



Procedure 9.04 – Corporate Identity

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.

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 NQBP's reputation, recognises the role of NQBP's shareholders and protects information which is commercially sensitive. It also ensures a consistent and professional image among its internal and external publics.

Only NQBP employees and contractors with clear corporate responsibility for engaging with community, government, and other external stakeholders are authorised to represent the Corporation via public statement or presentation of material. This applies to directors, employees and contractors at all NQBP sites.

Processes

All personnel should be familiar with NQBP's Graphic Standards Manual [the Manual] from the induction process. Additional copies are available on the intranet or from the External Affairs team.

The specifications of the Manual should be followed strictly and precisely.

- All artwork, including signage, must follow the lay outs and typefaces as detailed.
- All internal and external correspondence must be in accordance with the specifications.
- Letter, memos, presentations and other templates are designed in accordance with the Manual and must not be altered.
- Templates are found in TRIM and on the intranet.

All external communications material including: conference and external presentations; social media interaction; public relations; marketing; graphic design; community consultation; photography; video production and external websites must have prior approval of the Senior Manager External Affairs or the CEO.

No member of personnel may reproduce the logo without permission from the Senior Manager External Affairs, or their delegate.

All questions should be directed to the Senior Manager External Affairs, prior to any external publication or commitment to publication.

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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 9.01 – Sponsorships and Donations
- c. Procedure 9.02 – Complaint Handling
- d. Procedure 9.03 – Media enquiries
- e. Procedure 9.05 – Stakeholder Management
- f. Standards – AA1000 Stakeholder Engagement Standard
- g. NQBP Graphic Standards Manual (last revised May 2015)

4. Procedure Review Date

This procedure 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.

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