

Procedure Name: Sponsorships and Donations

Date: July 2010

Procedure Number: DES BM020

Version: 1.0

Business Unit: Secretariat

Contact: Margaret Miller  
[Margaret.miller@de.com.au](mailto:Margaret.miller@de.com.au)  
9285-2731



# Sponsorships and Donations

## 1. Purpose

This purpose of this Standard is to ensure that Sponsorships and Donations:

- Are aligned to Delta Electricity's strategic business and community relations objectives.
- Develop and promote a positive reputation of Delta Electricity as a sustainable energy generator which recognizes and embraces its responsibilities to the environment and to communities living near its power stations
- Provide opportunities for direct interaction with the broader community and specific local communities associated with Delta Electricity's business operations.
- Achieve the principal aims of social and environmental responsibility in the local community as set out in the Energy Services Corporations Act.

## 2. Scope

The Standard applies to all Delta employees.

## 3. Definitions

**Sponsorship:** is an arrangement in which a sponsor provides a contribution in money or in kind to support an activity (including those undertaken in schools within the vicinity of Delta's power stations) in return for certain specified benefits. Sponsorship is generally regarded as a mutually beneficial arrangement and should include public acknowledgement of the sponsor's contribution.

**Donation:** is a philanthropic contribution of financial support or goods-and-services to a non-profit organisation (including schools located in the vicinity of Delta's power stations) which is usually smaller in amount than a sponsorship and for which public acknowledgment is not sought.

## 4. Responsibilities

The Corporate Secretary is responsible for managing the procedures and the co-ordination of Delta Electricity's overall sponsorships and donations program.

The Corporate Relations Manager is responsible for developing, in consultation with the General Manager/Production and Commercial Managers, sponsorship and donation strategies and programs and maintaining a register, and reporting on, all sponsorships and donations.

Approved By:

Next Review: July 2012

Procedure Name: Sponsorships and Donations  
Date: July 2010  
Procedure Number: DES BM020  
Version: 1.0  
Business Unit: Secretariat  
Contact: Margaret Miller  
[Margaret.miller@de.com.au](mailto:Margaret.miller@de.com.au)  
9285-2731



The General Manager Production is responsible for assessing and determining the priority (if necessary) of individual program items and providing the resources necessary for the implementation of the sponsorship and donation program.

The Regional Commercial Managers are responsible for identifying and recommending appropriate sponsorship and donation opportunities and for implementing them, with appropriate levels of promotional activity, throughout the year.

## 5. Procedure

- 5.1 An annual sponsorship and donation program is prepared as part of each Regional Community Plan.
- 5.2 Each regional sponsorship and donation program details the total estimated budget as well as amounts for each individual item and includes the discretionary expenditure of a total of \$10,000 allowed under delegated authority to the General Manager Production.
- 5.3 The Chief Executive approves the regional sponsorship program and budget.
- 5.4 Agreements are prepared which both parties to the sponsorship approve and sign. The agreement may be in the form of a contract for larger amounts or a simple letter of agreement.
- 5.5 Delegated authority levels in the First Schedule are applied to approved items in the sponsorship and donation program where period orders and claims for payment are raised.
- 5.6 The General Manager Production may make variations of up to \$2,000 to individual items in a regional program provided there is no overall increase to the program budget. Variations in excess of \$2,000 require the endorsement of the Chief Executive.
- 5.7 The effectiveness of the sponsorship and donation program is to be reviewed prior to developing the annual Regional Community Plan.
- 5.8 A sponsorship or donation valued at more than \$1,000, and not included in the approved program, requires the endorsement of the Corporate Secretary and approval by the Chief Executive.

## 6. Assessment Criteria

Sponsorships and donations are strategically focused, informed by the results of community research and consultation and aim to reflect the social and environmental responsibilities identified by community consultation and stakeholder analysis.

Sponsorships and Donations are to be consistent with the following criteria. They are to:

- (i) Be in alignment with the values and principles of Delta Electricity as outlined in the Code of Conduct.
- (ii) Involve or benefit the broad community and/or local communities associated with Delta Electricity business activities.
- (iii) Strengthen relationships with key business/community leaders or groups.
- (iv) Meet specific corporate objectives.

Approved By:

Next Review: July 2012

Procedure Name: Sponsorships and Donations  
Date: July 2010  
Procedure Number: DES BM020  
Version: 1.0  
Business Unit: Secretariat  
Contact: Margaret Miller  
[Margaret.miller@de.com.au](mailto:Margaret.miller@de.com.au)  
9285-2731



- (v) Be considered on a benefit basis.
- (vi) Be undertaken with groups or organisations that are known and of sound repute in the community.
- (vii) Be declined if they could be considered sensitive or contentious from a political, moral or factional perspective.
- (viii) Be declined if the provision of support is for an individual.
- (ix) Not to be approved by a manager who has direct or indirect involvement with the organisation or groups seeking sponsorship or donation

When a Delta employee is an active member of a community group from which a request is received, any sponsorship or donation will be at the discretion of the General Manager Production or Chief Executive, depending on the work location of the employee. While the general sponsorship criteria are to be used as a guide, the following points may also be considered:

- that no personal benefit accrues to the Delta employee as per the Code of Conduct;
- that the supported activity helps foster the development of a community spirit in Delta; and
- that the supported activity complements Delta's initiatives to promote employee well-being.

## 7. References

Delegation of Authority for Sponsorships and Donations  
Code of Conduct  
Fraud prevention policy

Approved By:

Next Review: July 2012