



Policy 9 – Stakeholder Engagement and Corporate Communications

1. Application

This policy applies to all NQBP Personnel.

2. Policy

2.1. Purpose

The purpose of Policy 9 - Stakeholder Engagement and Corporate Communications is to protect and build the reputation of NQBP and project a consistent and professional image.

The policy encompasses all internal and external corporate communication and community engagement activities, including the related sub-disciplines of media management, government relations, corporate identity, complaints handling and sponsorship evaluation.

2.2. External Affairs Team

The External Affairs team, in consultation with the Chief Executive Officer, is responsible for developing, authorising and distributing all corporate communication materials on behalf of NQBP. Corporate communications materials are those that represent the officially endorsed position of the corporation.

External Affairs must be consulted 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.

All corporate communications must comply with the provisions of the guidelines and procedures referred to below.

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

2.3. Stakeholder Engagement

NQBP seeks to establish relationships built on trust, respect and mutual commitment and NQBP builds trust with our internal and external stakeholders by communicating consistently, openly and honestly. Our aim is for stakeholders to have no surprises in their dealings with us.

With all activities and projects, NQBP will actively identify stakeholders, seek to understand the issues that are important to them, and keep them informed in a timely and accurate manner of our activities relating to these issues.

Whenever possible, the interests of stakeholders will be considered in our decision-making. If these interests conflict with our obligation to provide safe, efficient port services on behalf of the people of Queensland, we will clearly explain this.

The most important factor in effective reputation management is the experiences individuals have with NQBP people. The NQBP Values and Code of Conduct provide a guideline for meeting the expectations of stakeholders.

© North Qld Bulk Ports Corporation Limited ACN 136 880 218		Document Type	Policy	Policy Sponsor	DSER
Version Control	Only electronic copy in RM8 is controlled. To ensure any paper copy is current, please check the policy document list on ERIC.		Revision		1
			Document Number		E16/28730
			Page		Page 1 of 2
Approval	This policy requires Board approval		Date Approved		24/01/2017

3. External Affairs Policy, Procedures 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 policy should be read in conjunction with:

- a. Policy 2 – Compliance
- b. Standard 2.01 – Code of Conduct
- c. Procedure 9.01 – Sponsorships and Donations
- d. Procedure 9.02 – Complaint Handling
- e. Procedure 9.03 – Media Enquiries
- f. Procedure 9.04 – Corporate Identity
- g. Procedure 9.05 – Stakeholder Management
- h. Standards – AA1000 Stakeholder Engagement Standard

4. Policy Review Date

This policy should be reviewed by 31 January 2019.

5. Definitions

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

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

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.

Stakeholders: means any internal or external interested parties not limited to customers, port users, communities of interest, government, employees and associations.

© North Qld Bulk Ports Corporation Limited ACN 136 880 218		Document Type	Policy	Policy Sponsor	DSER
Version Control	Only electronic copy in RM8 is controlled. To ensure any paper copy is current, please check the policy document list on ERIC.			Revision	1
				Document Number	E16/28730
				Page	Page 2 of 2
Approval	This policy requires Board approval			Date Approved	24/01/2017