

## State Water Policy: SW2006-P0095

### SPONSORSHIP POLICY

#### **Introduction**

This policy provides direction to State Water Corporation on the provision of cash and in-kind sponsorship to external agencies, projects, educational programs, events or activities, to and further State Water's business objectives.

#### **Purpose**

The purpose of State Water's sponsorship activities is to support achievement of the corporation's business objectives by increasing the its profile and credibility with customers, potential customers and other stakeholders.

#### **Criteria**

Acceptable sponsorships must meet each of the following criteria:

- Demonstrate value for value.
- Include a mechanism for achieving at least one of the following objectives:
  - raising awareness of State Water's brand
  - communicating State Water's capabilities and the services offered
  - clarifying State Water's role in the water industry
  - demonstrating State Water's good corporate citizenship
- Align to State Waters' vision – 'Excellence and Growth'.
- Support State Water's brand positioning – 'Taking care of water for regional NSW'.
- Align State Water with organisations that:
  - Are experts in the water industry
  - Have longevity/a positive history within the industry
  - Have a large footprint within the industry

Sponsorship should not align State Water with any of the following:

- Religious organisations
- Political organisations
- Controversial industry organisations
- Organisations which have a poor reputation or lack integrity
- Organisations which promote gambling or drinking
- Activities co-sponsored by a tobacco company
- Sporting clubs or events
- Individual people

#### **Policy Administration**

The responsibility and authority to implement and enforce this policy rests with the General Manager Commercial Business. This responsibility includes effective communication of the policy and any necessary related procedures to all affected staff.

All sponsorship applications should be referred to the General Manager Commercial Business who will assess requests for sponsorship relative to above criteria. The Communication team will work with the Commercial Business unit to implement the requirements of the sponsorship (e.g. organising promotional material, providing artwork).

## ***Sponsorship Policy***

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Approval to deviate from this policy can be given only by the Board.

### **Feedback**

Feedback on this policy is welcome. Feedback and enquiries in relation to this policy should be directed to the General Manager Commercial Business on (02) 6841 2061.

**Adopted/Endorsed by:** Executive Team

**Adopted/Endorsed by Date:** 24 June 2011

**Issued by:**  
David Andersen  
General Manager Commercial Business  
(02) 6841 2061

**Issue Date:** 8 August 2011  
**Issued to:** All State Water staff

**Review Date:** 24 June 2013