

Awards, events, and promotional content policy

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1. Cultural Statement

Our people do great work and are often keen to promote their efforts via industry award entries, technical papers, presenting or speaking at events and/or publishing promotional content. Additionally, we receive a number of requests from our suppliers, consultants and contractors who are keen to undertake similar activities to promote the work they have completed on our projects.

While we value the work we do, and are committed to celebrating our wins, it is important that these activities are aligned with our brand, communication approach, and work to grow and protect our reputation.

2. Background

Depending on our current context and operating environment it may not be appropriate to submit an award entry or technical paper, agree to a speaking / presentation opportunity at events or publish promotional material about Wellington Water or the work we do.

This Policy has been developed to help Wellington Water staff and our suppliers, consultants and contractors when considering any promotional activity about Wellington Water and our work. Each activity has slightly different considerations so please ensure you read this policy carefully.

3. Scope

This policy applies to all staff, suppliers, contractors and consultants.

The functional Chief Officers are responsible for all final approvals.

The Head of Communications and Engagement is responsible for:

- reviewing and recommending awards, speaking opportunities etc upon notification by the staff member or the supplier, contractor and/or consultant

The Communications and Engagement Team is responsible for:

- reviewing draft award submissions, documents, content, applications, talking points, articles etc. and gaining approval from Head of Communications and Engagement and relevant Chief Officer

4. Policy

Award entries

Award entries by staff

Any staff considering submitting an award entry on work they have done at Wellington Water needs to gain approval from their Chief Officer on recommendation by the Head of Communications and Engagement before proceeding. This needs to be done at least 3 months prior to when submissions are due, but the earlier the better.

At any point before the submission deadline, approval could be rescinded if our operating context changes.

All award entries must be approved by the relevant Chief Officer and the Head of Communications and Engagement and must be provided for approval with a minimum of 5 weeks' notice before the submission deadline.

To submit a request, please use the request template found at the end of this policy document.

Award entries by suppliers, consultants, and / or contractors

We often receive requests from suppliers, consultants and contractors who want to submit award entries for work completed on our projects. These require resources from Wellington Water to review and approve the submissions.

Any suppliers, consultants and contractors wanting to submit an award entry for work done on Wellington Water's behalf must seek approval from Wellington Water beforehand. To do this, they must contact Wellington Water at least 3 months prior to when submissions are due for the awards they are interested in entering, but the earlier the better.

All requests must be approved by the relevant Chief Officer on recommendation by the Head of Communications and Engagement before proceeding.

Requests must be sent through to the Communications and Engagement Team – communications@wellingtonwater.co.nz. Requests must include:

- which award the requestor is planning to enter
- the purpose of the award
- the target audience
- the project or programme of work being submitted on; and
- the benefits of entering the award both for the supplier, consultant and contractor and Wellington Water.

A request template can be found at the end of this policy document.

If approved, all award submissions must be prepared well in advance and drafts provided to Wellington Water's Communications and Engagement Team and the project/programme lead for review and approval at least 5 weeks before the submission deadline. From there the Communications and Engagement Team will work to gain the relevant Chief Officer's final approval for the submission.

At any point before the submission deadline, approval from Wellington Water could be rescinded if our operating context changes.

All award submissions from suppliers, consultants and contractors must be joint submissions with Wellington Water. However, Wellington Water reserves the right at any point to decide to submit on an award entry on our own if this is more beneficial to us and our reputation.

Technical papers

Any staff, supplier, contractor or consultant wanting to submit a technical paper for publication or professional development / educational purposes needs to gain approval from the relevant Chief Officer on recommendation by the Head of Communications and Engagement before proceeding.

This needs to be done at least 3 months prior to when submissions are due, but the earlier the better.

Drafts for technical papers must be approved by the relevant Chief Officer and the Head of Communications and Engagement. Draft papers must be provided for approval with a minimum of 5 weeks' notice before the submission deadline.

At any point before the submission deadline, approval could be rescinded if our operating context changes.

Speaking and presentation opportunities at events

Any staff considering speaking or presenting at events on Wellington Water or about our work needs to gain approval from their Chief Officer on recommendation by the Head of Communications and Engagement before proceeding. This needs to be done at least 2 months prior to the event date.

At any point before the event deadline the approval could be rescinded if our operating context changes.

If approved, any talking points, material or content that will be included as part of the speech or presentation must be reviewed and approved by the relevant Chief Officer and the Head of Communications and Engagement. Draft content must be provided for approval with a minimum of 3 weeks before the event date.

No suppliers, consultants and contractors are permitted to present on work for Wellington Water at events unless this has been approved by Wellington Water, using the above process. If approved, all presentations must be a joint presentation with Wellington Water.

Promotional content or communications from suppliers, consultants and contractors

We often receive requests from suppliers, consultants and contractors to approve promotional content about their work on Wellington Water projects. Promotional content is considered content about Wellington Water and/or our work and includes the following:

- Any social media
- Any promotional collateral including newsletters, videos, case studies etc created by suppliers, consultants and contractors
- Any website or online content.

Promotional content does not include communications work that is required as part of project delivery, e.g. regular communications about upcoming works and how this might impact the community or regular project updates is not promotional material. However, all project delivery communications should be delivered by Wellington Water's Communications and Engagement Team.

The scope for any promotional content about our work must be discussed and approved by Wellington Water before proceeding. Requests should be sent through to Wellington Water's Communication and Engagement Team. If approved, all content, must be reviewed and approved by Wellington Water's Communications and Engagement Team before being published.

In some instances, there is an option for suppliers, consultants and contractors to talk about the work they have delivered on our behalf in an anonymised way that does not mention Wellington Water or use our brand in any shape or form. This content must still be approved by Wellington Water Communications and Engagement Team beforehand.

All media engagement on all Wellington Water work must be undertaken by Wellington Water's Communications and Engagement Team unless otherwise agreed by the Head of Communications and Engagement. At times, Wellington Water may decide to engage in joint proactive media promotion with some of our major suppliers, consultants and contractors on our programmes, projects and operations. This will be led by Wellington Water and will be at our discretion.

At any point approval from Wellington Water for any promotional content could be rescinded if our operating context changes.

Need help?

If you have any questions, please contact Wellington Water's Communications and Engagement Team on communications@wellingtonwater.co.nz

5. Regulation, Legislation and Standards

Not applicable.

6. Document owner

Document Owner	Vanessa Macfarlane, Head of Communications and Engagement
Document Author	Vanessa Macfarlane, Head of Communications and Engagement

7. Putting the policy into effect

Implementation date	24 July 2025
Review date	24 July 2026
Version number	(must match QPulse controlled version)

8. Request form

Please complete the below form and send this through to communications@wellingtonwater.co.nz

Your name and job title	
Type of opportunity	<i>Award, presentation, publication, social media, other</i>
Name of award, publication etc	<i>If an award entry, please link to the relevant award criteria</i>
Relevant project or workstream	<i>This could be a specific project or a wider piece of work i.e. water conservation</i>
Purpose/key benefit	<i>What do you see as the key benefit of undertaking this activity? i.e. Will it celebrate good work, or raise public awareness of relevant issues?</i>
Due date	<i>What date do you need final approval of your submission, article, presentation etc?</i>
Is this a joint request?	<i>Any award submission from suppliers, contractors or consultants must be a joint submission with Wellington Water</i>
Who is the intended audience?	<i>Is this for an industry event, school, local community etc?</i>