

Sponsorship Policy

Purpose

This policy is to establish the principles which should be applied when assessing and approving sponsorship applications to SA Water and when evaluating the benefits of an agreed sponsorship.

Principles

1. SA Water sponsored projects, programs and events will align with our sustainability vision for the Corporation and reflect good corporate citizenship.
2. All SA Water sponsorship applications will be assessed against consistent and transparent criteria. All sponsorship opportunities should offer some alignment with one or more of our strategic drivers: Customer and Community, Business Excellence, Future Planning, Service Quality and Delivery.
3. Through the sponsorship program, a range of benefits will be negotiated for SA Water and its customers, including promotion of water-related information. While SA Water will not consider corporate hospitality (such as free tickets, lunches etc) in its assessment of the value of sponsorship opportunities, employee participation in sponsored programs and events will be encouraged.
4. Only South Australian-based projects, programs and events will be sponsored.
5. SA Water will not consider sponsoring:
 - a. individuals
 - b. sports people or teams
 - c. any project, program or event related to gambling
 - d. projects, programs or events that exclude any sectors of the community based on culture, gender, religious belief, race or disability
 - e. projects, programs or events where there is a real or perceived conflict of interest with an existing sponsored activity
 - f. projects, programs or events likely to offend the community.
6. All sponsored projects, programs and events will be evaluated annually and upon completion. Those activities that fail to deliver the agreed benefits will be suspended and no further sponsorship will be agreed until such time as SA Water is satisfied mechanisms have been put in place to address these failures. Legally binding agreements will be in place for all sponsorships.

SA Water will not make charitable donations from the Corporation's sponsorship budget.