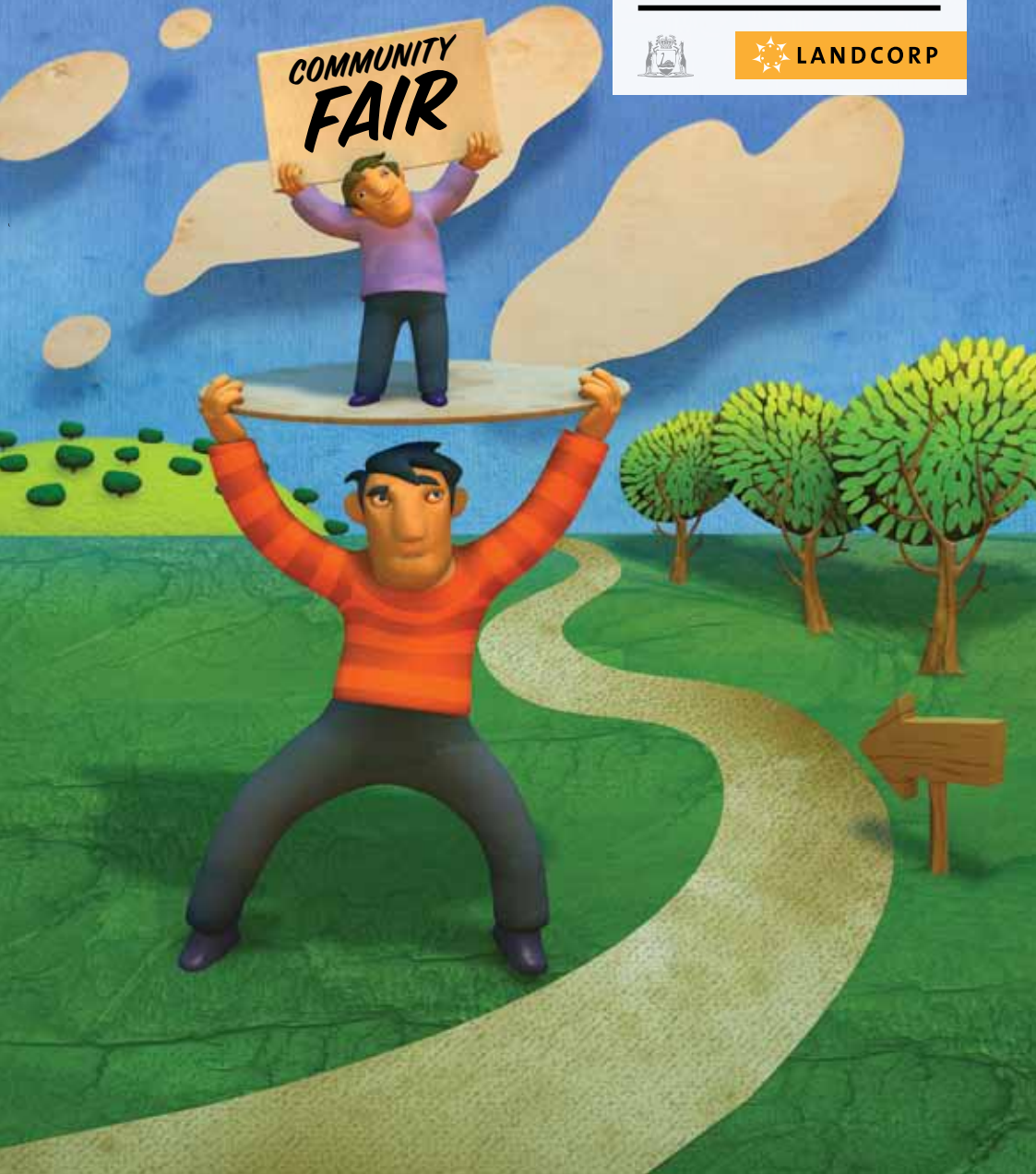


2011/12 Sponsorship handbook



LANDCORP



About LandCorp



LandCorp is the Western Australian Government's land and property development agency responsible for delivering land and infrastructure projects throughout WA to help support our economic and social prosperity.

