

## Objective

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Australian Bluegum Plantations (ABP) encourages sponsorship proposals that aim to improve the social, economic and environmental return to communities in the areas that the Company operates. This policy outlines sponsorship eligibility and application process.

## Scope

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The regions considered for sponsorship include the 'Green Triangle' region of south-west Victoria and south-east South Australia, and Albany in Western Australia.

## Definitions & Terms

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Term	Definition
Sponsorship	To provide support for a project or an event carried out by another person or group.

## Procedure/ Process

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### ***Focus of sponsorship***

The categories below illustrate the main areas of sponsorship focus for ABP:

- Community/welfare/health/charity groups- for community activities that demonstrate a benefit to the lifestyle and/or health of a considerable number of the wider community. Charitable organisations applying must be registered.
- Environmental- applicants/projects supporting endangered species/ecosystems, rehabilitating degraded lands and watercourses, contributing positive solutions to environmental issues, etc.
- Education and training- applications that promote an increased awareness of the plantation forestry industry and the development of skills for employment within the forestry industry.
- Sport- where the support provides benefit to teams that form part of the local community.

ABP's Sponsorship Program does not allow sponsorship for:

- Individuals;
- Political or religious organizations;
- Commercial activity;
- Prize money for professional sporting events;
- Activities that do not reflect general community standards; or
- Travel expenses

### ***Application process***

Applicants must apply to ABP using the *Sponsorship Application Form*, which can be downloaded from the ABP website [www.austgum.com.au](http://www.austgum.com.au) under 'COMMUNITY' or from a local ABP office (see details at the end). ABP encourages supporting documentation such as photos, media articles, letters etc.

Applications are assessed quarterly with the close off dates the 31<sup>st</sup> March, 30<sup>th</sup> June, 30<sup>th</sup> September, and 31<sup>st</sup> December each year. Applications must generally be received at least six weeks prior to the event to be given consideration.

## **SPONSORSHIP AND PHILANTHROPY**

Applicants will be notified in writing of the outcome of their application within 21 days after the close off date.

ABP may decide to allocate a percentage of the requested funding or to provide in-kind support.

Successful applicants shall be expected to meet certain obligations as set by ABP. These may include:

- Recognition of ABP as a sponsor in all printed materials relating to the event;
- Input into promotional details and placement of logos and signs;
- Naming rights where appropriate; and
- Promotion and publicity of the program.

Applications and enquiries should be directed to the appropriate office listed below.

### **Victoria and South Australia**

GT@austgum.com.au or

Australian Bluegum Plantations - Sponsorship

PO Box 425, HAMILTON Vic 3300

### **Western Australia**

WA@austgum.com.au or

Australian Bluegum Plantations - Sponsorship

3/191 Chester Pass Road, ALBANY WA 6330