

Date

April 2009

Issue

Community investment is consistent with the strategic objectives of the KIC and is a legitimate role of the KIC.

KIC Position

The KIC strives to foster positive interaction between member companies and with the broader community.

While the KIC is a not-for-profit organisation and is not a funding body we can facilitate industry community investment and in-kind support in two ways:

- referral of appropriate requests to KIC members for review; and
- coordination of KIC member support for initiatives with broad benefits to a significant section of the local community.

Background Summary

A primary goal of the KIC under its constitution is to promote a positive image of Kwinana industries.

An organisational review of the KIC led to a strategic shift of developing and strengthening relationships with key stakeholders, including the community.

Key to the success of this strategy is increasing awareness of KIC by raising the organisation's profile within the community.

The KIC strategic plan (2005-08) identifies the relationship with the community as a major driver and articulates stakeholder perceptions as a priority.

The KIC Public Affairs & Communications Advisory Group (PACAG) meets monthly where requests for support are considered and assessed against the guidelines.

Opportunities that fall outside these guidelines can be referred to KIC members for individual company consideration.

For projects with broad benefits to a significant section of the local community, the KIC can coordinate member support through the KIC business planning process.

Projects must be consistent with the following key priority areas:

- environmental sustainability;
- education and training; and / or
- community health and lifestyle.

The KIC will review requests for support from not-for-profit organisations that:

- will deliver benefits directly to the local community;
- incorporate sound health, safety, environmental and governance practices; and
- provide adequate information regarding the management and administration of the organisation and the project including; accountability, reporting, and project measures of success.

The KIC will not consider:

- political donations
- individual or group requests for fundraising or travel
- indirect appeals such as golf days, charity dinners & other fundraising events
- membership of religious, political or community organisations

Relevant Resource Materials

Community Investment Guidelines:

http://www.kic.org.au/Community_Support.asp

Industry Contact

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