

September 2021

Ripple Effect Sponsorship Program Guidelines



Wannon Water is committed to going *beyond water for strong communities*.

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.



Our community strategy [Partnering for Stronger Communities](#) details the ways we are developing and maintaining community partnerships that will create shared value for us and our region, South West Victoria.

Community strategy themes

Applications for funding under our sponsorship program **must** align with (but are not limited to) the following key themes from our community strategy:

Regional prosperity

We believe that part of serving our region involves contributing to economic development and fostering prosperity through our products, services and actions. We will consider sponsorship support for initiatives and projects that build capacity with a focus on leadership, engagement, partnership, strategy and advocacy.

Education, training and volunteering

We rely on a skilled workforce and regard this as an important component for regional prosperity. Access to quality education, training and volunteering pathways is essential for South West Victoria to have a skilled and active workforce. We will consider sponsorship support for initiatives and projects that align with this focus area.

Health and wellbeing

Being healthy and well is influenced by genetics, and by how we live, work and play. It is important for all aspects of social and economic life and is therefore important to us. We will consider sponsorship support for initiatives

and projects that enhance public health and physical and mental wellbeing.

Natural environment

Healthy and sustainable ecosystems are crucial in providing communities access to clean water and unpolluted air, and in the production of food. Natural environments provide valued amenity, can contribute to people's physical and mental health, and have their own inherent value. We will consider sponsorship support for initiatives and projects that align with this focus area.

Scope

As part of the strategy, our *Ripple Effect* sponsorship program prioritises support for community-based, not-for-profit organisations throughout our service region, providing merchandise for their projects and events.

A great range of merchandise is available through two annual application rounds, held in March and September each year. See our website for merchandise available.

The September merchandise round is now open.

General

Sponsorships are limited. Each year we receive a large number of applications, and although they may meet our guidelines, we unfortunately are not able to sponsor them all.

Your sponsorship request may be declined, or we may offer an alternative to the sponsorship that has been requested. The sponsorship decisions we make are final.

Wannon Water will not support requests that:

- Will be delivered outside our service region
- Request open-ended sponsorship, or naming rights sponsorship
- Plan to use sponsorship merchandise for re-sale
- Could attract adverse community criticism
- Could attract high-level COVID-related risk/s
- Discriminate adversely against any persons, organisations or groups
- Seek support for political campaigns or lobby groups
- Support organisations who receive income from, are supportive of, or have visible links to tobacco, gaming, alcohol or drug-related issues.

Eligibility

Applications assessed according to the following criteria:

- Projects must be located or held within our region. View our [service area map](#).
- The program gives priority to community-based, not-for-profit organisations who have an Australian Business Number (ABN) or are an incorporated body.
- Projects/initiatives supported through this program will need to adhere to Victorian Government coronavirus (COVID-19) requirements
- The proposed initiative/project aligns with at least one theme from our community strategy (listed on the first page)
- We prioritise applications from organisations that actively encourage inclusive participation from, and support accessibility of, a broad range of community members, including those that:
 - Are experiencing vulnerability
 - Are living with a disability
 - Identify as Indigenous
 - Are culturally and linguistically diverse
 - Are experiencing family violence.

- All applicants are required to meet obligations under the [Child Safe Standards](#).
- Projects will link with Wannon Water Education program to promote water conservation and literacy.

Applications from other types of organisations within South West Victoria that demonstrate alignment with our community strategy themes and meet the criteria below may be considered at the discretion of Wannon Water.

Promotion and dissemination

Recipients will recognise Wannon Water as a project partner on their project's website/social media and on all promotional material by using our logo. Please note: We will forward a copy of the Wannon Water corporate logo and brand guide to support this requirement.

Recipients will agree to share three high-resolution project/initiative-related images with us within five business days of the event's completion, along with authorisation to use these images for promotional use.

Merchandise application timeline

8 September 2021	Applications open
6 October 2021	Applications close
3 November 2021	Outcomes advised
17 November 2021	Merchandise issued from this date

Enquiries

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