

Step 1  
read the guidelines

Step 2  
complete the application form


Step 3  
submit the application with financial details



## Social Investment Guidelines

CREATIVE ENERGY • LIVING ENERGY • NATURAL ENERGY



A vibrant night scene at Woodside Plaza. The image is filled with falling confetti in various colors (blue, green, yellow, red). In the foreground, a woman in a blue and white striped tank top has her arms raised in celebration. To the right, a man in a red and black jacket is lifting a young child on his shoulders. The background features a tall, modern building with a grid of lit windows, and other people are visible, some looking up at the falling confetti. The overall atmosphere is festive and celebratory.

Live at Woodside is a special initiative designed to breathe more vibrancy into the City of Perth. As part of Woodside's Creative Energy program and hosted at Woodside Plaza, Live at Woodside focuses on our most important stakeholders our employees and their families. We place the highest value on our employees and in particular the personal efforts they make in the community through volunteering and work place giving. Live at Woodside is just one way for Woodside to showcase the programs that are funded through the Woodside Social Investment Program while also providing an interactive opportunity for our employees and their families to learn more and become involved.

#### About the cover

*Woodside will be supporting Surf Life Saving by providing funds so every patrolling surf lifesaver in Australia and every club will have sun protection.*

## Woodside Social Investment

To deliver long-term growth and strong performance for our shareholders, Woodside needs to balance a range of interests as we integrate economic, environmental and social considerations into decision making.

Woodside's Social Investment program is just one part of balancing these interests and delivering our commitment to build lasting relationships with the communities in which we work.

We seek initiatives that have creative and innovative ways to connect, engage and build relationships between the community and Woodside.

We place a strong emphasis on supporting initiatives which help local organisations develop skills and resources and support them to deliver services that contribute to the health and wellbeing of communities.

One of our criteria for assessing an initiative's merit are clear, long-term plans to ensure the organisation is financially and operationally sustainable, without Woodside's support.

## Our Social Investment Strategy

We are evolving our Social Investment program to provide more funding to fewer, more targeted initiatives which align with our business strategy. We are focused on funding programs that produce a measurable benefit to the community and we expect to have greater involvement in the initiatives we support.

We support initiatives that help provide local solutions to local challenges and opportunities. This includes involving participants and organisations from the local community to deliver the initiatives.

This approach means the cost of travel, administration, staffing and on-costs are lower, resulting in more of our funds being directed to the delivery of the initiative. It also assists in building local capability and providing a range of jobs in these communities.

The benefit the initiative has in the community is measured by more than just how many people participated. We want to know what has changed and improved as a result of their participation.

We also look to see how the initiative has had a positive flow-on effect in other areas of the community. For example an initiative may introduce a service to the community which meets a specific need, with a flow-on effect of training residents to allow them to increase the services of the community.

## Priority areas for Social Investment

Social Investment focuses on a number of priority areas related to our business. These are:

### Natural Energy

Working with the community to better understand and protect our land and marine environments in the areas we live and operate.

### Living Energy

Supporting organisations that focus on wellbeing and healthy lifestyle initiatives that benefit the wider community.

### Creative Energy

Working with community organisations to grow and maintain vibrant communities that we live in to create self-sustaining future.

## Annual call for Social Investment

Each year community organisations are invited to submit proposals for initiatives to take place in the following year.

The application process is opened by an information session to provide organisations with a chance to understand our Social Investment strategy, application process and ask any questions they may have about submitting an application.

The annual call process allows us to compare the merits of each proposal against all others to determine if they match our priority areas and how they will benefit the community.

It also helps determine if the application is the best in this area. The majority of our funding is allocated during this time.

In some circumstances applications may be considered after the annual call. These applications must complete the same application form.

The annual call is advertised in The West Australian and is promoted on our website [www.woodside.com.au](http://www.woodside.com.au).

## Helping you decide to apply

Our goal is to fund initiatives that deliver a measurable benefit to a broad range of people in the communities in which we operate.

We will not fund any programs that conflict with our code of conduct or our regulatory, licensing or any other statutory commitment.

