

# Community Investment Program

## Application for Financial Support

### 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 financial support applications be lodged at least **three months** prior to the event.

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 sent to:

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

Or emailed to [csi@citywestwater.com.au](mailto:csi@citywestwater.com.au)

### Event details

#### Event type

Arts & Culture

Education

Charity/Welfare

Health

Community Organisation

Sports

Other (*please specify*) \_\_\_\_\_

Community investment event name: \_\_\_\_\_

Organisation name: \_\_\_\_\_

Street address: \_\_\_\_\_

Australian Business Number: \_\_\_\_\_

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

Email address: \_\_\_\_\_

Daytime phone number: \_\_\_\_\_

Event date: \_\_\_\_\_

Event location: \_\_\_\_\_

Amount requested \$ \_\_\_\_\_ GST inclusive  Yes  No (*please show full amount requested and tick if GST inclusive or not*)

As we receive numerous applications for financial support 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 framework and criteria.

Acceptance of financial support acknowledges that applicants will complete a post event evaluation, as provided by City West Water, within 30 days of the event. The applicant also agrees to participate in an external review of City West Water's support within three months of the event. Lodgement of this application acknowledges that the agreement between the two parties is for the period of the event.

Support in one year or at one event does not guarantee on-going support for future events.

**Please answer all questions below and attach an executive summary including background information and credentials of the event and of the organisation.**

Provide a summary of the event and organisation (include background information and credentials):

Do you have a Disability/Accessibility Action Plan for your event? Yes / No

How will the event link with water and/or water conservation?

Detail the demographics of the audience or attendees including the numbers anticipated to view or participate:

Is there a cultural or accessibility element to the event and if so what is it?

Please outline the benefits City West Water will receive by providing support, including advertising/signage, naming rights, etc. How will we be recognised for our involvement?

What are the benefits to the community? What are the benefits to your organisation?

Provide details of relationships or networking opportunities for City West Water that may develop as a result of our involvement in your event:

Please provide specific details on any planned publicity and marketing activities:

List other companies approached and committed to providing financial support and any exclusivity arrangements:

Outline the opportunities for City West Water to promote our programs and to distribute promotional and educational material:

Please detail any evaluation techniques or performance indicators (marketing surveys) that will be used to measure the effectiveness of City West Water's involvement:

## 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 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 received 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 sponsorship provide value for money, value to our community and enhance our reputation and image.

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 licence 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 Water's licence area?

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

### 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 contents/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.