



# HUON AQUACULTURE SPONSORSHIP

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*POLICY*

**Version 1**  
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## Introduction

Huon Aquaculture operates in regional communities in Tasmania and South Australia. We highly value the communities in which we operate and are committed to the positive contribution we can make to building strong, safe, vibrant and sustainable regional communities.

We take very seriously our responsibility to ethically and transparently engage with our communities in all that we do here at Huon Aquaculture.

Our Sponsorship Policy is just one of the ways that we actively engage and contribute to our communities and we invite our community members to contact us should they wish to receive further information about any aspect of our operation or to have questions answered.

Laura Bender  
Community Relations Coordinator  
e: [community@huonaqua.com.au](mailto:community@huonaqua.com.au)  
p: 03 6295 8111

## Our vision, mission and principles

### Vision

To produce the world's most loved salmon and trout.

### Mission

Our mission is to:

- Sustainably and efficiently produce the highest quality Salmon and Trout products possible;
- Strive to be leaders within our industry and community;
- Provide our customers with the best quality and service possible; and
- Be a workforce that seeks excellence and innovation in everything we do.

### Principles

Our principles guide all Huon staff in their work activities; whether within our company, business network or the communities in which we operate.

We work with the following principles in mind:

<b>Safety</b>	we provide a safe and healthy workplace for all our staff, contractors and visitors.
<b>Integrity</b>	we are ethical, transparent and inclusive in all our dealings.
<b>Care</b>	we are passionate about our business, working together to achieve quality outcomes.
<b>People</b>	we value our employees and work together to develop our industry.
<b>Community</b>	we are responsible neighbours helping to build and support sustainable communities.
<b>Creativity</b>	we embrace the challenge of innovation and are driven by an improvement culture.

## What is a Sponsorship?

Huon Aquaculture, in the position of being a sponsor, makes voluntary provisions of money, goods or services to community organisations, institutions, government bodies or individuals that are independent from the business, in exchange for promotional or other benefits with the purpose of:

- Developing or reinforcing Huon's brand values amongst current or future consumers (brand benefit);
- Assisting market penetration, market expansion or new market development (sales benefit).

Successful sponsorship programs involve good communication and planning and have benefits for the recipients and the sponsor. Sponsorship is a significant element of advertising and promotion for Huon.

Typically, sponsorships should demonstrate a clear and direct business benefit from the association and tend to be medium term arrangements.

## Eligibility

### Who is eligible for sponsorship?

Community organisations, institutions, government bodies or individuals that are independent from the business and are willing to exchange promotional or other benefits are eligible for sponsorship.

Please note preference will be given to those that:

- a. Benefit the local communities in which we operate;
- b. Benefit the environment, particularly marine environments;
- c. Meet similar principles to Huon Aquacultures.

### Who is NOT eligible for sponsorship?

Huon Aquaculture will not support sponsorships that may be detrimental to our brand or may be potentially offensive. These include but are not limited to:

- a. Organisations or activities that go against our brand values and business needs
- b. Political organisations or campaigns
- c. Organisations or groups whose planned activities could be potentially hazardous such as gambling, alcohol, smoking or drug related activities
- d. Religious groups, unless they are affiliated with an organization which benefits the community as a whole
- e. Race specific organisations
- f. Organisations linked to contentious issues
- g. An individual (or small group/team) seeking support for personal interests

Please contact Huon Aquaculture for further information if you would like us to consider a donation or partnership.

## Assessment of Requests and Assessment Criteria

The assessment criteria are followed by Huon Aquaculture in their consideration of sponsorships:

1. Sponsorships are only made to community organisations, institutions, government bodies or individuals that are independent from the business;
2. Preference will be given to organisations that:
  - a. Benefit the local communities in which we operate;
  - b. Benefit the environment, particularly marine environments;
  - c. Meet similar principles to Huon Aquacultures.
3. Requests are considered on a case by case basis.
4. Requests are assessed on their individual merits and against other requests.
5. Sponsorships will only be considered if there is a clear benefit to Huon.

## Procedure for Staff

If Huon Employees receive sponsorship requests from community organisations, institutions, government bodies or individuals that are independent from the business, they are encouraged to follow these steps:

- 1) Read the sponsorships policy before committing to a sponsorship
- 2) Consider the above criteria
- 3) Notify Jane Gallichan or Laura Bender about the sponsorship via [community@huonaqua.com.au](mailto:community@huonaqua.com.au) and provide them with details of the request including:
  - a. The organisation requested and their key contact details;
  - b. What the request is for;
  - c. The amount requested;
  - d. The benefit to Huon if we support the request; and
  - e. The relevant documents supporting the request.

It is important that all Huon Employees understand and follow the sponsorships policy so all organisations have a fair and equal opportunity at receiving a sponsorship from Huon.

If approached by a sporting club for potential sponsorship, please refer to the Sporting Clubs Guidelines. This document can be requested via [community@huonaqua.com.au](mailto:community@huonaqua.com.au)

## References and related documents

Huon Vision and Mission

Huon Operating Protocols

CQF1303 HAC – Community Grants Guidelines

CQF1302 HAC – Community Grants Assessment Criteria and Application Form

CQF1301 HAC - Partnerships, Sponsorships, Community Grants and Donations Policy

CQM1305 HAC - Donations Policy

HAC – Employee support Guidelines (IN DRAFT)

HAC – Sporting Clubs Guidelines (IN DRAFT)

## Sponsorship Application Process

The sponsorship application process is a guideline that potential benefactors are encouraged to follow.

The sponsorship application process is as follows:

1. Review Huon Aquaculture's Sponsorship Policy;
2. Decide whether the request is eligible;
3. Complete the Sponsorship Request Application Form.

These guidelines are indicative only, and are not intended to limit the ability of Huon Aquaculture to approve or reject a sponsorship request for other reasons.

Requests for sponsorships should be made to:

Laura Bender  
Community Relations Coordinator  
e: [community@huonaqua.com.au](mailto:community@huonaqua.com.au)  
p: 03 6295 8111

Each request is considered on its own merits and against other sponsorship requests received at the time.

Potential benefactors will be notified of the decision either by phone or email within eight weeks of receiving the request, unless urgency is required or there is a specified date that the sponsorship must be met, in which case they will be notified earlier.

Should you have any enquiries about any elements of the application process, or wish to check on the progress of your request if you have not received correspondence in eight weeks from closure of the submission period, please contact us at [community@huonaqua.com.au](mailto:community@huonaqua.com.au).

### Huon Brand and Sales Benefit

It is required that the potential benefactor promotes and recognises Huon Aquaculture in exchange for sponsorship.

Evidence of how the benefactor aims to achieve this recognition must be provided to Huon Aquaculture on the Sponsorship Request Form BEFORE the sponsorship is considered. Evidence of how the benefactor has achieved this recognition must also be provided to Huon Aquaculture AFTER the sponsorship has been confirmed.

A brief summary may be sent as well as media clippings, images and sponsorship paraphernalia.