



Waste Authority

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. Provides value for money; and
10. 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.
3. Does not provide for income support for individuals;

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.zerowastewa.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. All application assessments and the response times will be listed on the the website.