It is important to note that we will do not provide Social Investment funding for:

- Political donations,
- Requests from individuals - including those seeking support for academic studies, medical treatment, accommodation etc,
- Commercial requests including funding for private or public companies,
- Funding for membership of organisations,
- Woodside branded teams,
- Travel,
- General fundraising appeals,
- Religious activities,

- Indirect fundraising activities, for example charity golf days, dinners, magazine advertising,
- Conferences,
- Activities that involve paying a third party,
- Activities requiring ongoing operating funds or create financial dependency on Woodside.

## Making an application

There are three steps to making an application. These are:

- Step 1** Read the guidelines,
- Step 2** Complete the application form,
- Step 3** Submit the application form with financial details.

The two documents, available at [www.woodside.com.au](http://www.woodside.com.au) are:

- Social Investment Guidelines (this document); and
- The Application form.

Please note your application should not exceed ten (including cover and declaration) pages with the font no smaller than 10 points. Applications should only be accompanied by your organisation's most recent audited financial report and deductible gift recipient status. Applications without a completed form will not be considered.

## Applications Process

Information session

Applications lodged

Applications acknowledged

Applications assessed against criteria

Recommendations presented to the Board

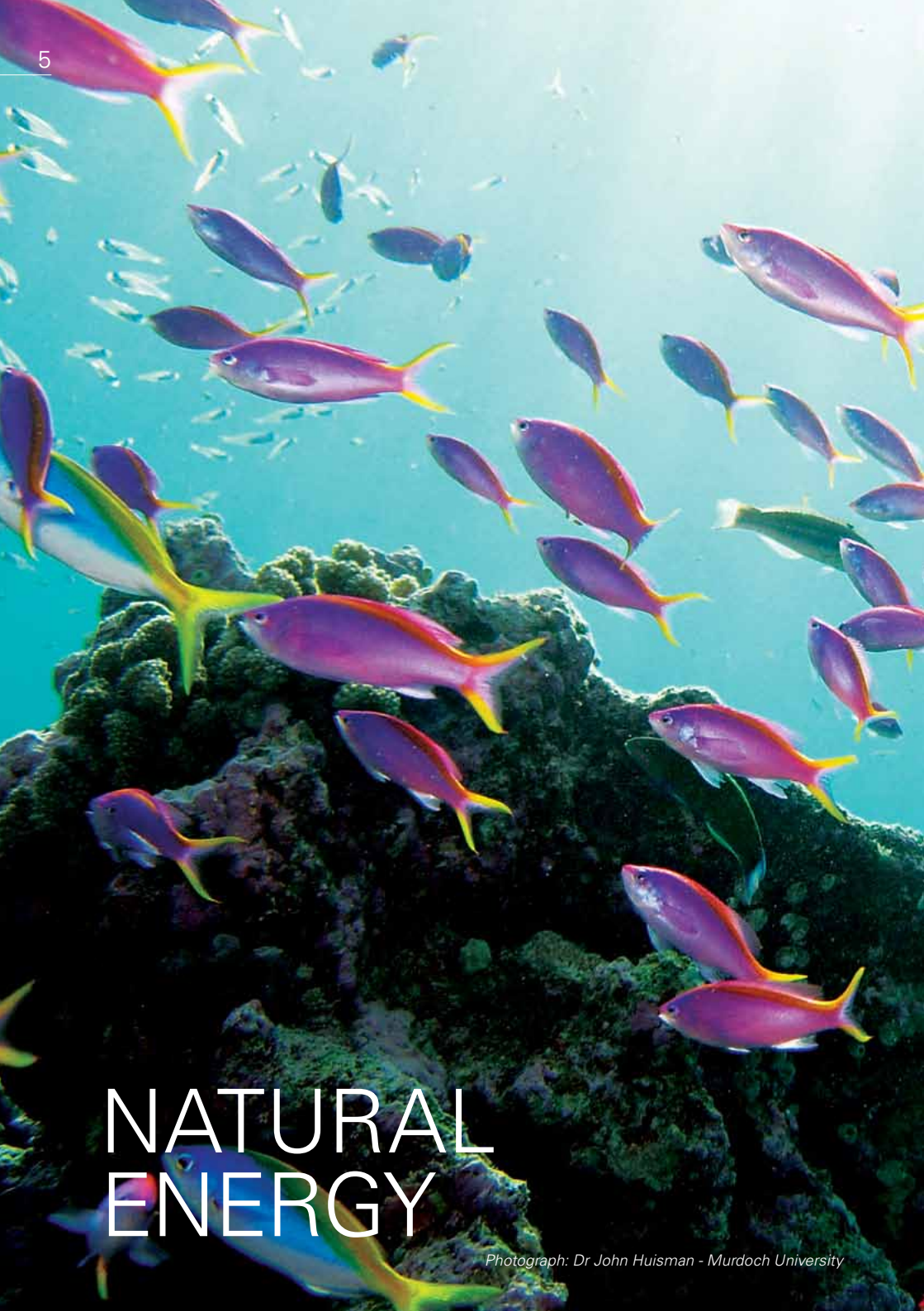
Applicants advised in writing

Funding agreement negotiated

Funding commences either by calendar year or aligned to program schedule

**For more information on Woodside's Social Investment** visit [www.woodside.com.au](http://www.woodside.com.au)

or email your queries to [communityrelations@woodside.com.au](mailto:communityrelations@woodside.com.au)



# NATURAL ENERGY

*Photograph: Dr John Huisman - Murdoch University*

## Key Questions and Answers

### What are Woodside's key focus communities and why?

We look to support initiatives that occur in communities hosting our operations or business interests. These include:

- Western Australian state-wide initiatives,
- Perth, WA,
- Karratha and Roebourne, WA,
- Broome, WA,
- Exmouth, WA.

For initiatives occurring in Perth we look for those impacting the whole city or more specifically the city centre.

These are our focus areas as we want to help contribute to building robust communities supporting our operations

Importantly, we want to make these areas a better place to work and live for our employees and the wider community.

### How much money can my organisation apply for?

Each application is judged on its own merit. Woodside will specify programs focus areas and values to be met.

There are a number of factors we take into consideration when assessing funding requests. These include:

- The cost of the initiative versus its measurable outcome,
- How the initiative compares to other initiatives of a similar nature,