Our services include:

- Providing sufficient industrial land to encourage economic growth;
- Undertaking urban development and renewal projects where unique opportunities or constraints exist;
- Optimising triple bottom line outcomes from government-owned land;
- Providing asset management and expert services to government; and
- Supporting the growth of regional towns through the provision of suitable land.

We have involvement in each stage of a project's process from initial identification of land needs through to planning, construction and marketing. Our broad experience and project team approach provides us with the flexibility to fulfil a range of diverse roles and allows us to tailor our resources to meet individual needs.



What is Sponsorship?



We define sponsorship as a monetary or in-kind donation to a person, group, event or project in order to benefit the broader community and positively represent our brand. We have supported many organisations and projects including the Kununurra Agricultural Show, Youth of the Decade in Roebourne and Broome Basketball Association.

The two types of sponsorship available are:

- Monetary – Cash donations to support a particular cause.
- In-kind – Donations in the form of equipment or resources. This may include the use of LandCorp land, meeting rooms, or guest speaker requests.

In order to ensure we support a broad spectrum of community projects we have developed two categories within our sponsorship portfolio: Community and Industry.

Community

We work with others to build better communities. Examples include community fundraisers, festivals, school fundraisers, community days and tourism based events.

Industry

We work with industry to support the economic development of WA. Examples include industry conferences, expos, award programs and government initiatives.

Why we Sponsor

Working alongside regional and metropolitan communities through sponsorship is an important part of our contribution to the growth and development of Western Australia. Through our community partnerships, we have been fortunate to be able to support a diverse range of programs, projects and events throughout WA.

Sponsorship activities can also help to reinforce our corporate values and objectives and while we appreciate that most sponsorship applications we receive represent worthy causes, fixed annual budgets and a need to align business objectives means we can't always support each request.

We have therefore developed some application guidelines to help us determine the most appropriate partnerships.

