

# Sponsorship and donations

## 1. Overview

### 1.1. At a glance

#### What

Sydney Water's Sponsorship Program covers community, local and industry sponsorships. The program aims to help position Sydney Water as a leader in our industry and demonstrate our commitment to sustainability.

Sydney Water's Donation Program aims to assist the communities and customers that it serves.

### 1.2. Scope

#### Who

This policy is relevant to all Sydney Water staff and organisations seeking sponsorship or requesting donations from Sydney Water.

### 1.3. Objective

#### Why

The policy defines the:

- Sponsorship Program general principles and guidelines
- approval process for sponsorships
- Donations Program general principles and guidelines
- approval process for donations.

## 1.4. Board approvals

Once a year, the Board of Directors approves the direction, strategy and budget for sponsorship and donations. The Board will also be provided an update on the status of the sponsorship and donation portfolio mid year. Under specific circumstances, the Board will also approve individual sponsorships (see below).

## 1.5. Sponsorships

For any sponsorship to be considered, they must first meet mandatory criteria. Sydney Water will not sponsor opportunities that:

1. have a conflict of interest (eg no bottled or filtered water companies)
2. demonstrate political, religious or socially divisive objectives
3. denigrate or offend the community.

Sponsorships are hard to confine perfectly to Sydney Water's area of operation. If a sponsorship falls partially outside (geographically), it must be submitted to the Board for approval. Justification will need to be given about how the sponsorship impacts Sydney Water customers and demonstrates value for money.

All sponsorships are assessed against a standard set of criteria.

The criteria includes:

- capable of promoting our commitment to sustainability, including
  - management of the water cycle and/or
  - environmental protection and/or
  - energy and water efficiency and/or
  - waste management (eg biosolids).

Proposals that fulfil these criteria are then considered for formal recommendation. All recommended requests are referred to the Manager, Corporate Public Affairs and General Manager, Business Strategy and Resilience for endorsement and to the Managing Director for approval.

The Board will approve individual sponsorships when:

- the Managing Director has a conflict of interest
- it is recommended adding a new sponsorship to the portfolio if the amount is greater than \$40K each year
- it is recommended to upgrade an existing sponsorship by more than 50% of the original contract cost
- the sponsorship partially falls outside of Sydney Water's geographic area.

Sponsorship approval documentation and payments can only be made through the Stakeholder Engagement, Education & Partnerships team. No other area within Sydney Water can enter into any sponsorship agreements using Sydney Water funds.

## 1.6. Donations

For donations, all documentation is prepared by the Stakeholder Engagement, Education & Partnerships and referred to the Manager, Manager, Corporate Public Affairs and General Manager, Business Strategy and Resilience for approval. The Managing Director also has authority to sign off on donations. No other area within Sydney Water can make a donation with Sydney Water funds.

Sydney Water does not provide donations in the form of promotional items and giveaways unless it directly supports Sydney Water's strategy and the Manager of Media & External Communication gives approval.

## 2. Definitions

**Mandatory.** Define all key terms that are particular to the policy or procedure. Do not include terms that are not mentioned in the document.

Term	Definition
Sponsorship	A business relationship between a provider of funds, resources or services and an individual, event or organisation which offers in return, rights and association.
Donation	The act or presenting something as a gift.