

## **GPT's Sponsorship and Community Partnership Guidelines**

Our vision is to maximise the financial potential of Australian property with solutions that fulfil the aspirations of our investors, tenants and communities. In delivering this vision we aim to make a net positive contribution to our communities, people and the environment. In contributing to the community, our efforts are carried out under the theme of 'connected communities'. The ways in which we support the community include:

- contributing expertise, space and financial support to selected community organisations, programs and initiatives as well as property industry forums;
- partnering both nationally and locally where our assets are located, to identify opportunities for social value creation;
- supporting our people to contribute their time, expertise and resources; and
- allocating our resources to community engagement programs through a transparent and consistent decision making process.

GPT's commitment to supporting our communities is detailed in our [Community Engagement & Development Policy](#), available on GPT's website.

### **Evaluation framework and selection criteria**

We are approached regularly by community organisations seeking financial and other support. We believe that it is better for both the community and The GPT Group to make larger commitments to fewer organisations, programs and initiatives than it is to make smaller contributions to numerous activities and partners.

We value longer-term relationships and have a particular focus on the identification and support of Shared Value initiatives that generate simultaneous business and societal value. Such an approach lends itself to the long-term sustainability of our partnerships which we believe is good for our partners, the community, our people and for GPT.

We recognise that from time to time it will be appropriate to act philanthropically. These guidelines will be used to determine the circumstances in which this is appropriate.

In addition to considerations of budget, resource requirements, and how the opportunity fits with existing engagement activities, we assess proposals using an evaluation framework and detailed selection criteria. At the highest level, three broad areas of focus have been identified, being:

- Healthy Communities
- Inclusive Communities

At the Group level we support a select number of organisations, programs and initiatives, some of which are established centrally, others of which are grown nationally from local community investment programs in order to deliver greater benefits to the community partner and to GPT. These partnerships and programs focus on Youth at Risk. At the local level, we develop a comprehensive understanding of important local social issues and invest in community organisations, programs and initiatives that address those issues.

GPT will consider engagement activity opportunities in any of the following categories:

- Environmental sustainability
- Health and welfare
- Youth at risk
- Cultural / inclusive activities
- Emergency relief

GPT does **not** support, partner with or sponsor:

- Political events, activities or organisations
- Overtly religious activities or programs\*
- Programs that denigrate, exclude or offend minority groups
- Individuals (except through scholarship programs)
- Events, activities or groups that may present reputational or other risk such as high risk or dangerous sporting events (e.g. motor racing), alcohol, tobacco, gambling (e.g. horseracing), sporting codes or teams that have experienced reputational damage or activities that have a negative impact on the environment.

*\*GPT does support recognised charities / events that are supported by religious-based organisations.*

Our evaluation framework and selection criteria are designed to ensure that GPT's partnership and sponsorship programs engage our people, assets and/or stakeholders to deliver enduring benefits to the communities in which we operate, at the same time as delivering on GPT's business objectives.

<b>Our People:</b>	<b>Our Assets:</b>	<b>Our Networks:</b>
We look for ways that GPT employees can get involved and create value in the community, including; using our expertise to assist community partners and property industry forums; through volunteering; participating in events that raise awareness and/or funds for important and relevant issues; lobbying for policy change; donating funds for emergency relief. Engaging our employees through community programs also promotes a better work-life balance and provides opportunity for them to contribute to the community.	We look for opportunities to use our assets as focal points to connect people in the community and enrich the lives of those people. This may include using our spaces for one-off sponsorship events and exhibitions; using our assets to bring people together in a way that benefits community groups and the broader community; sharing information and knowledge that is beneficial to the community; providing facilities to support and enrich community members' day to day lives.	We seek community engagement activities that will benefit from us drawing on our networks of customers, visitors, industry peers, and our other connections to provide lasting and measurable benefits to the community. Where possible we like to engage our stakeholders in our community partnerships, programs and initiatives to strengthen our relationships and to excite them through shared experiences.

### **Criteria to deliver mutual value**

1. Does the engagement activity add value to the community or enrich people's lives in some way? e.g. through improved health and wellbeing, inclusivity within the community, education, increasing employability or offering up-skilling opportunity.
2. Does the engagement activity offer opportunity to involve GPT's people?
3. Does the engagement activity create an opportunity for GPT to deliver benefits by drawing on its networks?
4. Would the engagement activity include opportunities for GPT to showcase and use its property assets to deliver benefits?
5. Does the organisation seeking support demonstrate values and objectives that are consistent or aligned with GPT's values and objectives?
6. Can the organisation seeking support demonstrate management capability, financial responsibility and that it has a system of strong corporate governance in place, including appropriate risk management systems?

### **Criteria to deliver value to the community**

7. Is the proposed engagement activity designed to make a genuine impact on community capability and capacity building?
8. Will the proposed engagement activity deliver connected communities?
9. Will the engagement activity deliver a positive impact on the environment?

10. Is the engagement activity aligned to meet challenges relevant to GPT's asset communities?  
Note that this is most relevant for local community support programs.

### **Criteria to deliver value to GPT**

11. Will the engagement activity deliver other positive benefits to the GPT business? E.g. business value, brand value, employee engagement.
12. Are there opportunities to engage with our stakeholders through the community engagement activity (including corporate hospitality opportunities) and/or to make a genuine and lasting impact on GPT's employees, customers, or other stakeholders?
13. Does the engagement activity create stories or case studies that will be relevant to GPT's stakeholders directly as a result of GPT's involvement?
14. Does the engagement activity address a compelling or extraordinary business need or challenge? Or create a specific business opportunity?

### **Other criteria considered:**

- *Resources:* the organisation needs to have sufficient expertise and personal to effectively implement and proposed sponsorship and help GPT achieve its key objectives.
- *Common goals and values:* GPT seeks to partner with organisations that have shared value and aligned organisational values and culture.
- *Acknowledgement:* while logo exposure is valued, it is not considered the primary reason for undertaking a community engagement activity.
- *Measurement and reporting:* it is important that organisations are able to measure (or assist GPT to measure) the impact of the community engagement activity.

### **Assessment and approval process**

There are several ways in which corporate support may be sought or sponsorship and partnership opportunities may arise. Each request will be considered in a consistent manner against the above criteria and assessed using a business and social value assessment tool that GPT has developed.

To ensure that GPT's sponsorships and partnerships meet GPT's guidelines and criteria, the following steps are taken:

Group level:

- All requests assessed by the Head of Social Sustainability. If alignment to the areas of focus, these will be further considered and / or presented to the GPT Foundation Committee for consideration

Asset level:

- All requests will be assessed at the asset level for alignment to local objectives.

### **Contact details:**

Please direct all requests for support, and any feedback on our approach, to [Foundation@gpt.com.au](mailto:Foundation@gpt.com.au)