



## Procedure 9.01 – Sponsorships and Donations

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### 1. Application

This Procedure applies to NQBP Personnel.

### 2. Policy

Under Policy 9 – Stakeholder Engagement and Corporate Communications, all directors, employees and contractors of NQBP have an obligation to consult with External Affairs at the inception of all projects and business activities requiring media contact, social media interaction, public relations, marketing, graphic design, community consultation, photography, video production and external websites.

This ensures consistency in communication and in assessing requests for community support, protects NQBPs reputation, recognises the role of NQBP's shareholders and protects information which is commercially sensitive. Sponsorships are one way that NQBP demonstrates that it is an active corporate citizen, particularly in port communities.

Only NQBP employees and contractors with clear corporate responsibility for engaging with community, government, and other external stakeholders are authorised to represent the Corporation.

We build trust with our internal and external stakeholders by communicating consistently, openly and honestly. Trust is built when sponsorship requests are handled consistently and all legal and ethical standards are met.

#### Guidelines

**Criteria:** There are three categories of investment:

- Community Grants (donations) – less than \$1000
- Community Sponsorship - \$1000 - \$10,000
- Sustainable Partnerships - \$10,001 and greater

All investments must also meet one or more of the following categories for assistance.

Community Health and Wellbeing	Environment	Education and Training	Regional Sustainability	Culture and Community
<ul style="list-style-type: none"> <li>• Regional health organisations</li> <li>• Wellbeing activities</li> </ul>	<ul style="list-style-type: none"> <li>• Local and regional biodiversity</li> <li>• Community education and resources</li> </ul>	<ul style="list-style-type: none"> <li>• Social, environmental, engineering and science</li> </ul>	<ul style="list-style-type: none"> <li>• Diversity and innovation projects</li> <li>• Revitalisation projects</li> <li>• Community programs</li> </ul>	<ul style="list-style-type: none"> <li>• Community arts</li> <li>• Indigenous culture and heritage</li> <li>• Community events</li> </ul>

Proposals are evaluated according to the:

- Tangible benefits associated with the partnership
- Opportunity to create long-term value
- Ability to reach targeted audiences and build relationships
- Positive exposure for the NQBP brand
- Potential to be leveraged with additional investment from other business
- Potential for long-term, sustainable partnership or relationship.

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**Ineligible Activities:** NQBP is unable to support the following types of activities which are inconsistent with NQBPs vision and values:

- Requests from an individual or family that benefit only that individual or family
- Local events in areas where NQBP does not operate or impact
- Religious activities, in whole or in part, for the purpose of furthering religious doctrine
- General operating expenses
- Political candidates or political parties
- Commercial documentation such as feasibility studies or business plans
- Gambling, smoking or alcohol linked organisations
- Sponsorships that may be viewed as violent or hazardous
- Sponsorships that may be viewed as racially prejudiced or discriminatory to any group
- Recipients whose business, initiative or event may present a conflict of interest.

### Obligation for Successful Applications:

- A successful organisation will agree to the use of NQBP's logo on their product or at their event as mutually agreed.
- In addition, should NQBP's funding be in the form of an award, it is expected that a representative of NQBP will be invited to attend the ceremony to present the award.
- Applicants must satisfactorily acquit funding received by NQBP within the specified time period according to the requirements stated in the formal letter of approval. Note that failure to do so will result in ineligibility for future funding.

### Procedure – Sponsorship and Grants / Donations

1. Sponsorship application forms are accessed via the dedicated section on the NQBP website (<http://www.nqbp.com.au/sponsorship/>) and are processed upon receipt.
2. Upon receipt of a form, the Senior Corporate Communications Advisor will assess the application based on [Form 1](#) and [Form 2](#), in consultation with the relevant community team member. For the communities of Hay Point and Bowen, this coordination will occur with the Media and Communications Officer and for Mackay and Weipa communities this will be the Regional Stakeholder Engagement Coordinator.
3. The Senior Corporate Communications Advisor together with the relevant community team member, identifies the level of investment for eligible applications and the recommended amount for the sponsorship using the score from Form 2 and the table below, to determine a recommended sponsorship level (1, 2, 3, Donation/ Grant or Ineligible).

