



# Request for Charitable Support & Sponsorship Guideline

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## 1 Purpose

This guideline is for community members and organisations directly or indirectly requesting financial, in-kind or other types of support from Stockland for a charitable purpose or sponsorship.

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## 2 Scope

This guideline applies to any member of the community or community group who approaches or is contemplating approaching a Stockland employee or representative with a request for support.

This guideline covers:

- The essential criteria for a community member or organisation to have in order to be eligible for Stockland financial, in-kind or other support.
- The process by which an eligible organisation or individual can request support from Stockland.
- The different classifications of sponsorships and agreements entered into by Stockland.

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## 3 Stockland's Approach to Requests for Support

At Stockland, we believe there is a better way to live. We achieve this by shaping communities that thrive and ensuring they are healthy, educated and connected by delivering targeted infrastructure and social programs. Our support is directed to partners who are able to support these objectives.

We look at all requests for support through four lenses to identify whether the organisation, program or individual will help us to deliver on our goal to shape thriving communities.

1. Brand Sponsorships – National, State or Community level
2. Foundation – Stockland CARE Foundation partners
3. National – National Community Partnerships
4. Local – Stockland Community Grants Program

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## 4 Identifying a Request for Support

A request for support is defined as any request for financial, in kind or other type of support from a member of the community to a Stockland employee, representative, contractor or associate. The request for support can be in the form of a general enquiry to a formal sponsorship or community partnership proposal that is documented and directed to a Stockland employee.

### 4.1 Essential Criteria:

An organisation or individual requesting support from Stockland must:

- be aligned with Stockland's [purpose, vision and values](#);
- meet Stockland's expectations of its partners, including complying with laws and regulations, such as, applicable competition, consumer protection, environmental, employment, health, safety and welfare laws;
- deliver programs or initiatives that align with the community focussed areas of health and wellbeing, education and community connectivity; and
- impact positively upon communities in and around a Stockland asset.

### 4.2 Stockland will not provide support to:

- an organisation with any values, policies or activities that conflict or may be seen to conflict with the purpose, vision or values of Stockland as an industry leader in sustainability and corporate citizenship following industry best practice (for example, any organisation affiliated with the tobacco, alcohol or gambling industries).
- any charitable organisation registered with the Australian Charities and Not-for-Profit Commission (ACNC - <https://www.acnc.gov.au/>) that is non-compliant with legislative obligations.



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### 5 National Community Partnerships

National community partners help Stockland deliver on our sustainability, national community development and community investment objectives and targets. Our sustainability objectives may include the areas of:

- Environmental;
- Indigenous; and
- National community development and investment

#### 5.1 National community partners must meet the national community partner criteria below:

- The drive to deliver shared value; long term sustainable benefits to our communities and commercial value for Stockland.
- Run programs at or near our assets and projects which engage all members of the community in the identified cause.
- The ability to provide measurements and reporting structured to our stakeholders needs.
- Deductible Gift Recipient (DGR) Status as determined by the Australian Taxation Office (ATO).

#### 5.2 Becoming a National Community Partner:

- If an organisation satisfies the above criteria, it may submit a formal proposal, in writing to Stockland. These proposals will be reviewed and Stockland will seek to meet with the applicant to review suitability and opportunity.
- Stockland may, in its sole discretion, approach or respond to requests from potential community partners at any time.
- Stockland may require potential community partners to participate in the Stockland third party due diligence process, which may include the provision of additional information and supporting documentation.
- All potential partner proposals are assessed by the Stockland community team and relevant business unit representatives. Stockland may then, at their sole discretion, invite community partners who best meet the criteria to present their proposal to Stockland.
- Partners may then be invited to enter into an agreement with Stockland, usually in the form of a memorandum of understanding (MOU) or community partnership deed of agreement. These agreements are typically structured as a 12 month agreement and may contain an option to extend.

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### 6 Local – Stockland Community Grants Program

Where organisations don't have the scale, structure or funding to implement programs in partnership with Stockland at a national level, they may be eligible to apply for financial assistance through the Stockland local Community Grants Program.

The Stockland Community Grant program encourages local community organisations to apply for funding for one-off cash payments of up to \$1,000 in recognition of their contribution to their local community. Grants are available for projects that support local activities and services, helping build vibrant communities that thrive now and into the future.

