

Kwinana Industries Council (KIC)

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

KIC is unique within Australia and pursues its goals by working collaboratively with member companies addressing issues of common interest; so that **Kwinana industry speaks with one voice.**

The KIC aims to:

- co-ordinate the activities of Kwinana industries on a range of common issues;
- provide effective liaison with the local community;
- promote a positive image of Kwinana industries;
- highlight contributions to the community by Kwinana industries; and
- work towards the long-term viability of the Kwinana Industrial Area.

KIC's Role in Community Investment

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

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

Referral to KIC Members

KIC full member representatives combine to form the KIC Public Affairs & Communications Advisory Group. The group meets monthly where requests for support are considered and assessed against the guidelines outlined below. Opportunities that fall outside the guidelines (which include the exclusion criteria) are referred to KIC members for individual company consideration.

In this instance, the KIC is a facilitator, acting as a conduit to over 40 individual organisations within the Kwinana Industrial Area.

Coordination of KIC Member Support

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. For consideration in the KIC's annual budgetary process, these projects must be consistent with the following key priority areas:

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

Upon reflection of your request, should you consider it to fall within one of the key priority areas above, the KIC will review requests for support from not-for-profit organisations that:

- will deliver benefits directly to the local community surrounding the Kwinana Industrial Area;
- 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.

Current examples of initiatives supported through the KIC business planning process include the Kwinana Industries Education Partnership, Town of Kwinana Healthy Lifestyle Caravan and the Rockingham Kwinana Division of General Practice Youth Service.





Exclusion Criteria

However, the KIC will not consider requests that can be classified as:

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

Steps for You to Seek Support

A written request to the KIC must be submitted detailing the proposed initiative and budget. You should allow sufficient time for the request to be included in the forward financial year budget planning process which commences in January of each year, concluding in April. Therefore, requests should be submitted prior to 31 March of each year in order for them to be considered.

It is highly recommended that you highlight the rationale for approaching the KIC (as outlined in the criteria for consideration), the benefits of the project to the community, promotional opportunities and performance measures of the project – i.e. how will you assess its success.

You may also consider including further information such as background information on the organisation and management structure, annual report, level of sponsorship, details of sponsor benefits etc. A checklist is attached to assist you in completing your request.

Please forward your request to:

The Director,
Kwinana Industries Council
PO Box 2195
ROCKINGHAM WA 6967

Requests may be submitted electronically via kic@cciwa.com.
For further information please call the KIC Communications and Marketing Co-ordinator on 9437 0163.





Community Request for Support Checklist

Set out below is a checklist to assist you in submitting a request for support to the KIC. The suggestions below will provide the KIC with the necessary information to evaluate each proposal effectively:

STEP 1

exclusion criteria:

- not a political donation
- not an individual or group request for fundraising
- not an individual or group request for travel
- not an indirect appeal (eg. golf day, charity dinner, fundraising events etc)
- not a request for membership of political, religious or community organisation

STEP 2

- does your organisation deliver a broad benefit directly to the local community?

STEP 3

does the initiative fall within one of the KIC's key priority areas, being:

- environmental sustainability
- education and training
- community health and lifestyle

STEP 4

about your organisation:

- registered not-for-profit
- sound health and safety practices
- sound environmental and governance practices
- background information including management structure
- contact details including position title, address, phone, fax, e-mail etc
- current annual report and audited financial statement
- individual and collective experience managing similar projects

about your initiative :

- brief history of the project / event
- benefits to the KIC and synergies with our objectives
- describe the initiatives objectives and aims
- proposed date, timeline and location
- expected number and profile of target participants / audience
- other partner organisations and their role
- key themes and messages of the project
- specific achievable outcomes

benefits of support to the KIC:

- community awareness and communications plan
- a full list of media benefits (i.e. print, radio, television, internet coverage)
- opportunities for collaboration such as cross promotion or partnering
- marketing and promotion strategies / activities for the project

details of funding request:

- amount in cash and / or in-kind
- period of support (months / years etc)
- budget details, including contributions from other sources

evaluation and reporting:

- reporting mechanisms to keep KIC informed of progress
- project success evaluation strategy (performance measures)
- process for evaluating and reporting on the outcomes of the project

