

Donations and Sponsorship Policy 1.25

Part 1: Introduction

1.1 Policy Summary

Riverina Water is proud to provide financial donations or sponsorships to support new or existing programs, services or events which contribute to the quality of life for communities in the Riverina Water supply area (see map in section 2.2).

This policy sets out the principles for Riverina Water's financial or in-kind donation or sponsorship towards a program, service or event.

This policy also outlines Riverina Water's position regarding donations to Riverina Water.

1.2 Policy Objectives

This policy aims to provide clear definitions and guidelines for donations and sponsorships, to ensure an accessible, open and transparent process for such requests.

1.3 Background

Riverina Water has previously adapted its policy on donations and sponsorships in recent years and has now reviewed the policy approach in the context of its new Customer and Community Engagement Program; and other initiatives such as grants.

Donations or sponsorships can be reapplied for year-on-year using the application form on the Riverina Water website. Each application will be assessed based on merit against the criteria and process stated in this policy by the CEO and the Chairperson.

All donations and sponsorships will be undertaken in a professional and co-ordinated manner and in accordance with relevant Riverina Water policies.

1.4 Scope of Policy

This policy applies to all Riverina Water staff and Board Members.

This policy operates in addition to all other obligations under the Local Government Act 1993, any other legislation, or relevant codes and policies regarding the disclosure of any interests.

Part 2: Application and process information

2.1 Definitions

Donations

For the purposes of this Policy, donation is defined as an altruistic arrangement in which Riverina Water provides a contribution in money or in-kind goods or services (but not the supply of water), to support a program, service or event in the Riverina Water supply area which may or may not have specified benefits to Riverina Water. Donations can include sponsorship of programs, services and events that are deemed to have worthwhile community outcomes and meet the eligibility criteria.

A donation is not:

- An endorsement of any product, service or factional cause by Riverina Water
- Part of normal assistance programs of Riverina Water
- Advertising (excluding recognition of a donation or sponsorship arrangement)
- Access to water or reduced charges

Sponsorships

For the purposes of this Policy, sponsorship is defined as an arrangement in which Riverina Water provides a contribution of money or in-kind goods or services (not the supply of water), to support a project or event that has strategic value and offers substantial reputational benefits to Riverina Water. Benefits must comply with conflict-of-interest policy, but the benefits of sponsorship are organisational not considered employee 'gifts'. Benefits may include, but are not limited to the following:

- Strong engagement opportunities enabling Riverina Water to connect with its community in a meaningful and relevant way that would not be possible without sponsorship.
- Acknowledgement of Riverina Water's sponsorship via the advertising and marketing undertaken.
- In the case of an event, an invitation to Riverina Water staff members to attend (or tickets supplied for promotional purposes) and verbal acknowledgment of Riverina Water's support on the event.