Organisations must be not-for-profit and must support either local health, wellbeing, employment, education or social engagement programs or initiatives in the local government area of the participating Stockland asset or community. Applicants must be able to clearly demonstrate that the program or initiative to be funded will commence within 6 months of the grant being awarded.

#### 6.1 Applying for a Stockland Community Grant

The Stockland community grants program runs annually across our retail, residential and retirement living assets. Organisations can register their interest at the below link to be kept up to date as to when the next Stockland community grants program is open for applications.

<http://www.stockland.com.au/about/community-grants.htm>

#### 6.2 Selection Process

All applicants must comply with the terms and conditions issued by Stockland at the commencement of each community grants round. Terms and conditions are subject to change from the previous round and can be updated at Stockland's discretion with adequate notice at any time within the grant period.

All applications are assessed by Stockland asset teams against the selection criteria included in the judging matrix included in the terms and conditions for that particular grants round.

Stockland may invite local representatives from the local community to sit on the selection panel.



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### 7 Foundation - Stockland CARE Foundation Partners

The Stockland CARE Foundation is a charitable trust set up for the purpose of delivering 'a better way to live' through infrastructure, programs and initiatives that improve the health and education of Australian communities. The Foundation works with selected charity partners to amplify our existing community investments and contributions.

The Stockland CARE Foundation has chosen [Redkite](#) and [Touched by Olivia](#) as its current CARE Foundation community partners. These partners will receive financial and in-kind support from the Foundation and provide volunteering and engagement opportunities to our employees to support the communities in which we operate.

#### 7.1 Governance:

- The Stockland CARE Foundation Board will oversee the Stockland CARE Foundation Strategy and Programs.
- The Stockland CARE Foundation programs and partnerships are managed by the CARE Foundation and Community Partnerships Manager.

#### 7.2 Becoming a Stockland CARE Foundation partner:

The Stockland CARE Foundation carries out its own needs analysis on an annual basis and approaches not-for-profit organisations to be part of a partner review process. This review process identifies which organisations the Foundation's funds are to be directed to in any given three year period. Partners must meet the essential criteria below before being considered for inclusion as a shortlisted organisation. Organisations that do not meet this criteria will not be considered.

#### Essential criteria:

- Alignment to CARE Foundation focus areas of Health/Wellbeing and Education
- Significant national social cause
- Aligns to Stockland's Purpose, Values, Branding and Business activities
- Has meaning and connection for Stockland stakeholders, community and employees
- Provides profile and exposure to Stockland and partners
- Multi-channel communications and marketing opportunities
- Staff involvement and engagement
- Stockland sponsorship is significant to partner
- Agreed social and commercial metrics, measurement, reporting and evaluation
- Deductible Gift Recipient (DGR) Status

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### 8 Brand Sponsorships

A Brand Sponsorship is defined by Stockland as an investment in a sports, arts, or educational organisation, community event or program or individual with the primary objective of delivering brand exposure for Stockland or an individual project, asset or community.

Stockland will only consider brand sponsorships that complement or add-value to our brand, advertising and media strategy.

Key areas for consideration are:

- Alignment with Stockland's values (Community, Accountability, Respect and Excellence).
- Alignment with Stockland's brand position that we 'create the spaces where communities thrive'.
- Deliver positive media exposure to intended audience.
- Ability to hold exclusive rights over the sponsorship or at a minimum participate in the absence of any commercial competitors.
- Drive visitation to Stockland assets or online.
- Sit at Naming Rights, Presenting, Major or Premier Level.
- Alignment and consistency with the principles outlined within our National Community Partnerships, Stockland Community Grants Program or Stockland CARE Foundation.
- Ability to leverage the intended exposure within our communities.
- Provide a post event or sponsorship report to Stockland.
- Build long term trust with the community.



**All brand sponsorship requests should be directed to:**

Mark Leathan

National Brand and Customer Experience Manager

[mark.leathan@stockland.com.au](mailto:mark.leathan@stockland.com.au)

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## 9 Further Information

**For further questions on this guideline, please contact:**

Bonny Bayne

CARE Foundation and Community Partnerships Manager

[bonny.bayne@stockland.com.au](mailto:bonny.bayne@stockland.com.au)

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## 10 Related Policies

[Code of Conduct](#)

[Conflict of Interest Policy](#)

[Government Relations Policy](#)