

## DONATION AND SPONSORSHIP GUIDELINES

---

### OVERTURE

Whitehaven Coal recognises that creating social and economic value in the communities in which we operate is critical for the success of our business. Indeed, as around 75 per cent of our employees live in the local communities around where our operations are based, we are well and truly invested in not only creating further employment and economic benefit, but stronger communities together.

These guidelines apply to discretionary donations and sponsorships made by Whitehaven Coal from the corporate head office or any of our operational sites. Our focus is on programs that can deliver greatest long-term benefits to the local communities that host our operations. Accordingly, successful donation and sponsorship opportunities must have significant local, regional, national or international reach and align with the principles outlined in this document.

### DEFINITIONS

**Donations:** A donation is discretionary support given to a group or organisation, which may include mutually beneficial promotional opportunities. *Note: these donations are separate and in addition to the contributions made under Voluntary Planning Agreements developed with local councils.*

**Sponsorship:** Under a sponsorship, Whitehaven Coal generally enters into an agreed partnership with an organisation for mutual benefit. The benefits to Whitehaven Coal in return may include:

- naming rights;
- display and promotion of the Whitehaven Coal brand;
- verbal, written and visual acknowledgement at events, functions, etc.; and
- opportunities to involve Whitehaven Coal people.

Whitehaven Coal is open to **sponsorships** that offer:

- Geographic alignment with Whitehaven Coal's operations and potential for expansion into other regions;
- Community visibility; and
- Promotion that creates positive community attitudes towards Whitehaven Coal.

A sponsorship is generally for a fixed term, determined by a time frame, occasion or event.

**Donation in-kind:** Whitehaven Coal may consider donating time or other resources to a group or organisation in alignment with the donation guidelines.

### AREAS OF SUPPORT

Whitehaven Coal's donations and sponsorship activity should support one or more of the following areas of interest:

- **Health** – support for medical equipment, training, projects and organisations that promote healthy lifestyles.
- **Education** – support for the development of academic and other skills.
- **Community** – support for organisations or initiatives that have significant local, regional, state, national or international reach.
- **Indigenous Sport** – support for Indigenous individuals or sport teams, or sporting events, at the state, national or international level.

We will not support commercial, for-profit businesses or any causes that may be detrimental to Whitehaven Coal.

### FUNDING CRITERIA

Principles governing donation and sponsorship decisions include:

- alignment with aforementioned areas of support;
- potential to develop strategic partnerships with community organisations, including creation of term agreements with appropriate organisations;

- activities deemed to have significant local, regional, state, national or international reach;
- appropriate fit with Whitehaven Coal brand and values;
- relationship and connection to Whitehaven Coal and its community;
- potential for broad community impact;
- support for not-for-profit organisations;
- support for Aboriginal and Torres Strait Islander Engagement;
- long-term sustainability of organisation or initiative regardless of Whitehaven support; and
- potential to involve Whitehaven Coal employees and local Whitehaven Coal operations.

## APPLICATION PROCESS

Due to the high level of interest, we are unable to support all requests. Long term partnerships will be reviewed on an annual basis.

To apply, please complete the Donation or Sponsorship application form overleaf, addressing the principles set out in this document and return completed applications to [community@whitehavencoal.com.au](mailto:community@whitehavencoal.com.au) or by mail to:

Whitehaven Coal Community Relations Team  
PO Box 600  
Gunnedah NSW 2380

If you have enquiries, please call the Community Relations team on 02 6741 9300 or drop in to our office at 231 Conadilly St, Gunnedah.

## DONATION APPLICATION FORM

---

### Organisation details

Name:	
Charity no. (if applicable):	
ABN (if applicable):	
Registered address:	
No. of years the organisation has existed:	
Purpose of the organisation:	
Area of activity (select all that are relevant):	Health / Education / Community / Indigenous sport
Summary of request:	
Donation type (select one):	Financial / In-kind
Value requested:	

### Applicant details

Name:	
Position and organisation:	
Phone:	
Email:	
Address:	

Please outline your request, including why you are applying for a donation from Whitehaven Coal.

Who will benefit from this donation, what are the anticipated outcomes, and when?

**How would Whitehaven Coal benefit from the association with this Donation? Please indicate how Whitehaven Coal's support would be promoted.**

**Please share more information about your organisation if you wish.**

## SPONSORSHIP APPLICATION FORM

---

### Organisation details

Name:	
Charity no. (if applicable):	
ABN (if applicable):	
Registered address:	
Purpose of the initiative/organisation:	
Summary of request:	
Area of support (select all that are relevant):	Health / Education / Community / Indigenous sport
Amount requested:	

### Applicant details

Name:	
Position and organisation:	
Phone:	
Email:	
Address:	

### Sponsorship information

Sponsorship amount requested:	
Date and duration of sponsorship request:	
Geographical impact/location:	
<i>IF RELEVANT:</i> What level of sponsorship is Whitehaven Coal being asked to provide (e.g. primary sponsor, joint sponsor):	
<i>IF RELEVANT:</i> Which other sponsors are involved:	

Please briefly outline why you are applying for a sponsorship from Whitehaven Coal.

**Who is the target audience of your initiative? Who will benefit from this sponsorship?**

**How would your initiative benefit by Whitehaven Coal's involvement?**

**How would Whitehaven Coal benefit from the association? Please include how Whitehaven Coal's support would be promoted.**

**How would the sponsorship be measured and evaluated for effectiveness?**

**Please share more information about your organisation if you wish.**