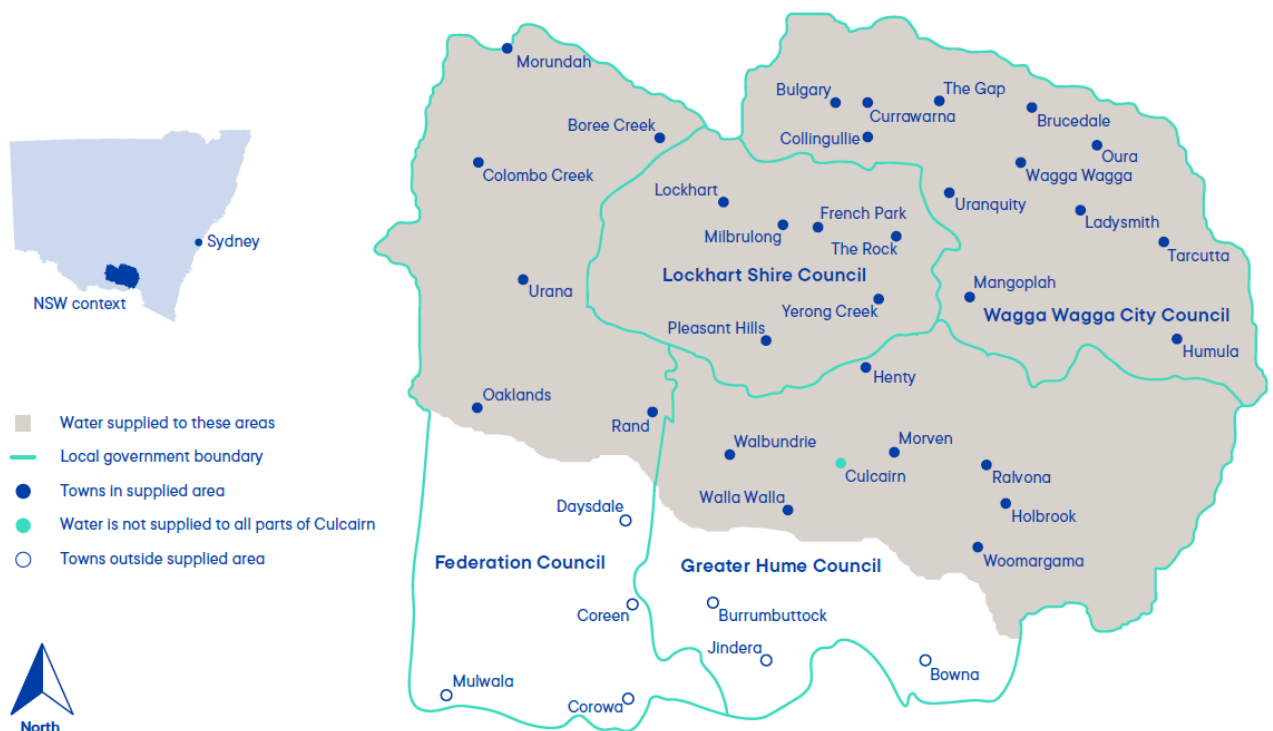
A sponsorship is not:

- An endorsement of any product, service or factional cause by Riverina Water
- Part of normal assistance programs of Riverina Water
- Access to water or reduced charges

2.2 Eligibility

- Applications must be to fund a program, service or event which occurs in the same financial year the donation is requested.
- All applicants must be located in the Riverina Water supply area (see map below) and projects must be delivered in the Riverina Water supply area.

Riverina Water supply area



Please see the additional criteria specific to either donations or sponsorships:

Donations

To be eligible for a donation, applicants must be:

- Incorporated not-for-profit community organisations
- Preschool, primary and high schools

Riverina Water will not provide donations to:

- Individuals or groups of individuals
- Unincorporated organisations
- Local government councils
- For-profit commercial organisations
- Political parties or unions

Riverina Water does not donate funds for:

- Conferences
- Seminars
- Individuals
- Record attempts

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Incorporated not-for-profits

In reference to the above, incorporated not-for-profit bodies are organisations that are registered and approved as not-for-profit bodies by NSW Fair Trading including:

- Charities
- Organisations with Deductible Gift Recipient or Public Benevolent Institution status
- Cooperatives

- Trusts that are registered with the Australian Charities and Not-for-profits Commission

2.3 Funding amounts

In general,

- Donations can be requested up to a maximum of \$3,500
- Sponsorships can be requested up to a maximum of \$6,000

Donation applications above the \$3,500 maximum will result in one of the following outcomes:

- Be declined
- If eligible and considered appropriate, a lesser amount offered by Riverina Water via the internal assessment process
- If appropriate, discuss with the applicant if the request can be considered under the sponsorship criteria
- If eligible and considered appropriate in the internal assessment process, refer the application to the Board.

Sponsorship applications above the \$6,000 maximum will result in one of the following outcomes:

- Be declined
- If eligible and considered appropriate, a lesser amount offered by Riverina Water via the internal assessment process
- If eligible and considered appropriate in the internal assessment process, refer the application to the Board.

The Board meets bi-monthly and all applicants must consider this timeframe in their request.

2.4 Application and assessment

Applications

Applications will be accepted from the start of each new financial year and will be considered until the annual program budget is exhausted.

Eligible organisations can receive one approved application per financial year.

Applicants should first review current guidelines for Riverina Water's annual Enriching Communities grants program. Requests that would be more suitable for a community grant should be made under this program and Riverina Water reserves the right to decline donation requests and refer applicants to this competitive program.

Organisations seeking donations in consecutive years must make a new application each financial year, with no guarantee of recurring funding can be given. If requested, applicants will need to provide an acquittal of past funding in order to reapply for a further donation.

