

1.0 PURPOSE

These guidelines set the framework in which the Wannon Water Sponsorship program operates.

2.0 SCOPE

These guidelines apply specifically to the Corporate Communications Team and any member of the public and/or community group seeking sponsorship from Wannon Water.

3.0 INSTRUCTIONS

Applicants should complete the Sponsorship Application Form after reading these guidelines.

The application will then be reviewed against the following criteria:

Regional Scope – Events occurring within Wannon Water’s service area involving water conservation activities and/or other activities relevant to Wannon Water service delivery efficiency will be considered for sponsorship. The target audience at such community events must predominantly reside within the Wannon Water region.

Strengthening Communities – The sponsorship should empower applicants and the groups and organisations they represent to sustain themselves and provide a sense of community.

Sustainability – The applicant and the group or organisations they represent should promote sustainability. Audiences should take away social, health and environmental benefits from the subject of the sponsorship.

Strategic Value – The applicant and the group or organisations they represent should encourage community awareness of water efficiency and environmental measures and practices.

Wannon Water will not consider sponsorships for:

- Events which discriminate against any persons, organisation or group
- Events with a limited audience appeal or organisations who don’t benefit the wider community
- Events which promote gambling, tobacco or alcohol
- Events which conflict with Government Policy
- Political parties
- Groups, organisations and events outside our service area.

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4.0 **SPONSORSHIP SPECIFICS**

Wannon Water offers two types of sponsorship.

Financial

All applications seeking financial sponsorship will be *critically* assessed against the above criteria. It is in the applicant's best interest to complete all parts of the application to the best of their ability to increase the likelihood of sponsorship.

Merchandise

All applications seeking merchandise sponsorship will be assessed against the above criteria. It is in the applicant's best interest to complete all parts of the application, including specifying which items would best suit their requirements, to increase the likelihood of sponsorship.

Wannon Water employees are required to comply with the Code of Conduct for the Victorian Public Sector in respect to providing sponsorship and other matters of ethical behaviour and fair dealing.

Wannon Water retains full discretion in awarding all sponsorship.

5.0 **REFERENCES**

Please refer to the following Legislative Framework and Government Policy that these Guidelines are bound by:

Water Act 1989 – Section 123
Victorian Government Sponsorship Policy 2005
Code of Conduct for Victorian Public Sector

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