

Port of Townsville Community Investment Policy

Purpose

Port of Townsville Limited (the Corporation) is committed to making a positive contribution to Townsville and the regional communities of North and North West Queensland.

The Corporation is able to invest in community projects, events, or organisations through sponsorship and donations that both strengthen communities, and support the Corporation's mission to maximise trade growth and shareholder value.

This Community Investment Policy sets a framework to ensure that sponsorships and donations are good for the Port and the Corporation and good for the community. The Policy is supported by guidelines and criteria for the assessment of requests and opportunities that promote value and accountability.

Types of Support - Definitions

The Corporation can approve approaches for support from the community, and it can choose investment opportunities in support of its business goals. Following are the types of support allowable under the Corporation's Community Investment Policy:

Sponsorship

This is an investment in a one-off or recurring event/project where the Corporation derives negotiated benefits, such as:

- Corporate reputation enhancement;
- A platform to directly target key stakeholders, including companies and industry organisations that are part of the commodities logistics chain, government, environmental and community groups.
- Sponsorship leverage - gaining additional benefits through the internal and external promotion of sponsorship association.

In-Kind or Contra Sponsorship

This is an investment where the Corporation supplies materials, services, resources, expertise, or other non monetary assistance. The same benefits can apply as cash sponsorships.

Donation

This is either a one-off cash or in-kind contribution, but may also recur (typically annually). These contributions are made without expectation of a benefit to the Corporation other than as a good corporate citizen.

Grant

This is funding provided through a formally recognised program with established criteria and assessment and formal reporting and acquittal processes. Grants are philanthropic with no expectations of a commercial return, however they can generate strong corporate reputation benefits through Grant promotion.

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Partnership

Partnerships are longer-term arrangements where the Corporation joins with other stakeholders for a project that has defined community benefits. Ownership of the initiative is shared between the Corporation and its commercial partners.

Community Investment Policy Objectives

The Community Investment Policy will ensure sponsorships and donations align with, or help achieve, the Corporation's corporate objectives and strategies, as outlined in the Corporation's Statement of Corporate Intent. Those objectives are summarised here as follows:

- To achieve strong trade growth
- To operate an efficient, safe and reliable port
- To plan and implement future port development
- To be a good corporate citizen
- To build a strong workforce

These objectives are being met by a focus on key business drivers that form the basis of the Corporation's direction into the long term. Priority focus areas for Community Investment will support the Corporation's need to take advantage of its business strengths and opportunities, and to counter business weaknesses and threats.

All Community Investments including sponsorships, donations, grants and partnerships will be evaluated annually and directly against the objectives outlined here and within the framework of the Priority Focus Areas following.

Priority focus Areas

The Port will invest via cash or in-kind sponsorship, donations, grants or partnerships, in the following Priority Focus Areas:

1. Community Support

The Corporation will provide financial and in-kind support to organisations in Townsville and other key stakeholder communities across North-West and North Queensland. This is a base catchment area from Mackay in the South to the Mt Isa region in the West and Cooktown in the North.

Townsville - Community investments in Townsville will:

- a. Deliver donations and partnerships that highlight the Corporation's corporate citizenship.
- b. Secure and approve sponsorships that promote or reflect the following:
 - The deep connection between the Port and the city of Townsville, the links, traditions and future City-Port opportunities;
 - The role of the Port as a key driver of Townsville's economic development;
 - The quality of port planning and infrastructure development; and
 - The Corporation's commitment to environmental sustainability, particularly the protection of the marine environment.

Key stakeholder communities (North and North West Queensland) - Community investments in Northern and North Western communities will:

- a. Deliver donations and partnerships that highlight the Corporation's corporate citizenship.

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- b. Secure and approve sponsorships that promote the following:
 - The Port as a key regional asset that facilitates economic development in regional and rural communities; and
 - The capacity and capability of the Corporation and its staff to help secure new development opportunities in regional and rural communities.

2. Trade and Industry Support

The Policy provides the flexibility for the Corporation to target, secure and leverage sponsorship opportunities in support of business objectives. The Corporation’s vision is to be a driver of sustainable growth in the North Queensland region through the facilitation of trade, provision of port services and infrastructure, and logistics solutions.

Consistent with that vision, sponsorships will focus on the promotion of the Corporation’s competitive advantages to key industry sectors. e.g.:

- The efficient, safe, and reliable operation of the Port
- Planning for future growth to meet business and industry needs
- Advantages in transport and logistics solutions
- Excellence in engineering and infrastructure development
- Leadership in environmental programs and initiatives

Review

This Policy will be reviewed annually to ensure it remains relevant and meets State Government, Corporation and community expectations.

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Community Investment Guidelines

Background

Port of Townsville Limited (the Corporation) is committed to making a positive contribution to Townsville and the regional communities of North and North West Queensland.

The Corporation is able to invest in community projects, events, or organisations through sponsorship and donations that both strengthen communities, and support the Corporation's mission to maximise trade growth and shareholder value.

These guidelines will assist community organisations apply for funding or in-kind support under the Corporation's Community Investment Policy.

Types of Support

Following are the types of support available to eligible organisations under the Corporation's Community Investment Policy:

Sponsorship

This is an investment in a one-off or recurring event/project where the Corporation derives negotiated benefits, such as:

- Corporate reputation enhancement;
- A platform to directly target key stakeholders, including companies and industry organisations that are part of the commodities logistics chain, government, environmental and community groups.
- Sponsorship leverage - gaining additional benefits through the internal and external promotion of sponsorship association.