Applications should be made via the appropriate form on Riverina Water's website; or can be received in writing via email to community@rwcc.nsw.gov.au or post. Applicants are encouraged to include any additional or supporting information.

Assessment

All applications will be assessed by Riverina Water's Customer and Communications team for eligibility and alignment with the relevant criteria, including:

- How it enhances the social, cultural or environmental life of our community
- Remaining unallocated funds in the program budget
- Funding provided to similar programs or initiatives

In addition, sponsorships will be considered against the level of strategic benefit to Riverina Water, including the application's capacity to:

- Increase customer understanding and perceived value of Riverina Water's products and services
- Increase awareness of Riverina Water and the role Riverina Water plays in the community
- Generate positive associations with the Riverina Water brand and product service offering

Eligible applications will be assessed against the criteria by the Chairperson (or Deputy Chairperson due to conflict of interest or unavailability) and Chief Executive Officer (or acting CEO or Director Corporate Services due to conflict of interest or unavailability).

Following assessment, Riverina Water reserves the right to propose a different funding amount to that originally requested.

In reference to section 2.3, funding amounts up to \$3,500 for donations and \$6,000 for sponsorship may be approved by the Chairperson and CEO or the nominated stand-in.

These applications will be assessed within 10 business days of submission of all required information.

As per section 2.3, eligible and appropriate applications above the funding maximums will be reported to the Board for determination.

All decisions of Riverina Water are final.

Successful applicants

Successful applicants invoices are required to provide an invoice to Riverina Water within 10 working days of approval.

Invoices must be received by the end of financial year. Failure to do so will result in funding being rescinded and may impact consideration of future applications.

Part 3: Governance

3.1 Reporting and other requirements

The CEO will report to the Riverina Water Board on an annual basis, providing an overview of all sponsorships made by Riverina Water. At this time, the CEO may request conditional pre-approval from the Board for strategic ongoing sponsorships or donations for the coming financial year.

Riverina Water is obliged to consider the provisions relating to granting financial assistance in the Local Government Act (Section 356).

3.2 Merchandise and activations

In addition to or in lieu of funding, Riverina Water may consider providing promotional merchandise and/or staff resources to participate in an activation at an appropriate event, project or initiative. These will be assessed based on the same criteria detailed in section 2.4.

3.3 Gifts and benefits to Riverina Water

Individual Riverina Water representatives cannot accept gifts or benefits due to a donation or sponsorship application or arrangement.

By nature, donations or sponsorships typically offer some form of benefit to Riverina Water. Outside of recognition and promotion of Riverina Water's support, other benefits may be accepted by Riverina Water by determination of the CEO under the following conditions:

- To be awarded by Riverina Water to the general public for promotional purposes
- If there is a business reason for a Riverina Water representative to attend a function in an official capacity such as a guest speaker or award presenter
- If participation or attendance offers strategic benefit to Riverina Water
- If participation or attendance offers an opportunity for staff development or recognition

Any acceptance must be in alignment with Riverina Water's Code of Conduct and Gifts and Benefits Procedure.

3.4 Conflict of interest

Riverina Water staff and Board members assessing and determining donation requests must identify and declare any potential conflicts of interest in accordance with the Conflicts of Interest Policy 1.6.

Groups/associations must declare if any members are Riverina Water employees. This will be assessed as part of the application form.

Part 4: Legislation, terminology and references

Part 2.3 of the Local Government Act establishes the role, functions and objectives of councils which provide the basis for Riverina Water's active role in community, cultural and social development.

Part 5: Implementation and delegation

Donations will be approved and administered in line with this policy and application and acquittal forms.

Part 6: Non compliance

Non-compliance with adopted policy may be considered a breach under the Code of Conduct. As such, any suspected or known non-compliance will be reported to the General Manager or, in the case of non-compliance by the CEO, to the Board Chairperson.

Policy number	1.25
Responsible area	CEO
Approved by	22/047
Approval date	27 April 2022
Legislation or related strategy	Local Government Act 1993 Conflicts of Interest Policy
Documents associated with this policy	Donation Application Form
Policy history	Policy adopted 18 December 2019 (19/180), replacing the former Sponsorship Policy 1.25 originally adopted 26 April 2016

Policy details may change prior to review date due to legislative or other changes, therefore this document is uncontrolled when printed.

END OF POLICY STATEMENT