this policy, will be referred to the Executive Leadership Team for decision.

Applications for recycled water discounts will be directed to GWMWater's Manager Business Development for consideration.

Accounts Payable are responsible for the payment of any financial sponsorship to beneficiaries.

6. RELATED LEGISLATION, REGULATIONS AND MINISTERIAL DIRECTIONS

a) Financial Management Act 1994
b) Standing Directions of the Minister for Finance under the Financial Management Act 1994
c) Victorian Government Investment Principles for Discretionary Grants
d) Victorian Government Sponsorship Policy

7. REFERENCES

a) Strategic Directions 2018-2023
b) Communications and Engagement Strategy 2019-2024