

Western Port Community Donations and Sponsorships Guidelines

1. Scope

This document sets out the principles for all donations and sponsorships made by BlueScope Steel Western Port.

2. Definitions

Company: For the purposes of this document 'Company' refers to BlueScope Steel.

Donations: A donation is support given to an individual, group or organisation, where no immediate benefit to the Company is anticipated. Examples of this might include:

- assistance with disaster relief,
- emergency repairs to a local school building,
- gifts donated to raise funds for a community cause,
- funds given to local schools to be used in awards presentations, etc
- funds to assist an employee's child to represent his/her State or Country in a major sporting, academic or cultural activity

A donation shall include donation of money, products, materials, equipment, prizes, time (where employees are given approval to work on a community initiative) and other in kind resources, (eg administrative support, use of equipment, etc).

No GST is payable on donations and a Tax Invoice is not required.

Sponsorships: Under a sponsorship arrangement, the Company generally forms a partnership with a party or parties for mutual benefit. The benefits to the Company in return may include:

- naming rights;
- display and promotion of the BlueScope Steel brand;
- verbal, written and visual acknowledgement at events, functions, etc; and
- opportunities for BlueScope Steel people to be involved through media, functions, and other events.

A sponsorship is generally a fixed term arrangement, determined by a timeframe, occasion or event. A decision whether to continue the arrangement beyond the agreed term will be subject to mutual agreement, and/or the submission of a new application at the Company's request.

GST applies to sponsorships and a Tax Invoice is required for payment.

3. Guiding Principles

Donation and Sponsorship Criteria – General

Western Port donations and sponsorship decisions will be made against the following criteria:

- appropriate fit with the BlueScope Steel brand and the Company values as set out in *Our Bond*;
- potential for broad community impact and/or branding;
- support for not-for-profit organisations;
- potential to involve BlueScope Steel employees; and
- contingent upon business profitability and performance.

Western Port areas of interest

The following areas have been targeted as priority for BlueScope Steel Western Port Donations and Sponsorships:

- health & safety
- environment
- diversity
- young people and education;

Western Port will generally support projects or events within the immediate geographical area of Western Port, being Hastings, Somerville, Tyabb, Crib Point and Bittern or the whole of the Mornington Peninsula community.

Applications falling outside of the Mornington Peninsula may be addressed on a case-by-case basis, but will generally not be put forward for consideration.

Specific projects

At BlueScope Steel Western Port, there is a requirement to support a specific project or event - as opposed to providing general funding to an organisation.

Exclusions

BlueScope Steel Western Port will not support:

- projects that are the operational responsibility of federal, state or local government (eg road improvements, local park maintenance);
- applications from political organisations or campaigns, or for activities that may be considered divisive in the community;
- applications from religious organisations for religious purposes;
- funding to employ people directly involved with the project (however, funding may be provided to assist a not-for-profit organisation to employ project staff);
- activities considered to be outside the reach of the BlueScope Steel community;
- commercial, for -profit businesses;
- professional sporting teams;
- individual branch level organisations that are part of a larger entity; and
- applications from individuals, including those seeking support for activities such as academic studies, travel or raising funds on behalf of an organisation which is already receiving funding from BlueScope Steel.

Employee engagement

Where possible, support is given to projects that involve employees in donation and sponsorship activities. This may include opportunities for employees and their families to participate as volunteers or mentors with community organisations. The Company believes the benefits of engaging employees in community activities are that:

- employees better understand the contribution the Company makes to the community and are encouraged to be community ambassadors, and
- community organisations understand that BlueScope Steel is a global company with a human face, made up of people who care for their community.

4. Application process

Formal requests for corporate donations and sponsorships should be made by completing the Western Port Sponsorship & Donation Application Form and submitting to Amanda Burston, Executive Assistant to Manager Western Port. Only requests made in writing will be considered. Requests should explain the background to the request, amount of donation or sponsorship required, how the funding will be used, timing of the project, opportunities for employee involvement and benefits to BlueScope Steel in supporting the project or organisation.

5. Decision making process

All submissions are considered by the Western Port Donations and Sponsorship Committee, who will provide an outcome within two weeks of receiving this completed form. The Committee reviews all requests against the Donations and Sponsorships Criteria.

All requests received will be responded to in writing.

6. Sponsorship funding agreements

A partnership agreement between the organisation and the Company shall be established for:

- sponsorships of \$4,000 or greater, or
- sponsorships established as a multi-year agreement.

This agreement will identify the expectations and needs of both parties, as well as set out procedures for reporting, accountability and project management.