

**SPONSORSHIP**

Approved: Brad Fish  
Chief Executive Officer

Date: 15 / 06 / 2004

**PURPOSE:**

The aim of the policy is to provide consistency in assessing sponsorship requests and ensure all legal and ethical standards are met.

**POLICY FRAMEWORK:**

Sponsorship is where the Corporation is identified to lending support to a party associated with our port communities by providing benefits such as money, kind or services. Sponsorships provide a means of demonstrating that the Corporation is an active corporate citizen, particularly in its port communities. Sponsorships are intended to win public support, which assists the Corporation in its decision-making and operations, particularly at its ports.

**APPLICATION:**

This policy applies to all Ports Corporation employees.

**POLICY:**

The Corporation supports sponsorship of external individuals or groups, if the sponsorship contributes demonstrably to achieving corporate and operational objectives better than other alternatives, such as advertising or displays, or will complement such activities or communication programs.

Sponsorship can also be viewed as part of the Corporation's community service obligations/opportunities which improves the Corporation's image within the community. It is also an alternative form of promotion. All sponsorships should be by agreement arrangements in writing.

Any sponsorship must be aimed at target markets. These targets have been chosen in order for the Corporation to win respect and build good relations particularly in port communities, which in turn assists the Corporation in undertaking its business.

In considering activities for sponsorship:

- Preference will be given to sponsorship which assists children in port communities and project/organisations which work towards enhancing the health and safety of port communities.
- Organisations will be encouraged to provide part of the funds themselves through other fundraising activities.

- Equity principles such a fair treatment and equality of opportunity must be used when determining eligibility for sponsorship.
- All sponsorships will be for an agreed period of time or for a clearly specified activity.
- All requests must be in writing.

The activity must be consistent with Corporation goals and objectives and assist in enhancing the Corporation's corporate public image and objective of being a good corporate citizen.

This policy is intended to be complementary to the State Government's Sponsorship policy. Sponsorships of up to \$1,000 in value can be approved by the CEO, but will be reported to the Board of Directors. Sponsorships of \$1,000 or greater must be approved by the Board.

The present and past activities of the host organisation, or its associates, must not be in conflict, or perceived to be in conflict, with community, legal and ethical standards.

PCQ will seek to spend the value of its sponsorships, via the Port Communities Program, by developing on an annual basis a budget which identifies potential projects in all ports.

**SUNSET CLAUSE:**

This policy will be reviewed by June 2009.