

Gladstone Ports Corporation (GPC) has been an active part of the community for over a century, providing financial and in-kind support to ensure the sustainable future of our region. We take pride in our partnerships and encourage submissions to our Community Investment Program that align with our key priorities; social, economic and environmental sustainability.

## WHY WE HAVE GUIDELINES:

GPC receives a large number of sponsorship proposals. We have outlined a series of guidelines that will assist in preparing and evaluating sponsorship requests.

## OUR COMMUNITY FOCUS:

GPC's Community Investment Program concentrates on the contribution of funds towards the following areas:-

- **Social** – health/welfare, arts/culture, education and recreation/entertainment;
- **Environment** – protection and enhancement of our environment;
- **Economic** – regional development; industry skills development.

## INVITE PROPOSALS THAT:

- Contribute to communities in **Gladstone, Bundaberg** and/or **Rockhampton**;
- Support GPC's values, corporate identity and core business;
- Align with our key priorities;
- Provides opportunity for GPC to communicate with the communities in which we operate;
- Have broad community reach/appeal or can demonstrate a critical community need.

## REQUESTS THAT ARE NOT CONSIDERED ELIGIBLE:

- Personal assistance requests;
- Sporting teams and individual athletes;
- Activities that have already occurred;
- Promotion of political parties and campaigns;
- Activities that conflict with GPC's values and priorities;
- Major infrastructure (earthworks, buildings, etc.)
- Purchase of vehicles (includes trailers);
- Events involving alcohol consumption (race days);
- Travel, accommodation and hire costs;
- Organisational expenses (printing, catering, etc.);
- Commercial business ventures.

## CORE BUSINESS VALUES:

To assist you in understanding our positioning, here is an overview of our business values:

- **Sustainability:** We preserve the inherent worth of Port assets for future generations. We protect the health and safety of our people, the environment and our community. We engage with and contribute to the communities in which we operate.
- **Excellence:** We continually strive for excellence in all that we do and constructively challenge for a better way. We are open to learning and appreciate that shared knowledge and innovation are essential to our growth.
- **Customers:** We serve our customers and the Port community with pride and passion. We respond with urgency, anticipate their needs, and exceed their expectations.
- **Respect:** We build relationships based on equality, dignity, honesty and trust. In all our dealings we strive to be friendly and courteous, as well as fair and compassionate.
- **Empowerment:** We support and empower people to give their best and reach their potential. We fully apply our skills and capacity, and are accountable in our actions, and perform to the best of our ability.
- **Teamwork:** We are one company, one team. We work together to achieve our objectives.

## ONLINE APPLICATION MUST ADDRESS:

- A clear and concise description of the project;
- Details of the request;
- How the request aligns with GPC's community investment priorities;
- Sponsorship benefits to GPC;
- An overview of promotion and marketing;
- Details of target audience and details of other sponsors approached and/or committed.



### APPLICATION PROCESS:

- Establish the correct funding period from the submission rounds;
- Choose the appropriate funding level noting that only a small number of community partnerships will generally be funded each financial year across Gladstone, Rockhampton and Bundaberg;
- A maximum amount of \$25,000 excluding GST applies, however funding may be granted above this limit at the discretion of GPC;
- Complete the online application, available at [www.gpcl.com.au](http://www.gpcl.com.au). Applications are only available through the website;
- Initiatives that span across a 12 month period should apply for funding for the round in which payment is required;
- Applications should be submitted within the designated submission periods;
- The online application process does not permit saving part way through an application. If a user exits the online application without submitting the form, the data will not be kept. Only fully completed applications will be processed;
- Multiple applications from the same organisation for different activities or initiatives that align with GPC's business values are acceptable;
- Applications will be assessed according to the availability of funds and the ability of the project to meet the selection criteria.

### RESPONSE TIME:

Due to the large numbers of enquiries we receive, please allow 8-10 weeks for us to respond to you. This processing period is utilised to evaluate and assess submissions prior to potential approval by GPC's Board and Senior Management. We kindly ask for your patience during this time.

### FUNDING OPPORTUNITIES:

- **Community Partnerships:** This level of funding is for investment over \$10,000 (excluding GST) and is dedicated to projects that have a broad scope, involve multiple parties and/or service multiple community needs.
- **Community Support:** This level of funding is for investment up to \$10,000 (excluding GST). This is entry-level support for events, activities and/or programs that make a genuine 'quality of life' contribution to the community.

### SUBMISSION ROUNDS:

- **Funding Round 1:** Applications open in April and close end of May each year, for funding allocated to initiatives held between August of that year and January of the following year.
- **Funding Round 2:** Applications open September and close end of October each year, for funding allocated to initiatives held between February and July of the following year.

**e.g. Funding Round 1, closing 30 May 2017 is for initiatives between August 2017 and January 2018.**

Please note that funds will only be paid during the financial year your application has been successful in.

### OTHER INFORMATION:

Applications are assessed on their own merit and in accordance with GPC's predefined criteria. Previous funding provided to organisations and events does not guarantee future funding under this program. Applications outside of the funding allocation periods will be considered at GPC's discretion. Responsibility will not be assumed in regards to events or activities that are beyond the control of GPC that may affect the distribution of funding from GPC's Community Investment Program.

Please contact the Corporate & Community Relations team on 1800 243 GPC (472) or email [communityinvestment@gpcl.com.au](mailto:communityinvestment@gpcl.com.au) for further information or enquiries.