



Customer Engagement Policy

1 Objective

Gladstone Ports Corporation (GPC) owns and operates three operational port precincts in Gladstone, Rockhampton and Bundaberg. These port centres are strategically placed, providing existing and future customers with a competitive advantage of significant developable landholdings with close proximity to desirable markets. GPC aims to ensure that it suitably engages with and manages its customers in a strategic, responsible and genuine manner, in order to not only maintain positive experiences for its existing customers but also foster opportunities for future economic growth and prosperity.

This Policy sets out GPC's Customer Engagement commitments and provides the framework for setting objectives in alignment with its overall strategic purpose of facilitating and delivering sustainable trade and prosperity.

2 Scope

This Policy applies to all GPC Directors, employees and people entering, working on, and/or undertaking activities on behalf of GPC, on GPC owned and operated sites.

This Policy applies to all GPC controlled activities.

3 Commitments

GPC commits to:

- Effectively manage relationships with customers by providing suitably qualified and authorised customer managers, who as part of their roles are able to acknowledge and/or anticipate the customers' needs and expectations, and proactively initiate conversations where ever possible.
- Foster relationships by operating and communicating with customers in an open, transparent and respectful manner.
- Focus on collaborating with customers to develop meaningful solutions in the resolution of identified challenges.
- Use Customer Relationship Management (CRM) to log customer interactions for all items of substance to ensure effective management of customer engagement.
- Monitor performance and identify opportunities for growth by maintaining open channels of communication, and capturing meaningful customer engagement metrics.
- Actively engage and partner with our customers to enhance shared knowledge and reduce impacts where ever practicable.
- Ensure compliance with all relevant legal and regulatory obligations when engaging with customers.
- Enable prospects for regional prosperity with economic benefits and opportunities in our communities, where ever possible and/or practicable.
- Facilitate future trade opportunities, including major industry of regional, state, national and global significance.
- Foster strong and beneficial relationships with customers, ensuring that they are provided with holistic supply chain solutions and cost effective outcomes.

- Develop strategies and co-ordinate projects aimed at enhancing GPC's trade throughput and services delivered to customers.

4 Roles and Responsibilities

To ensure that GPC complies with its Customer Engagement duties and obligations;

The Board is responsible for:

- Setting GPC's strategic direction, tone and culture;
- Reviewing and approving the Governance Framework, including this Policy and other Governance processes as appropriate;
- Understanding GPC's risk profile, setting the Board Risk Appetite and ensuring GPC has appropriate structure, resources and systems to reduce risks to so far as is reasonably practicable;
- Monitoring and reporting on the performance of GPC to ensure duties are being met; and
- Exercising due diligence and care to meet legislative and ethical requirements.

The Chief Executive Officer and Executive Leadership Team is responsible for:

- Promoting leadership, values and culture;
- Ensuring this Policy and GPC's management systems are used in business planning to set and review objectives and targets aimed to execute the strategic direction;
- Implementing this Policy through adequate resources;
- Promote and ensure compliance with this Policy, regulatory obligations, our Code of Conduct and GPC's management systems and frameworks;
- Ensuring GPC systematically reduces risks to so far as is reasonably practicable through robust management systems;
- Monitor controls implementation and effectiveness through verification and reporting processes, including ensuring processes to receive and respond promptly to hazards, risks and incidents ; and
- Performance reviews, overseeing corrective actions and reporting to the Board, including any material non-conformances with this Policy.

All employees and contractors are responsible for:

- Understanding and working in accordance with this Policy and complying with all relevant legislative, Code of Conduct and management system requirements;
- Taking reasonable care and ensuring their acts or omissions do not adversely affect themselves, GPC and others;
- Supporting and promoting positive and above the line behaviours and actions; and
- Reporting near misses, incidents and hazards to support GPC as a learning organisation.

5 Implementation

GPC operates under certified management systems which provide the frameworks to implement the Customer Engagement commitments. These are supported by Policies, Standards, Strategies and associated Procedures, processes and training to implement.

Conformance to this Policy will be monitored through committees, external/internal audits and review processes.

The Policy will be communicated through relevant GPC Inductions, and made available on the internal and external websites.

A Policy Commitments Statement will also be displayed at all workplaces to further support communication and awareness, which will be reviewed regularly in line with this Policy.

6 Governance

GPC is a Government Owned Corporation and is required to comply with its own and the State Governments Corporate Governance obligations and all applicable legislation.

This Policy forms part of the implementation of and compliance with these requirements.

Under GPC’s Corporate Governance Framework, all Policies are owned by the Board.

7 Document control

Formal review, consultation and authorisation processes are to be led by the Executive General Manager Trade and Development to ensure the Policy remains current and fit for purpose at a minimum every 2 years.

Version No.	Revision date	Revision description	Responsible ELT	Endorsed by	Approved by
1	24/05/2024	Create new Policy in alignment with new template/format	EGMTD	CEO and ELT 24/05/2024	BOARD 24/05/2024

If you require any further information, please contact the Responsible ELT.

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

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