



## City West Water's Community Investment Program

### Application for Mobile Water Fountain

Email application to [csi@citywestwater.com.au](mailto:csi@citywestwater.com.au)

Or post to Community & Social Involvement Team  
City West Water  
Locked Bag 350  
Sunshine Vic 3020

Community Investment type:

- |   |                                    |
|---|------------------------------------|
| <input type="checkbox"/> Arts & Culture               | <input type="checkbox"/> Education |
| <input type="checkbox"/> Charity/welfare              | <input type="checkbox"/> Health    |
| <input type="checkbox"/> Community Organisation       | <input type="checkbox"/> Sports    |
| <input type="checkbox"/> Other (please specify) _____ |                                    |

Name of organisation \_\_\_\_\_

Contact person \_\_\_\_\_

Email \_\_\_\_\_

Daytime telephone or mobile \_\_\_\_\_

Community event \_\_\_\_\_

Event Date \_\_\_\_\_ Event times \_\_\_\_\_

Event address \_\_\_\_\_

Melways \_\_\_\_\_

How many people are expected to attend the event? \_\_\_\_\_

Key contact on the day: \_\_\_\_\_

Mobile number of key contact: \_\_\_\_\_

Preferred drop off time: \_\_\_\_\_ Preferred pick up time: \_\_\_\_\_

As we receive numerous applications to use the Mobile Drinking Fountain, we may not always be able to grant approval to all applications even all those which meet the published guidelines. Lodgement of an application acknowledges acceptance of our guidelines and requirements. For approved applications, whilst City West Water will make reasonable endeavours to deliver the water fountain at the time requested, it is unable to guarantee the delivery, either at the time specified or, in extreme circumstances, on the day of the event. City West Water will always endeavour to notify an organiser if this situation occurs.

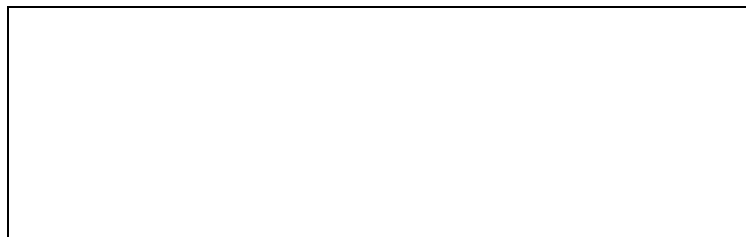
**Requirements:**

- Site Map
- Mains pressure tap/hydrant in close proximity to the proposed location of fountain which allows 20 or 25mm connection.
- A management plan for any run off water from the fountain, to be approved by City West Water.
- The proposed location of the fountain must be assessed against all identified event risks including the secure housing of the inflow and outflow houses. City West Water provides reasonable assistance where required to identify a suitable location for the fountain.
- A management plan for the security of the fountain during the event, to be approved by City West Water. The event organisers will be held liable for any damage to the fountain whilst in their custody and/or control.
- City West Water reserves the right to reject an application if the proposed location of the fountain and/or management plans do not meet the above requirements.
- The organisers provide an alternative supply of free water to persons who may not be able to access or operate the fountain due to a disability

Please mark on the site plan where the fountain is to be located. The connections should be under, or as close as possible to, the trailer.



Office use only: SR number \_\_\_\_\_





## **City West Water's Community Investment Program**

### **Framework**

This document contains guidelines for organisations who want to participate in City West Water's Community Investment Program.

City West Water provides services to Melbourne's CBD and inner and western suburbs and will consider applications for limited financial support at corporate, commercial and local community levels within our licence area.

City West Water sees community investment opportunities as a way to build relationships with our many stakeholders.

As City West Water receives numerous support requests for the limited funds available, we may not always be able to approve applications which meet the published guidelines. These guidelines have been developed to ensure our sponsorships provide value for money, value to our community and enhance our reputation and image.

City West Water may provide:

- 1. Sponsorships**  
Financial support provided to an organisation
  
- 2. In-kind support**  
In kind support includes provision of corporate promotional materials, mobile drinking fountain, and/or education trailer

City West Water does not seek out sponsorship for its programs, but encourages organisations to apply for funding and the in-kind support which is available.

If your organisation has an event or program which has water, or a water conservation focus, and can offer a positive association with our business, we'd be delighted to consider your application.

### **Our criteria**

Before your application for assistance can be considered the event or program must meet one or more of the following criteria.

- Does the activity/event occur within City West Water's licensed area?
- Is there a focus on water and/or water conservation?
- Does the organisation or event reflect City West Water's values?
- Does the organisation or event provide avenues to promote our key messages and programs?
- Does the activity/event benefit the community in City West Waters licence area

### **What we do not support**

City West Water does not generally support the following types of requests:

- unincorporated groups or bodies which do not have an Australian Business Number
- events intended to provide profit or gain
- delivery or replacement of core government services
- donations for fundraising teams or individuals for charity
- retrospective funding or budget deficits
- beauty contests/pageants, events that involve gambling, exploit animals or promote tobacco or alcohol
- events that discriminate adversely against any persons, organisations or groups or that are for individuals or political parties
- events that have limited audience appeal or organisations that do not function for the wider benefit of the community
- events which conflict with Government Policy or objectives
- where the support is passed onto a third party in the form of a sponsorship or grant. City West Water's support is for the exclusive use of the applicant.

### **How to apply**

As City West Water is a fully accountable organisation owned by the Victorian State Government, it is essential that Community Investment Program applications are submitted to us in writing.

We request that in-kind and mobile fountain applications are provided at least **one month** before the proposed event and sponsorship applications should be lodged at least **three months** prior to the event.

All applications shall be reviewed according to our criteria and our social strategy principals, and a response will be provided within three weeks of receipt of the application.

Successful applicants should be aware that our support is not a general endorsement by either City West Water or the State Government, and that the benefits of any support must not be promoted or publicised in this way.

Applications should be forwarded to:

- Email application to [csi@citywestwater.com.au](mailto:csi@citywestwater.com.au)
- Post to Community & Social Involvement Team  
City West Water  
Locked Bag 350  
Sunshine Vic 3020

To help us assess your proposal fairly, please include the following information in your written application:

- Executive summary including background information and credentials of the events and organisation
- How the event will link with water and/or water conservation
- Demographics of the audience or attendees, including the numbers anticipated to view or participate
- Is there a cultural element to the event and if so what is it
- The benefits City West Water will receive by providing support, including advertising/signage, naming rights etc. How we will be recognised for our support
- Details of relationships or networking opportunities for City West Water that may develop as a result of supporting your event
- Specific details of any planned publicity and marketing activities.
- Other sponsors or government agencies approached and committed and any exclusivity arrangements offered
- Opportunities for City West Water to promote our programs and to distribute promotional and educational material
- Any evaluation techniques or performance indicators (marketing surveys) that will be used to measure the effectiveness of City West Water's sponsorship.

**Provision of In-kind Goods**

City West Water promotional items supplied to successful applicants are strictly **not** to be used for resale or to gain financial benefit.