- Whether the initiative is local, regional, state-wide or national.

All of these factors are considered to ensure our funding is in proportion to the reach and measurable impact of the sponsorship. It is important to note that a state-wide initiative may not necessarily mean it obtains more funding than a local initiative.

The most important consideration in our funding allocation is the initiative's outcomes. i.e what the initiative seeks to achieve. It is important for the outcomes to be measurable and verifiable.

Woodside rarely begins a relationship with high levels of funding as it is important for our company and a community organisation to work together and get to know each other's priorities and working habits before we expand our financial commitment.

### How can I measure the benefits of my initiative?

We recognise this can be difficult. We're not looking for how many people heard about or participated in the initiative, but what has measurably improved as a result of the initiative.

To make it easier, think about these four points:

- How does the initiative increase skills and capacity of the local community?
- How your organisation benefits from delivering the initiative? Does it help your organisation consolidate or develop?
- What has increased? How does the initiative increase positive behaviours in the community?

- What has decreased? How does the initiative decrease negative impacts on the community?
- We want to make sure our funding benefits the community, addresses social issues and/or positively impacts one of our three priority areas focused on health and wellbeing.

An important starting point is to assess and/or quantify the current situation in the community before the initiative begins. This will provide a baseline of information which your organisation can measure the impact of the initiative.

For example – what is the current school attendance rate? What is the target rate of school attendance after your initiative has occurred?

### How long does Woodside provide funding for?

We look for sponsorships with the potential for longer term relationships and outcomes.

However, we start this process with an initial commitment of one year to enable us to build a relationship with you before we consider expanding our commitment.

It is very important for you to identify if the funding requirements for your initiative last more than one year so the proposal can be assessed with that in mind.

### What will my application need to address?

Your application will need to address a range of criteria as specified on the application form.

To start the application process your organisation could ask itself:

- What is the current status of the issue we want to address?
- How will our initiative address this issue?
- What do we want to achieve by the end of our initiative?
- Do we have baseline information on this issue we can compare the end results with?
- How will people get involved?
- What are the steps we must take to achieve this?
- When will each step happen?
- Who will be involved in each part of the initiative?
- How will we know when we've achieved our goal?

