



# Waste Authority

## DRAFT SPONSORSHIP POLICY 2009

### 1. INTRODUCTION

The Waste Authority is committed to supporting the actions of others that relate to waste management by utilising transparent and accountable assessment processes.

### 2. PURPOSE

The purpose of this policy is to establish the framework for the creation of sponsorship alliances between the Waste Authority and corporations, foundations, individuals and other non-government organisations. A sponsorship is about relationship building and is a powerful way to build and strengthen partnerships.

### 3. SPONSORSHIP OBJECTIVES

The Waste Authority will consider sponsoring entities involved in activities that:

- Further the objectives and strategies in the Waste Strategy and align with the values of the Waste Authority;
- Foster partnerships with the community;
- Provide opportunities for direct interaction with the community, industry and all levels of government, on waste management programs and issues;
- Achieve the principal aims of social, economic and environmental responsibility in waste management and the local community; and
- Promote continuing improvement in waste management in Western Australia, including waste reduction.

### 4. SPONSORSHIP ACTIVITIES

A wide range of activities may be considered for sponsorship. Examples of potentially relevant activities include:

- Seminars and Conferences;
- Award Programs;
- Community based events;
- High profile leisure and sporting events;
- Tertiary Institution expositions or environment days.

## **5. SPONSORSHIP SELECTION CRITERIA**

The following criteria will guide the selection of appropriate sponsorship activities:

1. Demonstrably aligned to the objectives of the Waste Authority's Waste Strategy for WA;
2. Has the potential to deliver significant positive change for reducing waste or improving recycling;
3. Provides an effective means for messages about waste avoidance and resource recovery to be delivered;
4. Involves activity in Western Australia;
5. Strengthens relationships with key businesses, community leaders or groups;
6. Provides an opportunity for individuals to learn more about waste issues in Western Australia;
7. Recognises those who have excelled in delivering outcomes consistent with the values of the Waste Authority;
8. Is undertaken by groups or organisations that are known and respected in the waste industry/community;
9. Does not provide for income support for individuals;
10. Provides value for money; and
11. To demonstrate/promote best practice.

The Authority will generally not consider sponsorship for;

1. Local, state government or industry employees to attend conferences, workshops or seminars;
2. Projects that are largely completed.

## **6. MONITORING AND EVALUATION**

At the conclusion of a sponsorship program, where the value of the program exceeds \$10,000, evaluation of the program may be required. The requirements of the evaluation process will be set out in writing along with the advice of a decision to sponsor an activity/entity.

## **7. RISK MANAGEMENT**

A detailed risk identification and management plan may be required for sponsorship arrangements which are considered sensitive, high value or complex. Requirements for a risk management plan will be set out in writing along with the advice of a decision to sponsor and activity/entity.

## **8. APPLICATIONS FOR SPONSORSHIP**

Applications for sponsorship are to be lodged in writing on the approved sponsorship form available from the Authority's website at [www.wastewa.com.au](http://www.wastewa.com.au).

Applications will be considered at Authority meetings which are held on the first Wednesday of the month (except in January). In order for applications to be assessed at a meeting they need to be submitted no later than three weeks prior to this date and addressed to the Executive Officer, Waste Authority, c/o DEC Locked Bag 104 Bentley DC WA 6983.

## **9. DETERMINATIONS ON SPONSORSHIP**

Sponsorship applications will be considered by the Authority three times per year.

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