



Landcom Sponsorship Strategy, Policy and Approval Process

Background

Landcom works to an annual sponsorship budget with sponsorships covering two major groups:

1. *Industry*

State-wide industry groups, Governing bodies or Industry Associations with a common or similar business objectives to Landcom.

2. *Community*

Community events, charities, land donations or community facilities where Landcom projects exist.

This following strategy, policy and approval process aims to clarify what constitutes effective outcomes for both industry and community sponsorships.

Community Sponsorships

Landcom's community sponsorship activities include the following areas (health, safety, child development, education, town / regional development) that target communities in which Landcom projects exist.

Examples of community sponsorships are as follows:

- Charity fundraisers;
- Community fundraisers;
- Community days;
- Festivals;
- School fundraisers;
- Tourism based events;
- Health and Education
- Safety (Supporting local Police, SES, Fire Services)



Community Sponsorship Checklist

Landcom has a five point checklist in determining Community sponsorships:

- To support organisations and charitable services that provide a community service to the community in which we operate;
- Add value to Landcom's marketing activities;
- Promote specific Landcom projects within that area;
- Enhance awareness of Landcom's business;
- Provide sales opportunity and or generate enquiry for a Landcom project.

Community Sponsorship Program Strategies

There are several ways to maximise Landcom's community involvement:

- To strategically align Landcom with community based organisations or charitable services in the defined areas;
- To work together with the community to achieve worthwhile benefits for those who need it most;
- To be responsive to needs based community activities;
- To ensure that Landcom's commercial objectives are leveraged within the community sponsorship.

Industry Sponsorships

Industry Sponsorships are an effective way of promoting the business capabilities of Landcom and also foster relationships with organisations that can assist in the achievement of Landcom's business objectives.

Another aim of industry sponsorships is to maintain or create new business relationships with industry organisations.



Industry sponsorship activities may include:

- Industry conferences and instruction sessions over luncheons and breakfasts;
- Education programs;
- Award programs;
- Seminars;
- Government initiatives.

Industry Sponsorship Checklist

Landcom has a four point checklist in determining Industry Sponsorship:

- To support industry and government associations with business objectives and capabilities complementary to Landcom;
- Add value to Landcom's marketing activities;
- Enhance awareness of Landcom's business capabilities;
- Provide relationship opportunities to enhance existing partnerships or foster new ones.

Industry Sponsorship Strategies

There are several ways to maximise Landcom's industry sponsorships:

- To identify an annual plan of events and activities with each industry association according to a preset budget;
- To strategically align Landcom with industry and government associations with business objectives and capabilities complementary to Landcom;
- To work together with the association to maximise promotional benefits for Landcom;
- To ensure that Landcom's commercial objectives are leveraged within the industry sponsorship.



Sponsorship Approval Process

1. All requests for sponsorship should be directed to the Corporate Communications Executive for review and submission to the Landcom Executive.
2. All Community Sponsorship proposals will need to be sighted and noted by the respective General Manager development and Project Marketing Manager prior to presentation to the Executive Committee.
3. Proposals will be reviewed by the Executive and evaluated based on the sponsorship strategy, checklist guidelines and budget.
4. Following approval by the Executive Committee all sponsorships will then be signed off by the Landcom Board, the Managing Director (Chief Executive Officer) or the General Manager Corporate Marketing within financial delegation limits.