

Powerlink CopperString Sponsorship Framework

Introduction

Powerlink is a Government Owned Corporation (GOC) that owns, develops, operates and maintains Queensland's high voltage transmission network.

In carrying out its business activities, Powerlink always strives to achieve its value of community recognition as a good corporate citizen. One of the ways Powerlink delivers on this value is through its sponsorship activities.

These activities are categorised at two different levels:

Corporate sponsorship – state-based or national sponsorships that could reasonably be expected to enhance Powerlink's corporate reputation and influence. They represent a business relationship, where Powerlink provides funds, resources or services and an event or organisation offers in return some rights, association, or opinion leadership.

Local community sponsorships - local level sponsorships are a form of community investment that provide financial or in-kind support for organisations, events, or community groups specific to areas, localities and regions where Powerlink has active maintenance or project work. The support provides enhanced local visibility, reputation and influence, builds relationships and fosters local level (grass roots) connectivity with communities.

This sponsorship framework is specifically for local community sponsorships aligned with the CopperString project.

Sponsorship policy

Powerlink is guided by the following principles when assessing sponsorship requests at both the corporate and local community levels:

Alignment with Powerlink's business	Sponsored activity/initiative must align with Powerlink's vision, stakeholder commitments, values, and business objectives.
Appropriate acknowledgement	A sponsored activity/initiative must provide appropriate acknowledgement of Powerlink's sponsorship support.
Enhance Powerlink's reputation	The sponsored activity/initiative must be in the public interest and will enhance Powerlink's reputation. Preference is given to initiatives/activities in regions traversed by Powerlink's transmission lines.
Ethical behaviour and fair dealing	When providing or receiving sponsorship, Powerlink will demonstrate ethical behaviour and fair dealing.
Sound business approach and value for money	Powerlink will apply a business approach, which includes obtaining value for money when providing or receiving sponsorship. Preference will be given to sponsorship activities where sound management principles and financial self-sufficiency are demonstrated. Powerlink will require appropriate management and reporting processes to ensure sponsorships deliver value and accountability.
Appropriate management	Powerlink will implement procedures for appropriate assessment, approval and management of sponsorship proposals to ensure risks are managed and value delivered in accordance with the principles of Powerlink's sponsorship policy. Assessment and management will also include ensuring the sponsorship is the optimal approach for the target audience and measuring the benefits of the achievement.

Sponsorship guidelines

Preferred sponsorship activities

Potential sponsorship projects must offer an appropriate and value for money business outcome. Examples of preferred sponsorship activities include:

- a) Empowering communities – activities which assist and are highly valued by communities in areas near Powerlink's infrastructure or where there is significant project work underway, for example, supporting essential community service providers such as local halls and rural fire brigades.
- b) Protecting and conserving the environment – for example tree planting projects, environmental protection or rehabilitation projects.
- c) Supporting safety and well-being – for example, supporting programs or initiatives that deliver safety and/or well-being outcomes.
- d) Education – for children/students supporting science and educational exhibitions, scholarships, awards, internships, speech nights (particularly those related to energy efficiency, engineering, science and information systems).
- e) Energy Industry – for example, conferences (particularly those related to the energy industry) and activities which raise awareness and increase understanding in the areas of energy efficiency, business development, recruitment, safety and Powerlink's business activities.

Sponsorship activities not to be supported

Activities that will not be supported include but are not limited to:

- General fundraising projects or charity events and activities
- Capital works initiatives
- Political or religious activities
- International aid appeals
- Projects which duplicate existing Powerlink initiatives
- Overseas or interstate travel
- Individuals, including study costs
- Sports teams
- In addition, multi-sponsor or part payment arrangements will not be a priority.