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## **SPONSORSHIP & DONATIONS POLICY**

Version No: V2  
Approved By: Board  
Approval Date: 19/02/2019  
Next Review Date: May, 2021

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### **1 PURPOSE**

Westernport Water provides sponsorship and donations to support events, initiatives and campaigns that align with the Corporation's strategic objectives and demonstrate relevance to our products and services.

### **2 POLICY APPLICATION**

In accordance with Westernport Water's Corporate Social Responsibility Strategy 2017-22, the application of this policy strengthens opportunities for collaboration and adds value to our customers and the local community.

Sponsorship is the purchase of benefits or rights to associate Westernport Water with an organisation's service, product or activity in return for negotiated and specific benefits. Sponsorship can be in the form of money and/or in-kind support.

In-kind support is the provision of goods and services to support or enhance an initiative at a reduced rate or free of charge.

A donation is an act or instance of presenting something as a gift or contribution, and could be the provision of money or items of value with no returned benefits expected.

A discretionary grant is a payment where Westernport Water has discretion in determining whether or not a particular applicant receives funding and the conditions imposed in return for the grant.

### **3 ASSESSMENT CRITERIA**

In making a commitment to sponsor or donate, Westernport Water will consider the following:

- Does it support the achievement of the Corporation's strategies, goals and objectives?
- Does it positively promote Westernport Water's products or services?
- Does it align with or support key themes contained in existing communications campaigns?
- Does it help engage or build stakeholder relationships and provide shared benefit?
- Does it enhance Westernport Water's identity and reputation?

### **4 APPLICATIONS FOR SPONSORSHIP OR DONATIONS**

All applications for support must be completed in writing via mail, online application or direct email to [communications@westernportwater.com.au](mailto:communications@westernportwater.com.au).

Westernport Water will assess all applications against the assessment criteria and the budget available. All sponsorship agreements must be approved by Westernport Water's Manager, Communications and Engagement within the position's financial delegation.

## **5 SPONSORSHIP COMPLIANCE REQUIREMENTS**

All sponsorship commitments must comply with the Victorian Government Sponsorship Policy for public entities when seeking, providing or receiving sponsorship as defined in the Public Administration Act 2004.

The overarching principles of sponsorship management in the Victorian public sector are to ensure probity; achieve efficiency and effectiveness; maintain accountability; and implement effective risk management.

All sponsorship arrangements must uphold the integrity of Westernport Water, comply with related internal policies (ie. Conflict of Interest Policy) and abide by the Victorian Public Sector Code of Conduct.

Sponsorship is appropriate if it would not reasonably be seen to compromise the public interest, or affect Westernport Water's ability to perform its duties impartially.

## **6 ACKNOWLEDGEMENT OF SUPPORT**

When sponsorship is provided, the sponsored organisation must ensure public acknowledgement of Westernport Water's support. The acknowledgement must comply with Westernport Water's Brand and Style Guide and clearly indicate the support for the sponsored activity. Where appropriate, and or agreed to, Westernport Water should be acknowledged in sponsorship advertisements.

Westernport Water must sight and approve all marketing material where the corporate identity will appear.

## **7 BRAND**

A clear and consistent identity enables the public to recognise Westernport Water activities and increases exposure in the community. All third party use of Westernport Water's branding must be undertaken in accordance with the Communications Policy.

## **8 DISCRETIONARY GRANTS**

All discretionary grants must comply with the Victorian Government's Investment Principles, which include:

- Grants should only be used when they secure a government policy outcome
- Grants should not be used without first considering alternative policy mechanisms
- Grants should not create an ongoing need for funding
- Programs should be designed to minimise administration costs
- Accountability requirements for recipients should be proportionate to risk.

## **9 RESPONSIBLE OFFICER**

Policy Owner – General Manager, Customer and Community  
Responsible Policy Officer - Manager, Communications and Engagement