Answering these questions is important as it helps us see the big picture; and get an understanding of how you'll measure the benefit in the community, who will be involved and identify the key steps along the way. Please keep in mind that we are interested in an overview and not pages of details.

## Can I include other attachments and supporting documents with my applications?

No. Please only include a copy of the deductible gift recipient status certificate and your most recent audited financial account. If we need any additional information for your application we will contact you directly.

## What do you look for in assessing Social Investment applications?

The application form asks you to address questions in several broad areas. Your answers to these questions will help us understand your organisation and your proposed initiative.

### Organisation structure

- Is the organisation established with a proven history of successfully delivering similar initiatives?
- Does the organisation have experience in working with other corporate companies?
- Does the organisation have a separate board and management? Are they independent?

### Governance and accountability

- Is the organisation an ATO recognised Deductible Gift Recipient and/or registered as a not-for-profit organisation?
- Will the funds be paid directly to the proposed sponsored organisation?
- What is the organisation's financial stability?

## Value

- What is the proportion of requested Woodside funding compared to the overall cost of the initiative?
- Does the level of funding requested seem reasonable given the benefits to Woodside, its stakeholders and the community?
- Does the proposal create a short or long term dependency on Woodside for further funding?
- Detail how Woodside funds will be spent on the program?

## Initiative benefits

- Is the initiative a local solution to a local challenge or opportunity? What level of local consultation has occurred and how will the local community and Woodside staff participate?
- How does the initiative empower local organisations and communities to continue developing after the initiative has been implemented?
- Are the steps and resources available to achieve the initiative realistic within the timeframe provided and sustainable if Woodside ceases funding?
- How will the initiative's success be measured and can it be verified?



# CREATIVE ENERGY

## Alignment and support

- Does the application address a key Woodside Social Investment priority area?
- Would the initiative duplicate or be similar to an existing service?
- Who will see the initiative as responding to issues of concern to them? Will it help more than one part of the community?
- How will Woodside's support be recognised beyond logo placement? Will employees be involved? Is the application seeking a more in-depth relationship than just a transfer of funds?
- What extra resources might be needed to ensure Woodside makes the most of the initiative?

## Comparison

- In relation to all the other applications received in the annual call, how does this one rate? Is it among the best?

## What doesn't Woodside provide Social Investment funding for?

We will not fund any programs that conflict with our code of conduct, available at [www.woodside.com.au](http://www.woodside.com.au), or our regulatory, licensing or any other statutory commitment.

It is important to note that we will not provide Social Investment funding for:

- Political donations
- Requests from individuals - including those seeking support for academic studies medical treatment, accommodation etc,

- Commercial requests including funding for private or public companies,
- Funding for membership of organisations,
- Woodside branded teams,
- Travel,
- General fundraising appeals,
- Religious activities,
- Indirect fundraising activities, for example, charity golf days, dinners, magazine advertising,
- Conferences,
- Activities that involve paying a third party,
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## When is travel permitted as part of an application?

We only provide funding for travel when it is to deliver an initiative that addresses an issue or opportunity in a regional community and the organisation is not based in the area. Importantly, the travel is part of the overall budget to ensure the initiative can be effectively delivered.

For example, a Perth-based organisation with an initiative addressing marine conservation and research in an area near our operations can apply for funding to conduct the research with travel as a component of the application.

## Who assesses my proposal?

Our Social Investment panel assesses applications. The panel is a group of employees selected from across our

business. Most of the panel members change each year. This gives a wide range of employees the opportunity to contribute their ideas and skills.

We don't publicise the identities of panel members as this helps prevent internal and external lobbying for particular proposals.

### Can I submit an application outside the annual call?

Yes. Applications can be submitted after the annual call process. Whether applying within, or outside the annual call, organisations must complete the same application form. This is available at any time on [www.woodside.com.au](http://www.woodside.com.au).

It is important to note most of our funding is allocated during the annual call.

