

# Ripple Effect program guidelines

Wannon Water is committed to going *beyond water for strong communities*. Our Community Strategy, Partnering for Stronger Communities, details the ways we are developing and maintaining community partnerships that will create shared value for both us and our region of south-west Victoria.

We believe that building stronger communities is linked with building value for our customers, building value for our community and making our contribution to a better world.

## Criteria

Wannon water focuses support on four key themes, (but not limited to):

- Regional prosperity
- Education, training and volunteering
- Health and wellbeing
- Natural environment

We prioritise support for community based, not-for-profit organisations throughout our service region.

Projects that align with Wannon Water's purpose to provide safe, reliable water and sewerage services will be highly considered. As part of its 2019-20 Corporate Plan, Wannon Water also has a focus on projects that address the issues of vulnerability, gender diversity and aboriginal inclusion.

### **Wannon Water will not support requests that:**

- Support a political party
- Events outside the Wannon Water service region
- Could attract adverse community criticism
- Request open ended sponsorship, or naming rights sponsorship
- Have outstanding evaluation or acquittal reports from previous applications.

## Branding

Wannon Water's logo and acknowledgement are expected on all promotional material. If successful, Wannon Water will forward a copy of our logo, brand guide and suggested wording for communication material.

## Application assessment

We believe it is important that the events and initiatives we support make a significant and positive change within our local community. All applications will be assessed in relation to the following criteria:

- Does the event/activity align with our four key themes? (listed above)
- Does the event/activity occur within the Wannon Water service region?
- Does the organising body have the capacity to complete the event/activity?
- How will the event/activity strengthen and or/ support our local community?