

## Community Engagement Guidelines

Costa operates in rural and regional areas across Australia, China and Morocco and is actively involved in supporting the social fabric of these communities. Our commitment is to act and behave as a responsible corporate citizen, and to work closely with communities so they can benefit both economically and socially from our ongoing presence.

With our range of fresh produce, we also have a unique opportunity to engage with our communities to promote healthy eating and living.

Community is one of the 10 principles which underpin Costa Sustainable Commercial Farming Objective and is a key pillar of Costa Care.

### OBJECTIVES

Community engagement activity should focus on the following broad objectives:

- Demonstrate Costa's core values and commitment to the communities and regions in which we operate.
- Highlight the economic and social contribution Costa makes to the local communities in which it operates.
- Enhance and promote the reputation of Costa as an employer of choice.
- Promote the social and cultural benefits associated with the diverse workforce employed by Costa.
- Enhance and support Costa's focus on sustainability and innovation.
- Create valuable partnerships and collaborations which support the social and economic development of the regions in which we operate.
- Develop/enhance relationships with key local/state/federal government and business influencers.

### COMMUNITY SPONSORSHIPS

Our farms and operations are located in rural and remote regions and we are committed to ensuring organisations have equitable access to available funding, through our community sponsorships, partnerships and donations.

We aim to support local or regional activities, events and organisations which align with our overall objectives and which provide clear benefits to the community.

This may include support across the following broad areas:

- Youth
- Education or educational opportunities
- Cultural diversity
- Sustainability and the environment
- Healthy active lifestyles

## Community Engagement Guidelines

Support will not be provided to:

- Organisations with direct links to tobacco or alcohol, negative impacts on health or the environment, or associated with risk-taking activities.
- Events/projects that are inconsistent with the Costa image and values.
- Activities which denigrate, exclude or offend minority community groups.
- Projects, events or organisations undertaking high-risk activities or with poor occupational health and safety performance.
- Events, projects or organisations that expose Costa to reputation or financial risks.

### SPONSORSHIP GUIDELINES

Sponsorships and partnerships should be supported where possible with a formal agreement to ensure all parties are aware of mutually agreed sponsorship conditions. This could include, but is not limited to, information relating to: cost, benefits, timelines and reporting and evaluation requirements.

This should take into consideration any Category specific requirements.

Costa has final approval of any promotional or advertising item that refers to the Costa Group, including, but not limited to:

- Use of the Costa logo
- advertising copy
- media releases
- editorial mentions
- displays/signage
- publications
- promotional information
- speech notes
- website content

Where appropriate, Costa will use its own communication channels and networks to supplement the sponsorship activity.

## Community Engagement Guidelines

### DEFINITIONS

#### **Sponsorship is:**

Support in return for the right to use an opportunity or individual to promote the corporation's name, image, product and services.

#### **Sponsorship is not:**

- A donation (in cash or kind) for which little or no commercial return is expected.
- Hospitality, which are defined as the provision of entertainment, food and beverages for existing and potential clients in the expectation of commercial return.

#### **Community investment/partnerships**

Community investment and partnerships are sponsorships where both parties are committed to maximising participation to achieve a mutually agreed outcome. It may apply to one-off events, but more often applies to community programs extending over many months or even several years. As far as possible, a sponsor would be seeking to build community capacity to sustain the initiative or benefit after the sponsorship is completed. Partnerships include providing support, usually as cash, and occasionally as in-kind services such as planning, project management skills, or professional or technical expertise, procuring of local good and services (in accordance with the Costa Procurement Team).

#### **Donations (philanthropy)**

Philanthropy, or charitable giving, is usually a one-off cash donation to a specific cause. Philanthropic donations are given to meet specific needs without the expectation of any return to the business.

#### **Commercial sponsorship**

Commercial sponsorship is the term used to describe opportunities to support a person, product or event with a view to gain some advertising or promotional advantages for the sponsor.