Level	Score	Dollar Value
Partnership	NA	>\$10,000
Level 1	10 to 15	\$6,001 - \$10,000
Level 2	6 to 9	\$1,001 - \$6,000
Level 3	3 to 5	\$300 - \$1,000
Donation / Grant	NA	<\$1000
Ineligible	0 to 2	Nil

4. For successful applicants under \$10,000, the Senior Corporate Communications Advisor will issue a memo (using the template available in ERIC), the Assessment of Applicant Suitability Form and the Sponsorship and Donation Evaluation Form to the Senior Manager, External Affairs (SMEA) for approval and signature.
  - a. If the amount is less than \$1,000, the SMEA can approve.
  - b. If the amount is between \$1,000 and \$10,000, and once approved by the Senior Manager External Affairs, the documentation is given to the CEO for final approval and signature.
  - c. Successful applications over \$10,000 require Board approval.

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5. The Senior Corporate Communications Advisor will advise the recipient organisation that the sponsorship whether the sponsorship has been accepted, and if successful, will facilitate payment of the invoice via the Sustainability Administration Support Office. Unsuccessful applicants will be notified by post. Following initial notification, the relevant community team member will be accountable for ongoing contact and liaison.
6. The Senior Corporate Communications Advisor will coordinate the sponsorship activation and evaluation with the relevant regional External Affairs team member.
  - a. For the communities of Hay Point and Bowen, this coordination will occur with the Media and Communications Officer.
  - b. For Mackay and Weipa communities this will be the Regional Stakeholder Engagement Coordinator.
  - c. The SMEA will manage corporate sponsorships or multi-port sponsorships, as well as Sustainable Partnerships.
7. Following the event / program that the sponsorship relates to, the recipient organisation is requested to provide feedback on the event for NQBP's records and for promotional purposes.
8. Outcomes of all grants, sponsorships and partnerships are reported quarterly to the Board.

### Procedure – Sustainable Partnerships

The assessment of Sustainable Partnership opportunities will consider the following:

- Key social, environmental and economic factors in the community.
- The project's alignment to the community's vision for the future.
- Sustainability of the project with or without NQBP's support in the future.
- The ability of the Project to develop and/or strengthen stakeholder relationships that are important to the business.

Sustainable Partnerships more than \$10,000 are subject to a separate Board approval process. Amounts less than \$10,000 are approved by the CEO.

### 3. Stakeholder Engagement and Corporate Communications Policy, Procedure, Standard and Legislative Framework

NQBP is a Government Owned Corporation and a port authority and is required to comply with its own policies, prescribed applicable legislation and State Government policies and procedures.

This procedure should be read in conjunction with:

- a. Policy 9 - Stakeholder Engagement and Corporate Communications
- b. Procedure 9.05 – Stakeholder Management
- c. Procedure 9.02 – Complaint Handling
- d. Procedure 9.04 – Corporate Identity
- e. Procedure 9.02 – Media Enquiries
- f. Standard 2.01 - Code of Conduct
- g. Standards – AA1000 Stakeholder Engagement Standard

### 4. Procedure Review Date

This procedure should be reviewed by 31 January 2019.

### 5. Definitions

**Community Grant/ Donation:** A community grant, or donation, is a one-off philanthropic payment under \$1,000 available to groups operating within port communities. Unlike sponsorships, there is no requirement to leverage donations for marketing or reputational purposes.

**Media:** representatives of television, radio, digital mass media, newspapers.

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**NQBP:** means North Queensland Bulk Ports Corporation Limited ACN 136 880 128.

**Contractors:** means contractors or consultants engaged by NQBP under a personal services consultancy agreement or other similar arrangements.

**NQBP Employee:** means employees and contractors of NQBP but does not include NQBP directors.

**NQBP Personnel:** means NQBP officers (for example NQBP directors) and NQBP Employees.

**Sponsorships:** are between \$1000-\$10,000 and available to groups in port communities where the driver for NQBP is to improve brand awareness and foster community relationships.

**Sustainable Partnerships:** are >\$10,001 longer-term, strategic investments in projects and partnerships that address specific socio-demographic issues identified by NQBP in consultation with its communities and other stakeholders. These partnerships are designed to support NQBP's corporate interests, foster good relationships and enhance corporate reputation.

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## Form 1 - Internal Assessment of Applicant Suitability

Applicants Name – Organisation: \_\_\_\_\_

Date: \_\_\_\_\_

**Prior to evaluating the sponsorship or donation, answer these questions to confirm whether the sponsorship or donation is appropriate for NQBP.**

<b>Step 1.</b>	Yes / No
Does the sponsorship or donation align with the Program Criteria?	If No, <b>reject application.</b> If Yes, <b>proceed to Step 2.</b>

If yes, indicate which of the following criterion/criteria it meets?

