



# **Community Investment Guidelines**

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**June 2010**

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# QER Community Investment Guidelines

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### Background

QER is committed to demonstrating our corporate citizenship by creating opportunities and benefits for the communities in which we work. We endeavour to engage with our major stakeholders and broader community in a mutually rewarding way with the aim of establishing strong and effective partnerships.

One of the ways in which we support our local communities is through Community Investment. Our aim is to assist in developing and supporting the local communities in which we operate by providing assistance for activities that enhance community wellbeing, encourage involvement in the community by our employees, and to ensure that our host communities remain sustainable long into the future. The level of such investment is solely at QER's discretion and QER's preparedness to consider making such an investment is not to be taken as an expectation that such investment will be made.

QER operates in a number of communities throughout Central, South-East and Western Queensland.

### Priority focus areas

**Environment** – seek to support initiatives that value-add to our local environment and support sustainable development, community education and capacity-building programmes.

**Education** – taking a lead in the community to invest in the future of our children and youth through education and career development opportunities.

**Healthy and involved communities** – encourage a strong sense of community through greater community involvement. QER will focus on building and sustaining culture, community arts, healthy living and social equity.

### Types of support

**Donation** – a one-off contribution or one that may recur (typically annually). Such contributions are made without expectation of a direct benefit to QER other than as an active and responsible corporate citizen. Our contribution may be cash or in-kind.

**Grant** – financial or material assistance provided for philanthropic reasons. This may include corporate matched grants.

**Sponsorship** – an investment in a one-off or recurring event/project where QER derives benefit. Typically, this will include:

- Whole-of-community benefit;
- Corporate reputation;
- Opportunities for leverage;

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- Signage and advertising;
- Tickets/hospitality; and
- Media exposure.

The benefit of the sponsorship must be measurable. The contribution is generally cash, but may also involve in-kind support.

**Partnership** – a longer-term arrangement where QER joins with one or more stakeholders to undertake a project that benefits the community as a whole. Partnerships will generally be assessed in conjunction with community consultation and must aim to develop local community capacity and be sustainable into the future. Partners must have the resources to successfully implement the project within the community, and sustain the benefit into the future.

### Selection criteria

All Community Investment decisions made by QER are at the company's sole discretion but requests for investment are assessed against the following criteria and must meet these criteria in order to be considered. While we recognise that all requests may have individual merit, we focus the company's resources on achieving business objectives and providing tangible benefits to our stakeholders. Submission of a request should not in itself give rise to an expectation that the request will be successful.

#### **Donations and Grants**

- Demonstrate a deliverable outcome to the community within the priority focus area.
- Demonstrate capacity development within the local community.

#### **Sponsorships**

- Demonstrate the benefits that the sponsorship offers.
- Demonstrate leverage opportunities.
- Demonstrate the mutual benefits.
- Demonstrate any competitive advantage offered by the sponsorship.

#### **Partnerships**

- Demonstrate deliverable outcomes to the community within the priority focus areas.
- Address a community need that may not be readily met by existing government programmes.
- Demonstrate measurable and long-term solutions to relevant community issues.
- Encourage state or local government support, shared responsibility and integration into long-term community development strategies.
- Demonstrate capacity development within the local community.

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- Demonstrate appropriate governance and capacity to manage the programme or project.
- Demonstrate sustainability beyond the life of QER's support (if applicable).

### Who is eligible to apply?

- Any member of the community who considers their application is consistent with QER's Community Investment Policy and meets the criteria described in these Guidelines.

### What we support

QER will support projects initiated by the community that aspire to enhance or develop the local community. Opportunities to collaborate in community partnership projects and initiatives that have a demonstrated environmental, social or cultural outcome will be supported in principle by QER.

### What we do not support

- Requests from political or sectarian organisations or campaigns.
- Requests from religious organizations for religious purposes.
- Organizations or groups that discriminate or limit membership based on race, gender, beliefs, class or cultural considerations.
- Cash donations to fetes.
- Social activities such as industry golf days.
- Membership of community organizations.
- Commercial or advertising requests.
- Social sports teams.
- Activities that are hazardous or dangerous.
- Activities that conflict with our corporate values.

### How to make a request

Your request should be submitted on the application form found on the QER Internet site ([www.qer.com.au](http://www.qer.com.au)).

Please refer to the application form for details on what to forward with your application and where to send it.

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### GST

If your organization is registered for the Australian Goods and Services Tax (GST), the amount you seek from QER should be exclusive of GST. We will pay the relevant GST on top of the amount you request. Before we pay you any monies, we will request a tax invoice from you.

If you are not registered for GST, then we will pay you only the amount you request.

### What happens now?

All sponsorship requests will be collated by the company's Community Relations Advisor and will be assessed by QER. We offer no assurances that your request will be supported nor should submission of a request lead to an expectation that the request will be supported by QER.

QER aims to respond to all sponsorship requests within six weeks.

All community investment activity is registered, assessed, and tracked by the Corporate Affairs Community Relations team. All sponsorships are post-evaluated against planned communication objectives at a minimum of once per year and reported and published in QER corporate publications as QER may deem appropriate.

### Contact

If you require any assistance with your request, you are encouraged to contact us prior to submission:

Gladstone  
Community Relations Advisor  
Telephone 07 4971 1237  
[vrendulic@qer.com.au](mailto:vrendulic@qer.com.au)

John Hewitt  
Manager Media & Communications  
Telephone 07 3222 0686  
[jhewitt@qer.com.au](mailto:jhewitt@qer.com.au)

Please also visit our website for further information:  
[www.qer.com.au/sustainability](http://www.qer.com.au/sustainability)