

# Energy Queensland Sponsorship Policy

## 1. PURPOSE

This purpose of this policy and the associated documentation is to guide Energy Queensland employees in undertaking community investment activities. This policy applies to all of the businesses within the group, recognising that the community facing brands – Ergon Energy Network, Energex, Ergon Energy Retail and Yurika – are the predominant in-market brands from a community investment perspective.

This policy applies to the following types of sponsorships:

- Major or multi-market partnerships
- Local community support Area Manager community participation program
- Community-type memberships (corporate, stakeholder or local)
- Corporate in-kind volunteering (incl. time, equipment use and donated materials)
- Promotional items used to support community investment or corporate initiatives
- Other related event-based investments (incl. booths, purchase of tables, group conference attendances).

## 2. POLICY STATEMENT

The Energy Queensland Group makes a significant investment in partnerships, sponsorships, and other related initiatives to support our vision to ‘*energise Queensland communities*’. We appreciate in doing so that our stakeholders expect these activities to be undertaken with the highest standard of ethical and responsible decision-making.

For the purposes of clarity, as a Queensland Government Owned Corporation, this policy adopts the definition of ‘sponsorship’ in the [Queensland Government Sponsorship Policy](#) (updated October 2019):

*“the right to associate the sponsor’s name, products or services with the sponsored organisation’s service, product or activity, in return for negotiated benefits and specific benefits such as cash or in-kind support or promotional opportunities. It involves a negotiated exchange and results in tangible, material and mutual compensation for the principal parties to the arrangement. Sponsorship can take the form of cash and/or in-kind support.”*

This policy also covers the Community Fund, an application grants program, and guides other activities, where the business benefits are delivered by the promotion of the fund and success stories.

## 3. IMPLEMENTATION

The implementation of Energy Queensland’s community investment program is undertaken under the following guiding principles, which align with the Queensland Government Sponsorship Policy.



## Alignment with Business / Government Priorities

Our program must deliver shared value between the Queensland communities we operate in, based on an assessment of the most important sustainability topics to our different stakeholders, where our business has an identifiable role, and the business benefits, from both an opportunities and/or risk mitigation.

The purpose of Energy Queensland's community investment program is to build our social licence and trust, reinforce our brand attributes, and support a range of other specific corporate objectives.

These objectives are aligned to our purpose, *'to safely deliver secure, affordable and sustainable energy solutions with or communities and customers'*, as well as the [Queensland Government's priorities](#), which are reflected in the expectations outlined in Energy Queensland's current Shareholder Mandate.

## Transparency

An open, equitable and efficient approach must be adopted for our assessment of sponsorship proposals and our management procedures, with a clear set of assessment criteria, and reporting processes.

## Value for Money

A business approach must be applied to sponsorship activities in order to realise value for money. The Sponsorship Guidelines associated with this policy outline the assessment criteria, exposure/value for money, and resources required/risk to inform this value. This must be looked at in the context of the appropriate sponsorship benefits that could be expected at different sponsorship levels.

## Consultation and Collaboration

Sponsorships must be considered as part of the wider Energy Queensland's portfolio of businesses to ensure coordination, and the best value from each brands respective/activities in the marketplace. To support this, our community investment is overseen through a corporate function.

## Ethical Behaviour and Fair Dealing

A high standard of ethical and fair dealing must be demonstrated when brokering and engaging in sponsorship arrangements.

## Appropriate Activity and Association

Activities and associations must be appropriate and with minimal reputation risk for Energy Queensland. When considering any community investment, we must assess an organisation's reputation, their ability to deliver or partner, potentially their financial position, or other potential risks.

Energy Queensland avoids making donations, as a Government Owned Corporation. Further information to guide employees here is provided in the associated guidelines.

## Appropriate Sponsorship Benefits

Appropriate sponsorship benefits should be agreed in advance and documented to ensure the sponsorship delivers value.

## Appropriate Authorisations and Management

The role of Manager Community Strategy is accountable for our community investment strategy.

All employees involved in community investment activities must be familiar with this policy and associated guidelines. Effective management and reporting processes must be applied to ensure value and accountability. Prior to agreeing to sponsorship, specific authorisation requirements apply.

## Reporting

A record of all cash and in-kind sponsorships must be maintained. Energy Queensland’s sponsorship program is documented in our annual Statement of Corporate Intent and reported on quarterly to our Shareholding Ministers.

## 4. REFERENCES / RELATED DOCUMENTS

[R220](#). Energy Queensland Sponsorship Guidelines

Queensland Government Sponsorship Policy – Updated October 2019

## 5. DEFINITIONS

TERM	DEFINITION
This policy	This Sponsorship Policy and any related documents.
Community investment	Energy Queensland’s program of corporate sponsorships, partnerships and community memberships.
In-kind	The provision or receipt of goods and or services to support or enhance an initiative at a reduced rate or free of charge.
Donation	The provision of cash or ‘gifts’ to a specific cause or activity without an obligation of the recipient about the use of the resources or the requirement to provide reciprocal benefits to the donor.

## 6. ENFORCEMENT

All enquiries or perceived breaches should be sent directly to Manager Community Strategy or managed through a line manager.

## 7. VARIATION

This policy is not intended to detract from, or add to, any rights held by a person covered by this policy under a contract of employment or enterprise agreement. Subject to any consultation obligations, Energy Queensland may vary, add to, withdraw, or replace this policy, at its discretion, at any time.

This policy should be reviewed at least every two years.

This policy may only be varied by the Board or appropriately delegated Board sub-committee. The CEO or the Company Secretary can approve administrative changes to Board approved policies (i.e. minor updates, amendments or corrections not involving changes to delegations or the provisions of the policy).

Minor amendments reviewed and approved by the Company Secretary on 22 December 2020.

## 9. CATEGORY

Community