

Synergy Sponsorship and Community Partnership Guidelines

At Synergy, we believe our role is to support the development of those communities in which we operate. Synergy works with local organisations to benefit communities between Kalbarri in the north, Kalgoorlie in the east and Albany in the south.

What Synergy looks for in assessing applications

Three key partnership values guide the selection process of our sponsorship activities and events. These values are underwritten by Synergy's corporate values of Innovation, Accountability, Collaboration and Trust.

The three partnership values are:

1. Innovation

Synergy supports energy innovation programs/projects/organisations which deliver lasting economic, social or environmental benefits. Areas in which innovation could be demonstrated include, but are not limited to:

- ✓ renewable energy
- ✓ energy efficiency
- ✓ new technology
- ✓ energy solutions research
- ✓ support for platforms advocating for better policy around innovation and/or energy.

2. Education

There are two aspects to Synergy's focus on education:

- a. Education programs aimed at developing energy management knowledge, awareness and skills across all age groups and stakeholders.
- b. Projects/events which educate and/or raise awareness about the positive impact behavioural energy changes can have within the community. This includes initiatives which demonstrate thought leadership within the energy category.



3. Community

Synergy considers applications by local community organisations and groups who are seeking support for programs/projects that will have a lasting benefit and value to the community. Support includes but is not limited to programs in the following areas:

- ✓ energy education, including programs that support disadvantaged customer groups
- ✓ energy innovation
- ✓ youth employment opportunities
- ✓ initiatives that maximise social, environmental and economic benefits to the community
- ✓ support community groups and events that strengthen communities through the themes of education, innovation, collaboration
- ✓ diversity programs.

All sponsorship and community partnership activities or events should align with Synergy's corporate values:

<https://www.synergy.net.au/About-us/Vision-and-values>. Activities in which our employees can become involved will be considered favourably. Not-for-profit organisations, registered charities, and community groups can apply. You must have an ABN or an ACN.

Synergy will not support

- ⊗ Individuals
- ⊗ Minor sporting teams or clubs
- ⊗ Political activities
- ⊗ Federal, state or local government capital works
- ⊗ Organisations or initiatives that discriminate against origin, age, race, religion, gender, ability or diversity
- ⊗ Organisations or initiatives that are environmentally negligent or do not endorse sustainable practices
- ⊗ Religious organisations
- ⊗ Organisations or activities promoting gaming, tobacco, alcohol or drug-related sponsorships
- ⊗ Activities that do not comply with Synergy's code of conduct or safety policies
- ⊗ Activities which provide a financial benefit to Synergy employees or contractors
- ⊗ Funding for public works projects, including building, maintenance and operational costs
- ⊗ Events, projects or organisations that expose Synergy to known reputation or financial risks
- ⊗ Organisations or events that do not reflect Synergy's corporate values
- ⊗ Organisations that do not commit to promoting Synergy's brand within its stakeholder group

How to apply



Apply Online

Complete the online application form on the following link: <http://communitysupport.synergy.net.au>
To accompany your application, you may need to attach supporting documents such as:

- Documents that show us who you are, such as your constitution, annual report or a brochure
- Documents that provide further information about the program, event or activity you are applying for funding for
- Operational plans, risk management plans, insurance documents
- Marketing/promotional plans

Make your application stand out

Synergy receives hundreds of sponsorship requests throughout the year and has a limited amount of funds available to satisfy these requests. We encourage you to include creative ideas as to how we can use this sponsorship and the benefits offered to connect with our customers.

Administration process

Applications are reviewed by Synergy's Public Affairs and Corporate Communications team. Synergy will respond to applicants within six (6) weeks of submission.

Reporting and measuring success

Recipients must prepare a sponsorship report, which will include funds acquittal and an evaluation of its impact and return on investment.