

## Date

December, 2014

## Issue:

Community Investment

## KIC Position and Key Messages

- 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, it can facilitate industry community investment and in-kind support in two ways:
  - I. Referral of appropriate requests to KIC members for review,
  - II. Coordination of KIC member support for initiatives with broad benefits to a significant section of the local community.
- The KIC aims to-
  - I. Co-ordinate the activities of Kwinana industries on a range of common issues,
  - II. Provide effective liaison with the local community,
  - III. Promote a positive image of Kwinana industries
  - IV. Highlight contributions to the community by Kwinana industries,
  - V. Work towards the long-term viability of the KIA.
- The (KIC) has worked on many fronts to stay well connected with the local community. One of the ways this is achieved, is through its sponsorship towards various local programs and events.
- Through sponsorship and community partnerships, KIC has proudly played a part in the social, cultural and economic enrichment of the lives of people in the Kwinana/Rockingham community.
- KIC believes in promoting positive relationships between industry, community and Government.
- KIC is unique within Australia and pursues its goals working collaboratively with member companies, addressing issues of common interest, so that Kwinana industry speaks with one voice.

## Background information

An organisational review of the KIC several years ago, led to a strategic shift toward developing and strengthening relationships with key stakeholders, including the community. Key to the success of this strategy was increasing the broad awareness of KIC and raising the organisation's profile within the community.

The KIC strategic plan (2005-08) identified the relationship with the community as a major driver and articulates stakeholder perceptions as a priority. This focus has continued to be a theme in subsequent strategic planning rounds.

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.

KIC has had another successful year, engaging with the local community, and in doing so, has created some very memorable moments and events, KIC will continue to strengthen its relationships with the community and member companies.

Some of the community events and programs that have been the recipient of KIC sponsorship and support in 2014 are:

- I. Koorliny Arts Centre.
- II. Rockingham Community Fair.
- III. Coastcare in the KIA.
- IV. BP Refinery staff planting at Governor Reserve, Rockingham.
- V. Kwinana Festival.
- VI. KIC Education Development Program.
- VII. KIC Women's Networking Forum.
- VIII. Kwinana Industries Youth Art Awards.
- IX. RKCC Business Awards.
- X. TCYS Annual Yachting regatta

## **Contact**

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