In-Kind or Contra Sponsorship

This is an investment where the Corporation supplies materials, services, resources, expertise, or other non monetary assistance. The same benefits can apply as cash sponsorships.

Donation

This is either a one-off cash or in-kind contribution, but may also recur (typically annually). These contributions are made without expectation of a benefit to the Corporation other than as a good corporate citizen.

Grant

This is funding provided through a formally recognised program with established criteria and assessment and formal reporting and acquittal processes. Grants are philanthropic with no expectations of a commercial return, however they can generate strong corporate reputation benefits through Grant promotion.

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Partnership

Partnerships are longer-term arrangements where the Corporation joins with other stakeholders for a project that has defined community benefits. Ownership of the initiative is shared between the port and its commercial partners.

Priority Focus Areas

The Corporation has a strategic focus on its community investments and may provide cash or in-kind sponsorship, donations, grants or partnerships in the following priority areas:

Community Support

The Corporation may provide financial and in-kind support to organisations in Townsville and other key stakeholder communities across North-West and North Queensland. The Corporation will focus on donations and partnerships that highlight the Corporation's corporate citizenship and that demonstrate capacity building within the regional community footprint outlined above.

We will focus on the sponsorship of organisations or events that highlight the following:

- The deep connection between the Port and the city of Townsville, the links, traditions and future City-Port opportunities;
- The role of the Port as a key driver of Townsville's economic development;
- The quality of port planning and infrastructure development;
- The Corporation's commitment to environmental sustainability, especially protection of the marine environment;
- The Port as a key regional asset that facilitates economic development in regional and rural communities in the North and North West; and
- The capacity and capability of the Port to help secure new development opportunities in regional and rural communities.

Trade and Industry Support

The Corporation's vision is to be a driver of sustainable growth in the North Queensland region through the facilitation of trade, provision of port services and infrastructure, and logistics solutions. Consistent with that vision, the Corporation will support sponsorships that allow it to focus on the promotion of the Corporation's competitive advantages to key industry sectors such as mining, livestock and agriculture, and general cargo and freight. Sponsorships should allow us to promote to those targets the following:

- The efficient, safe, and reliable operation of the Port
- The Corporation's strategic planning to meet business and industry needs
- The Corporation's advantages in transport and logistics solutions
- The Corporation's excellence in engineering and infrastructure development
- The Corporation's leadership in environmental programs and initiatives

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Selection Criteria

All community investments by the Corporation are at the Corporation's discretion, but requests will be assessed against the following criteria.

Sponsorships

- The initiative or program must be relevant to the region in which the Corporation operates;
- The initiative or program must demonstrate the benefits that the sponsorship offers to the Corporation, including;
 - Corporate reputation enhancement
 - Opportunities for leverage (further promotion of the Corporation's involvement or opportunity to target existing or potential customers)
 - Signage and advertising
 - Media exposure
- The initiative or program must demonstrate how the sponsorship is consistent with the Corporation's Priority Focus Areas outlined above.

Donations and Grants

- The request must be from a recognised charity or community group;
- The donation or grant must build capacity in your local community;
- The donation or grant should align with the corporate values of the Corporation in relation to the Corporation's social and environmental responsibility. For more information on values go to: www.townsville-port.com.au/corporatevalues.

Partnerships

- It should deliver outcomes to the community within the Priority Focus Areas;
- It should demonstrate measurable and long term solutions to relevant community issues;
- It should engage the support of other stakeholders, share responsibility, and integrate into long term community development strategies;
- It should demonstrate capacity building in local communities; and
- It should be sustainable beyond the life of the Corporation's support (if applicable).

Note: In accordance with the Queensland Government Sponsorship Policy (2003), the Corporation will not engage in any sponsorships and donations that:

- Compete with events or initiatives of the Queensland Government
- Support political parties
- Provide sponsorship funding or a grant to a third party
- Are motivated by established relationships rather than public benefit
- Present opportunities for personal gain, or are conflict of interests
- Create the impression that providing sponsorships is a requirement for future business dealing
- Any other activities that breach ethics, industry related codes of practice, or the Corporation's Code of Conduct.

Who is eligible to apply?

Any member of the community who considers their application is consistent with the Corporation's Community Investment Policy and meets the criteria in these guidelines.

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How to make a request

Applicants must submit their request via the application form found on the Corporation's Web site at www.townsville-port.com.au

GST

If your organisation is registered for the Australian Goods and Services Tax (GST), the amount you seek from the Corporation should be exclusive of GST. The Corporation will pay the relevant GST on top of the amount you request. Before the Corporation makes any payment of monies, a tax invoice will be required from you.

Process

All community investment requests will be assessed by the Corporation's Business Development Team who will endeavour to respond to requests within four weeks of application. Depending on the level of contribution sought, the Corporation may require further information, and/or a meeting with your organisation. Further, requests for more significant funds for major events or initiatives may require approval by the Board, which may result in longer lead time prior to a decision.

Contact

If you require any assistance of information to help with your request, please contact the Corporation's Business Development section:

Marketing and Customer Relations Officer

Telephone 0747811500

macro@townsville-port.com.au

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