### COMMUNITY HEALTH AND WELLBEING

Regional health organisations

Wellbeing activities

### ENVIRONMENT

Community education and resources

Local and regional biodiversity

### EDUCATION AND TRAINING

Social, environmental, engineering and science

### REGIONAL SUSTAINABILITY

Revitalisation projects

Diversity and innovation projects

Community programs

### CULTURE

Community arts

Indigenous culture and heritage

Community Events

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<p><b>Step 2.</b></p> <p>To the best of your knowledge are any of the present or past activities of the applicant's organisation (or its associates), in conflict, or perceived to be in conflict, with NQBP organisational values, policies, or community, legal and ethical standards?</p>	<p>Yes / No</p> <p>If Yes, <b>reject application.</b></p> <p>In cases where there is conflict in regard to the activity of a group, but which otherwise meets the criteria, <b>refer to Board.</b></p> <p>If No, proceed to Step 3.</p>
<p><b>Step 3.</b></p> <p><b>Sponsorships and donations are not permitted for:</b></p> <ul style="list-style-type: none"> <li>• Individuals or families (excluding approved scholarships where conflicts have been properly addressed).</li> <li>• Local events in areas where NQBP does not operate or impact.</li> <li>• Religious activities, in whole or in part, for the purpose of furthering religious doctrine.</li> <li>• General operating expenses or professional fees.</li> <li>• Political candidates, political parties or unions.</li> <li>• Commercial documentation such as feasibility studies, business plans, marketing and advertising plans, cost benefit analysis and economic impact studies.</li> <li>• Gambling, smoking or alcohol linked organisations.</li> <li>• Sponsorships that may be viewed as violent or hazardous.</li> <li>• Sponsorships that may be viewed as racially prejudiced or discriminatory to any group.</li> <li>• Recipients whose business, initiative or event may present a conflict of interest (e.g. an organisation over which NQBP has or could have regulatory or inspectorial responsibilities).</li> </ul>	<p>Is the sponsorship or donation permitted?</p> <p>Yes / No</p> <p>If No, <b>reject application.</b></p>
<p><b>Step 4.</b></p> <p><b>Assess using Port Communities Evaluation Form</b></p>	

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## Form 2 - Internal Port Communities Evaluation Form

Applicants Name – Organisation: \_\_\_\_\_

Initiative / Event: \_\_\_\_\_

Date: \_\_\_\_\_

Amount Requested: \_\_\_\_\_

SPONSORSHIP AND DONATION EVALUATION		SCORE
1) Supports target recipient group a) Supports local school/s (1 point) b) Supports a community service/welfare organisation, health organisation or environment/conservation group (1 point) c) Supports community event/s, festival/s and exhibition/s (1 point)		/3
2) Supports a smart and sustainable future for port communities (e.g. capacity building, regional development, environment conservation, etc.) (2 points)		/2
3) This sponsorship or grant gives NQBP exposure to: a) Local communities (1 point) b) Key industry, Government and/or scientific community stakeholders (1 point) c) Significant audience - 2+ port communities, Queensland and / or national coverage (2 points)		/4
4) Offers promotion, media and/or advertising with the sponsorship or grant? (1 point)		/1
5) Sole Sponsor / Principal Sponsor (1 point)		/1
6) Frequency / Reach* of the grant or sponsorship: Infrequent/short-term (0 points) Frequent/short-term (2 points) Infrequent/long-term (3 point) Frequent/long-term (4 points)		/4
<b>TOTAL</b>		<b>/15</b>
Go to Form 3 – Identify Level of Funding		

*(Infrequent = biannual-annual, frequent = weekly-monthly, short-term = single occurrence and/or <1 year, long-term = >1 year)*

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Completion of the following table is only required for sponsorships – not donations.

<b>LEVERAGING THE SPONSORSHIP</b>	
Briefly describe the request.	
What are the general activities of the recipient group?	
If relevant, what level of sponsorship is NQBP asked to provide (e.g. primary sponsor, joint sponsor, minor level)?	
Are there opportunities for NQBP employees to be involved or further in-kind contributions possible? Please describe.	
What are the recipient's plans to publicise and promote the event or initiative?	
How will the sponsorship be measured and evaluated for effectiveness?	
Are other companies sponsoring the event or initiative? If so, what companies and what level sponsorships? Are they appropriate partners for NQBP?	
Describe the opportunities for NQBP promotion within the sponsorship activities.	

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