



# **Huon Aquaculture Sponsorship & Donations Policy**

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Version 2

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Communications and Community Relations Department

## Introduction

Huon Aquaculture has been producing world class Atlantic Salmon and Ocean Trout for decades. We have worked hard to position ourselves as leading employers in regional locations and are proud of the reputation we have built as supporters of strong, safe, sustainable, diverse and vibrant communities.

Our staff are integral to the fabric of the communities in which we operate, and many of them undertake additional roles at local sporting clubs, emergency service organisations, registered charities and other community organisations. We are committed to supporting those and other local organisations with financial, in kind and hands on assistance in line with our Sponsorship and Donations Policy.

Please note that projects or events that may jeopardise Huon Aquaculture's world class reputation, or are potentially in conflict with Huon's third-party certification requirements are automatically ineligible for sponsorship or donation support.

We invite members of the community to contact us via [community@huonaqua.com.au](mailto:community@huonaqua.com.au) or on 03 6295 8111 if they have any questions regarding sponsorship of or donations towards projects, programs or events that benefit our local communities.

## Definitions

### IN-KIND SUPPORT

The provision of paid and volunteer labour, administrative support, free hire facilities or donations of product, materials, equipment and/or services.

### MAJOR SPONSORSHIP

Sponsorship requests in excess of \$5000.

### NOT FOR PROFIT ORGANISATION

An organisation that does not operate for the profit or gain of its individual members, whether these gains are direct or indirect. A not-for-profit organisation, if it makes a profit, must use that profit to undertake the organisation's purpose.

## Sponsorship, donation or community grant?

At Huon Aquaculture we offer sponsorships, donations and community grants. Applications will have a greater chance of success if they are directed to the appropriate category.

### SPONSORSHIP

As a sponsor, Huon Aquaculture makes voluntary provision of money, goods or services to local community organisations, institutions, government bodies or individuals in exchange for promotional or other benefit to develop or reinforce Huon's brand or assist market development, penetration or expansion.

Sponsorships should demonstrate a clear and direct business benefit to Huon Aquaculture from the partnership.

### **DONATION**

Huon Aquaculture supports the stated aims of not-for-profit organisations and registered charities with unconditional donations.

Donations can consist of direct financial contributions, in-kind support, product or product vouchers, hands on assistance with fundraising activities or other forms of support.

### **COMMUNITY GRANT**

Huon Aquaculture's Helping Hand Grants are generally offered twice a year to assist events, programs or projects that directly align with Huon's Community Strategic Themes and/or have communal benefit to local and regional communities in which Huon operates.

Events, programs or projects that have long-term, positive impacts are given priority and we have a particular focus on benefits for young people and working families.

## **Huon Aquaculture's Community Strategic Themes**

Requests for assistance which broadly align with one or more of Huon Aquaculture's Community Strategic Themes will be favourably considered.

### **ENVIRONMENTAL CONSERVATION**

- marine conservation
- marine debris reduction, re-use and recycling
- riparian, land and heritage conservation

### **HEALTH AND SAFETY**

- water safety
- local emergency services
- mental and physical health and wellbeing

### **EDUCATION**

- food and fibre
- aquaculture
- STEM/innovation

### **RESEARCH AND DEVELOPMENT**

- marine ecology
- aquaculture technology and innovation

## **1. Purpose**

The purpose of this policy is to ensure a consistent approach to assessing applications for sponsorship, donations and grant funding.

## 2. Scope

This policy applies to all requests for financial, in-kind or other assistance. Requests may originate from third party organisations, Huon Aquaculture staff or other referrals.

## 3. Process and timeframes

Requests for sponsorship and donations will be assessed on a case-by-case basis and will be accepted throughout the year. You can expect a decision within two weeks of receipt of request (except for Helping Hand Grant applications, which will be assessed within the grant round timeline).

Applications for major sponsorship should be made with at least 12 months lead time to allow adequate time to effectively plan and implement leverage activities.

Helping Hand Community Grant applications must be made during the time that the grant round is open (see the Helping Hand Community Grant program policy and guidelines for additional information).

Sponsorship and donation requests are assessed through Huon Aquaculture's Sponsorship and Donation Matrix to determine eligibility and are awarded subject to budgetary constraints.

## 4. Collection of personal information

Huon Aquaculture is committed to respecting the privacy and personal information of all applicants.

Huon Aquaculture employees are trained to protect any personal information in accordance with the company's *Privacy Policy* and *Credit Reporting Policy*.

## 5. Reporting and publicity

Helping Hand Community Grant recipients must report on the outcomes of grant funding through the formal grant acquittal process (see the Helping Hand Community Grant program policy and guidelines for additional information).

Sponsorship recipients must meet all requirements set out in their individual sponsorship agreements.

There is no requirement for reporting in the case of donations, however, we welcome photos and a short summary of how a Huon Aquaculture donation has been utilised by the recipient organisation.

All recipients of Helping Hand Community Grants, sponsorship and donations may appear in Huon Aquaculture's corporate communications, media and social media at Huon's discretion.

## 6. Application process

### HELPING HAND GRANT

- Grant round opening dates will be advertised on our social media pages, in local media, community newsletters and other forms of communication.
- Visit our website when the grant round is open.
- Complete the online application form.
- Submit the completed application form, along with any supporting documentation, by the round closing date.
- All applicants will be notified of the success or otherwise of their application within eight weeks of the round closing date.

### SPONSORSHIP

- Requests for sponsorship will be considered throughout the year, applicants should note that Huon Aquaculture's financial year runs from January to December.
- Requests for major sponsorship should be made at least 12 months in advance.
- To make a sponsorship request, email [community@huonaqua.com.au](mailto:community@huonaqua.com.au)
- All applicants will be contacted within two weeks of application.

### DONATION

- Requests for donation will be considered throughout the year, applicants should note that Huon Aquaculture's financial year runs from January to December.
- To make a request for donation, email [community@huonaqua.com.au](mailto:community@huonaqua.com.au)
- All applicants will be contacted within two weeks of application.

## 7. Application outcomes

- Application outcomes are at the sole discretion of Huon Aquaculture and correspondence will not be entered into.
- This policy is not intended to limit the ability of Huon Aquaculture to approve or reject an application on any grounds.
- Unsuccessful applicants are invited to seek feedback on why their application was unsuccessful to improve chances of future success.

## Contact

If you would like clarification on anything contained within this policy, please email [community@huonaquaculture.com.au](mailto:community@huonaquaculture.com.au)