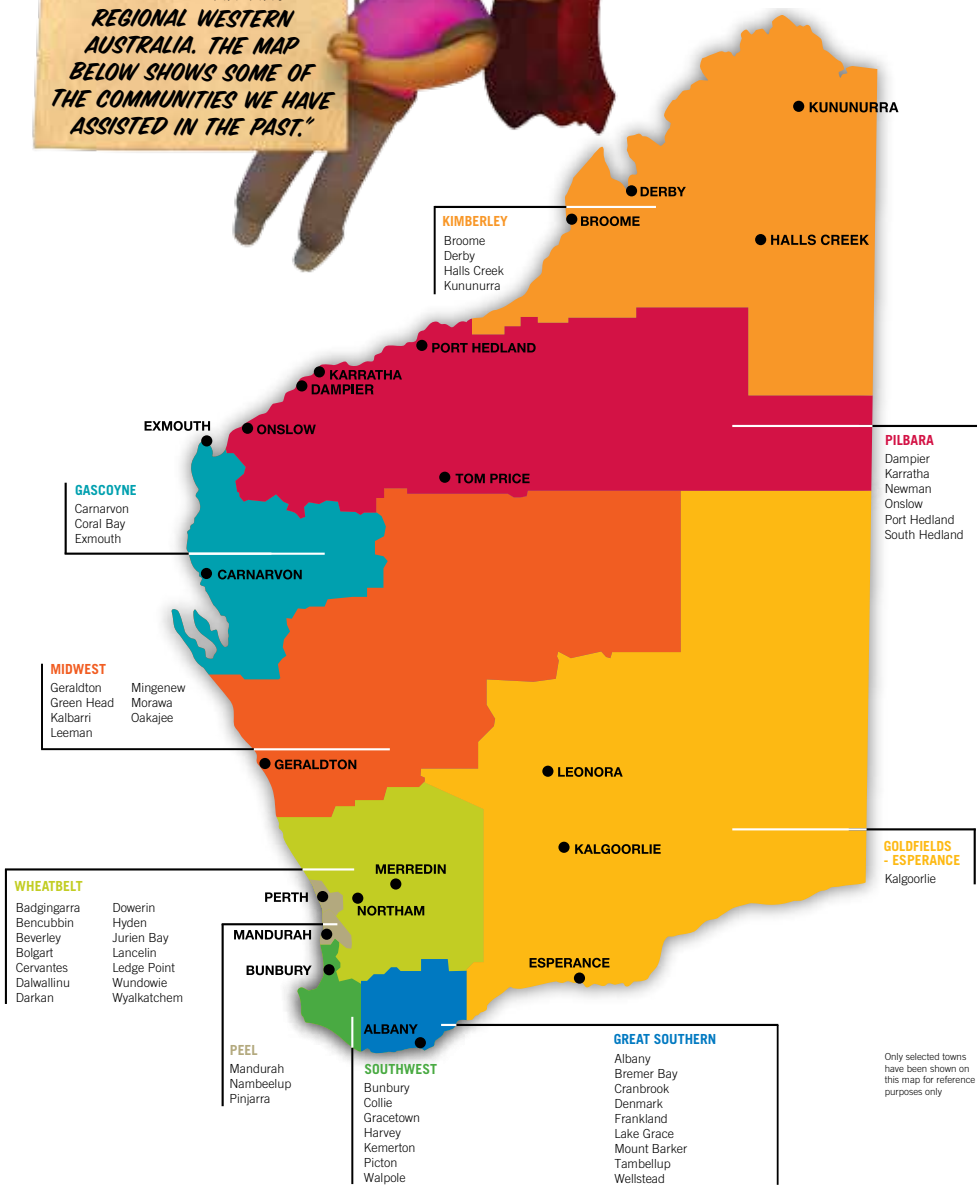


Where we Sponsor

"WE SPONSOR EVENTS AND PROJECTS THROUGHOUT METROPOLITAN AND REGIONAL WESTERN AUSTRALIA. THE MAP BELOW SHOWS SOME OF THE COMMUNITIES WE HAVE ASSISTED IN THE PAST."



REGIONS	
■ GASCOYNE	■ PERTH & PEEL
■ GOLDFIELDS - ESPERANCE	■ PILBARA
■ GREAT SOUTHERN	■ SOUTH WEST
■ KIMBERLEY	■ WHEATBELT
■ MID WEST	



Only selected towns have been shown on this map for reference purposes only

Industry Sponsorships

We are likely to support industry sponsorships that:

- Support the economic development of Western Australia;
- Target their event or program at communities where we are active or have relevance to a particular LandCorp project;
- Provide an opportunity to complement our profile as a progressive, responsive, socially and environmentally aware organisation;
- Benefit a large number of people;
- Align with our corporate objectives; and
- Provide relationship opportunities to enhance existing partnerships or foster new ones.

Community Sponsorships

We are likely to support community sponsorships that:

- Clearly demonstrate the way they contribute to the community wellbeing and deliver lasting benefit;
- Are supportive of either educational, environmental, arts and cultural, sporting development and community;
- Target their event or program at communities where we are active or have relevance to a particular LandCorp project;
- Provide an opportunity to complement our profile as a progressive, responsive, socially and environmentally aware organisation;
- Support our commitment to building better communities;
- Benefit a large number of people; and
- Align with our corporate values.

We are unlikely to support sponsorships for:

- Organisations involved in activities that may be harmful to the community;
- Organisations that may be found to be financially unsound, involved in unethical business practices or have links to individuals or organisations of poor repute;
- Projects that are for individual gain or profit;
- Projects that promote a particular religious or political opinion;
- Projects that promote alcohol, tobacco, dangerous driving, gambling or activities with a negative impact on the environment;
- Projects that unlawfully discriminate on the basis of race, colour, sex, sexual orientation, age, religion, nationality or ethnic origin or disability; and
- Projects that take place outside Western Australia.



