



Sponsorship and In-kind Support

Operational Policy

1. Objective

This policy outlines the principles of GMW supports for community activities through sponsorship. Sponsorship is an accepted way to support our communities and increase awareness about our business and brand.

2. Scope

This Policy applies to

- GMW's Board of Directors
- All GMW employees including continuing, fixed term, casual and contract staff.

3. Authority

The Board of Directors is responsible for approving this Policy.

The Managing Director is responsible for endorsing this Policy.

4. Definitions

GMW means Goulburn-Murray Water

In-kind support means services provided by GMW to support or enhance an initiative or community group.

Merchandise means goods provided by GMW to support a group, community and/or industry initiative.

Sponsorship means the right to associate the GMW's name, products or services with the sponsored organisation's service, product or activity. It involves a negotiated exchange and should result in tangible, material and mutual compensation for the principal parties to the arrangement. Sponsorship can take the form of cash and/or in-kind support.

Sponsorship does not include **purchasing** or **selling** goods or services for value, including advertising space, editorial comment or advertorials.

5. Policy

The following principles will be applied when considering requests for sponsorship:

- the benefit is balanced between customer, community and GMW's interests
- the cause champions GMW's business functions and strategies.
- the cause benefits customer and communities across the GMW operating area.
- the cause empowers applicants and their local community, or industry, to be sustainable.
- sponsorship provides a sense of community.

GMW will not sponsor the following:

- commercial organisations that do not relate to GMW, its customers or the region's sustainability
- individuals – for personal gain or self-interest
- advertising of/by a commercial organisation
- political parties



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- anything that involves or promotes unsafe community practices
- any activity that discriminates against any persons, organisations or groups
- activities with a limited audience appeal or that don't benefit the wider community
- anything that promotes gambling, tobacco, alcohol or drugs
- events and activities outside our operating area unless they have value for GMW customers.
- anything that conflicts with the Victorian Public Sector Values¹

GMW has the right to withdraw sponsorship at any time.

This Policy should be used in conjunction with GMWs *Sponsorship Procedure, Sponsorship Guidelines and Application Form*.

¹ Responsiveness, Integrity, Impartiality, Accountability, Respect, Leadership, and Human Rights