

## 1. PURPOSE

GWMWater takes pride in maintaining good relationships with the regional community and in our record as a good corporate citizen. We are committed to continuing to develop and implement policies and activities that will build and foster these close relationships, as reflected in our Vision, Mission and Values statements.

## 2. POLICY

Clause 11 of the Statement of Obligations signed with Government states that GWMWater:

*'must develop and implement open and transparent processes to engage its customers and the community in its planning processes to ensure, among other matters, that the services it provides reflect the needs and expectations of customers.'*

GWMWater has adopted a Community Engagement and Marketing Plan with the objective of working in partnership with our local communities to:

- a) promote GWMWater as a major contributor to the environmental, economic and social well-being and growth of the region we serve
- b) ensure our customers have confidence in GWMWater
- c) provide transparent processes for building and maintaining strong relationships with our customers and other key stakeholders based on credibility and trust
- d) educate our customers about the environment in which the organisation operates
- e) create opportunities for our customers to provide informed advice to the board to assist with decisions that need to be made about the services that we provide to them
- f) ensure that our services are meeting the needs and expectations of our customers and the standard expected by our regulators
- g) ensure our brand is recognised and respected

GWMWater is committed to the successful implementation of the Community Engagement and Marketing Plan to maintain and build our image as a good corporate citizen and trusted corporation.

## 3. RELATED LEGISLATION

*Water Act 1989*

## 4. RELATED POLICY, PROCEDURES AND DOCUMENTS

- a) [CMS/417 Community Education Policy](#)
- b) [CMS/785 Customer Committees Policy](#)
- c) [CMS/2306 Statement of Obligations](#)

**5. EXPECTED OUTCOMES**

To maintain and build our image as a good corporate citizen and trusted organisation

**6. RESPONSIBILITY**

**Executive Manager Stakeholder and Governance**

**7. REFERENCES**

Nil