Evaluation of Applications

When determining the suitability of applications, we consider whether the application is aligned with our corporate objectives. These objectives include:

- To foster two-way relationships with key stakeholders in government, industry and the community;
- To promote positive awareness for our projects and the communities in which they are based;
- To support government development priorities; and
- To build sustainable communities in Western Australia.

We are committed to building better communities in both metropolitan and regional WA. This includes creating previously unavailable opportunities and assisting sustainable projects for the wider community.

Timing

Applications should be submitted **at least 12 weeks prior** to the date of the event or project.

How to apply

To apply for LandCorp sponsorship, visit www.landcorp.com.au/About-Us/Sponsorship to download a Sponsorship Application. Alternatively you can complete an online Application Form.

This Application will require you to give details about your event/project, including the sponsorship requirement and how it relates to our values and objectives, as previously outlined.

Send your application to:
Email: sponsorship@landcorp.com.au

OR

Mail: Sponsorship and Events Manager
LandCorp
Locked Bag 5
Perth Business Centre 6849

OR

Fax: (08) 9481 0861

OR

Contact our Sponsorship and Events Manager on (08) 9482 7863 for more information.



Notification and Payment

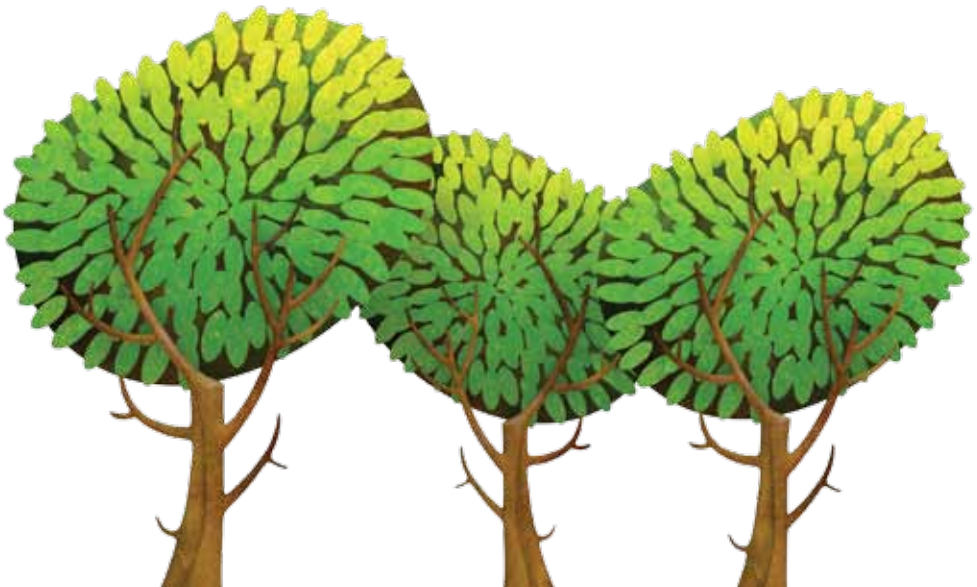
We will endeavour to notify applicants within two weeks of the submission receipt date. Successful applicants will be advised in writing and receive a purchase/work order number which is required to be included on the payment invoice. Invoices are unable to be processed without the relevant work order being quoted.

Acquittal Report

Within six weeks of the agreed completion date of the project, you will be required to provide an Acquittal Report. This allows us to evaluate and report on how funds received have been expended. If this report is not completed satisfactorily within the agreed timeframe, you may be ineligible to apply for any future funding.

Tips and Hints

- Check that you have included all required information in your submission. This includes any additional information that will assist in the evaluation process or support your application.
- Ask someone else to review your application – their feedback will be invaluable.
- Provide evidence to support your claims.
- Ensure your application is written neatly (if hand written) and that your spelling and grammar is correct.
- Include a detailed budget so we can understand where the funding will be allocated.



Western Australian Land Authority

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40 The Esplanade Perth
Western Australia 6000
T (08) 9482 7499 **F** (08) 9481 0861
landcorp.com.au

Postal Address

Locked Bag 5
Perth Business Centre
Western Australia 6849

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