



Communications and Stakeholder Engagement Policy

Brief description

This Policy has been developed to provide overarching guidance on all communication and Engagement activities in line with GPC's vision, mission and values. It seeks to define the standards that GPC will uphold in entering any dialogue with Stakeholders.

Document information

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Review before	29/11/25
Audience	Officers, Employees, Contractors and Consultants

Document accountability

Role	Position
Owner	Board
Custodian	CEO

Approved by Board on 15/12/23

If you require any further information, please contact the Custodian.

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The current version of this Policy is available on GPC's Intranet.

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1 Terms and definitions

Terms that are capitalised and not otherwise defined in this Policy are defined in the GPC Corporate Glossary Instruction (as listed in Appendix 1 – Related documents).

2 Introduction

2.1 Purpose

This Policy affirms GPC's commitment to communicating and engaging with its key Stakeholders in a strategic, coordinated, controlled and genuine manner, to ensure enhanced reputation and trust within the community.

2.2 Scope

The Policy applies to all internal and external communications and Stakeholder Engagement activities either initiated by GPC or on behalf of GPC or participated in by GPC. These situations can include, but are not limited to, the following:

- community Engagement and partnerships;
- customer Engagement;
- promotion and marketing activities or marketing materials;
- media commentary; and
- corporate reporting (e.g. the Annual Report).

2.3 Objectives

This Policy has been developed to assist all GPC Representatives, Contractors and Consultants in the discharge of their responsibilities by setting out the principles for managing communications and Engagements with key external and internal Stakeholders. By doing so, GPC will minimise any risk to GPC's reputation and its impact on all GPC Representatives, Contractors and Consultants, customers and the general community.

3 Commitments

GPC recognises:

- the value of effective communication in establishing relationships across a wide range of audiences;
- that community Engagement is an integral part of the development, implementation and evaluation of GPC's Policies, programs, services and intentions; and
- that communication and Engagement activities are tactical and to be coordinated, targeted and appropriately varied to ensure all Stakeholder groups and sectors of the community are captured.

3.1 Principles of communication

GPC recognises that effective communication is crucial in ensuring its reputation is maintained and enhanced, and that its message is well received and absorbed. Effective communication is instrumental in fostering enduring relationships, internally and externally, as well as building trust and goodwill.

Prior to communicating with key stakeholders, GPC Representatives will consider and apply the seven principles of communication:

Clarity	We will make the objective of the communication clear, without overloading the audience.
Completeness	We will ensure the message has a clear and logical conclusion, conveying all of the information required by the audience.
Correctness	We will ensure the information is accurate, grammatically correct, provided with context and appropriately delivered for the audience.
Conciseness	We will get to the key points right away without sacrificing other elements of communication (e.g. correctness and completeness).
Concreteness	We will be specific in our intention, using facts and figures to support our messaging, and avoid ambiguity.
Coherence	We will take into account the audience's background, mindset and other factors that may impact on their ability to understand the conveyed message.
Courtesy	Our messaging will be respectful towards the audience and be sincere in its delivery.

In all communication, GPC will strive to be purposeful, inclusive, timely, transparent and accountable.

4 Implementation framework

To support and demonstrate these policy commitments, GPC has implemented a Communications and Stakeholder Engagement Procedure and other supporting procedures to ensure that all communication undertaken by GPC complies with the communication principles set out in this Policy and is appropriately authorised having regard to the audience and message.

5 Monitoring and review

This Policy will be reviewed every 2 years from the effective date or as other circumstances require, as determined by the CEO. Conformance to this Policy will be monitored through internal audit processes.

6 Appendices

6.1 Appendix 1 – Related documents

(a) Gladstone Ports Corporation documents

The following documents relate to this Policy:

Type	Document number and title
Tier 1: Policy	N/A
Tier 2: Standard/Strategy Standard	N/A
Tier 3: Specification/ Procedure/Plan	#1485294 Communications and Stakeholder Engagement Procedure #1386453 Social Media Procedure #1198245 Corporate Use of Social Media Procedure
Tier 4: Instruction/Form/ Template /Checklist	#1621179 GPC Corporate Glossary
Other	#1204460 Brand Guidelines

6.2 Appendix 2 – Revision history

Revision date	Revision description	Author	Endorsed by	Approved by
26/04/19	v4 Published	Corporate & Community Relations Superintendent	CEO	Board
06/10/20	v5 General legal review to ensure consistency with other GPC documents	Corporate & Community Relations Superintendent	Brianna Kasper, Corporate & Community Relations Superintendent	Rowen Winsor, People, Community and Sustainability General Manager
01/12/23	v6 No substantial changes. Date changes.	Acting Corporate Affairs Specialist	CEO	Board