



BUILDING A SUSTAINABLE SOCIAL FUTURE

GPC'S COMMUNITY INVESTMENT PROGRAM QUICK GUIDE



Gladstone Ports Corporation
Growth. Prosperity. Community.

OUR COMMUNITY FOCUS

GPC's Community Investment Program aims to contribute funds towards the following community focus areas – 'SEE';

SOCIAL

Health/welfare, arts/culture, education, recreation/entertainment

ENVIRONMENT

The protection and enhancement of our environment

ECONOMY

Regional development, industry skills development

GPC VISION AND MISSION

VISION

Our vision is to be the most respected Ports Corporation in the Nation.

MISSION

Our mission is to responsibly manage, develop, and operate port facilities and services for the sustainable economic growth and social prosperity of our region, Queensland and Australia.

GPC 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.

GPC VALUES continued...

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.

COMMUNITY INVESTMENT PROGRAM CONSIDERATIONS

GPC **invites proposals** from the community that address the following;

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

COMMUNITY INVESTMENT PROGRAM EXCLUSIONS

There are some proposals that are generally **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 values and priorities;
- Major infrastructure projects or purchase of vehicles (includes trailers);
- Events involving alcohol consumption (i.e. race days, break-up events);
- Travel, accommodation and hire costs;
- Organisational expenses (printing, catering, etc.);
- Commercial business ventures.

FUNDING LEVELS

GPC's Community Investment Program has two levels of funding:

- **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.

FUNDING ROUNDS

GPC's Community Investment Program has two funding rounds each year:

- **Funding Round 1:**

Applications open in April, close end of May.

Funding allocated to initiatives held between August of that year and January of the following year.

- **Funding Round 2:**

Applications open during September, close end of October.

Funding allocated to initiatives held between February and July of the following year.

i.e. Round 2, closing 30 October 2016, for initiatives between February and July 2017.

SUGGESTIONS TO HELP BEFORE APPLYING

- Establish what it is you are hoping to achieve from the sponsorship proposal; i.e. is there a specific component of the event that aligns with GPC's values?
- Have the documents/information accessible on your computer ready to copy and paste into the online application form (*Note - if you close the application before submitting, you will need to start over).
- Host a brainstorming session with your community group and discuss options for funding that apply to GPC's guidelines. Look at the sustainability of your initiative and highlight opportunities that would be eligible for funding.

APPLICATION PROCESS

- Decide which is the correct funding round for your activity;
- Review application questions; found on the GPC Community Investment webpage www.gpcl.com.au/community/community-investment-program;
- Complete the online application, available at address above. Allow a minimum of 45 minutes uninterrupted time (if you haven't prepared your responses prior). Once you start the application you are unable to save and complete at a later time, and
- Submit your application within the designated Round submission period.

Applications will be assessed according to the availability of funds and the ability of the initiative to meet the community investment criteria.

CRITERIA AND EVALUATION

MAUT - Multi-Attribute Utility Theory

WHAT YOUR APPLICATION WILL BE ASSESSED ON

CRITERIA	INDICATORS
1. Values congruence 'In keeping with GPC's values'	<input type="checkbox"/> Appropriate association - aligns with GPC's values <input type="checkbox"/> Appropriate activity – would not reasonably be seen to compromise the public interest <input type="checkbox"/> Affords for high standards of ethical behaviour and fair dealing
2. Strategic alignment 'Advances strategic outcomes'	<input type="checkbox"/> Supports GPC's vision and mission <input type="checkbox"/> Contributes to the advancement of one or more of GPC's strategic objectives <input type="checkbox"/> Aligns to 'SEE' sustainability community focus areas
3. Corporation reputation 'Enhances corporate reputation'	<input type="checkbox"/> Enhancement of GPC's reputation as a good corporate citizen <input type="checkbox"/> Disseminates key messages to target audiences <input type="checkbox"/> High level of exposure and visibility for enhanced community awareness <input type="checkbox"/> Mass appeal to the public, media and other relevant consumers
4. Community reach and impact 'Benefits the target community'	<input type="checkbox"/> Relevant to the region in which GPC operates <input type="checkbox"/> Investment addresses a critical need or recognised imperative within the community <input type="checkbox"/> Community benefits have breadth across the community and/or depth within a particular sector <input type="checkbox"/> Prominent standing within the community <input type="checkbox"/> Opportunity to deliver long-term value
5. Value for money 'Best opportunity for return'	<input type="checkbox"/> Appropriate acknowledgement in recognition of investment - ideally prominent stance that sets GPC apart from others <input type="checkbox"/> Potential for long-term sustainable partnerships and relationships <input type="checkbox"/> Outcome focused and suited to performance measures <input type="checkbox"/> Opportunities to leverage investment (e.g. sufficient lead time, volume promotion, campaignable) <input type="checkbox"/> Good return compared to other potential investments (cost vs. benefits)

RESPONSE

- After funding round closes, a response will be forwarded within approximately 8-10 weeks. This is to allow for the assessment panel review and GPC Board approval processes.
- GPC team members will liaise with successful applicants as to payment and leverage opportunities.

CORRESPONDENCE

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