### Can I apply again if my organisation misses out?

Yes. You can apply as many times as you want. If you are unsuccessful one year we suggest you attend one of our free information sessions. These are advertised and occur at the start of our annual call.

### Can I come in to meet someone about my initiative before I apply?

We get lots of requests to meet about initiatives, we unfortunately can not meet them all. That is why we have our annual information sessions to give everyone the same chance to understand what we are looking for.

### What if I need help with the proposal?

We can't provide assistance to help you complete a proposal. However, each year we hold an information session on our Social Investment program and application process. We can answer any questions organisations may have about submitting a proposal to Woodside at those sessions.

Key dates and details on the application information session are available at [www.woodside.com.au](http://www.woodside.com.au).

We encourage organisations that meet our Social Investment program criteria to make an application.

### More information

For more information on the Social Investment program at Woodside visit [www.woodside.com.au](http://www.woodside.com.au) or contact:

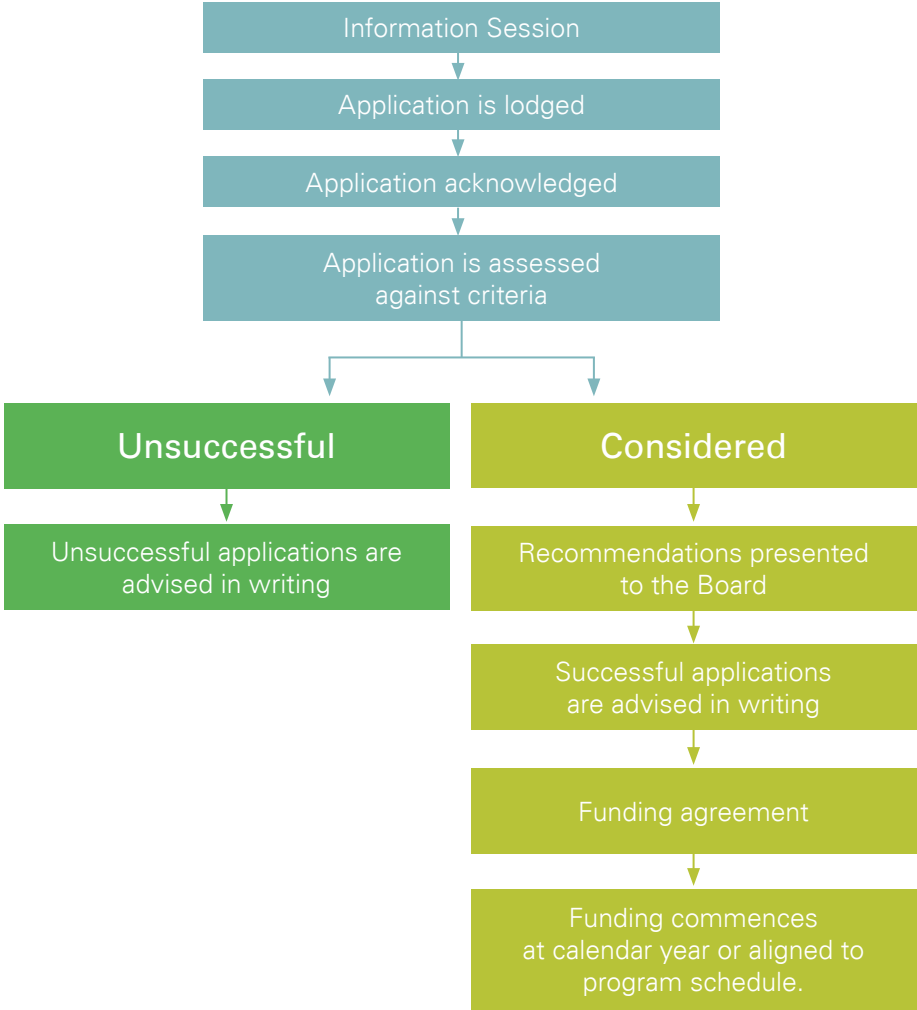
#### **Community Relations**

Woodside Energy

t: (08) 9348 4000

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### Application Process



# LIVING ENERGY







## Woodside's Social Investment Guidelines

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