

Jacana Energy Sponsorship Program

Guidelines for sponsorship applicants

April 2025



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1. Overview

Jacana Energy is committed to making a difference to the lives of Territorians. We do this in our everyday business operations, making energy easy for our customers, and being there for them when they need us.

As the largest energy retailer in the Northern Territory (NT), we understand the importance of supporting our community and giving back to initiatives that assist everyday Territorians.

This document sets out information and selection criteria for sponsorship applicants. Our sponsorship program is a competitively based program. Applications that are assessed to make the greatest benefit to the community and are in line with Jacana Energy values will be given priority.

Sponsorships of up to \$20,000 are available. Applications are open from 28 April 2025 to 18 May 2025 for initiatives from July 2025 to June 2026.

2. Eligibility

2.1 Eligible organisations and events

The Jacana Energy Sponsorship Program is open to not-for-profit organisations, community organisations, charities, and community events that provide a benefit for the Northern Territory community in line with Jacana Energy values detailed in Section 2.3.

2.2 Exclusions

Jacana Energy does not sponsor the following:

- Proposals that do not reflect Jacana Energy's brand and values.
- Commercial, for-profit businesses.
- Activities outside the reach of Jacana Energy's community.
- Projects that are the operational responsibility of federal, state, territory or local government.
- Applications from political organisations or campaigns.
- Activities that may be considered divisive in the community.
- Applications from religious organisations for religious purposes.
- Funding to employ people to work directly on a project (however, funding may be provided to assist a not-for-profit organisation to employ staff).
- Applications from individuals raising funds on behalf of an organisation which is already receiving funding from Jacana Energy.
- Individual sporting clubs (however, applications from sporting peak bodies may be considered).

2.3 Alignment to values

Applications must reflect Jacana Energy values and provide a benefit for the Northern Territory community to be eligible for our sponsorship program. Applicants will need to select 3 values that the application will be assessed on.

Value	What it means for us	What it means for the community
Diversity	We recognise you are all different and tailor our services to meet your individual needs.	Your initiative will support and promote diversity and inclusion within NT communities.
Innovation	We are looking at new ways to create smart energy solutions and benefit the Territory.	Your initiative finds new and innovative ways to deliver positive outcomes for Territorians and provide innovative programs that are easy for Territorians to access.
Honesty	We hold ourselves accountable to doing the right thing for you and your circumstances.	Your initiative will make a difference for Territorians and is accountable to the people/community it is assisting.
Teamwork	We're working together to provide better value for Territorians.	Your initiative will bring Territorians to work together and are looking for the most efficient and smart way of delivery.
Wellbeing	We believe in the power of communities and in being a responsible member of the Territory.	Your initiative will support the wellbeing of Territorians, and it will enhance their lives and empower communities to improve and deliver positive outcomes for each other.

3. Application process

3.1 Sponsorship funds

Sponsorship applicants can request up to \$20,000 for their initiative. Information about how the funds will be allocated must be included in the application.

3.2 Online form

All applications must be submitted through the online form at jacanaenergy.com.au/sponsorship-program. Late applications or applications sent via email will not be accepted.

Please email sponsorship@jacanaenergy.com.au if you require support submitting the online form.

Sponsorship applicants are encouraged to submit as much information as possible about their initiative. Applications that have forecast benefits, opportunities or past reports of successful similar programs will give their application the best chance of being successful. Applicants must supply their ABN or Registered Charity status.

3.3 Timeline

Stage	Timing
Applications open	Monday 28 April 2025
Applications close	Sunday 18 May 2025
Outcomes communicated	June 2025
Report due	Within 60 days of initiative completion

4. Assessment process

4.1 Selection panel

Applications will be assessed by a selection panel of Jacana Energy employees.

4.2 Selection criteria

Applications will be scored based on the [selection criteria \(Appendix A\)](#).

Applicants will need to select 3 values that the application will be assessed on. If more than 3 values are selected, the application will be assessed on the top 3 value scores only.

Criterion	Scoring	Weight
Alignment to value	Scored against applicant's choice of 3 values Up to 3 points per value Total score up to 9 points	75%
Ability to measure outcomes and benefits	Up to 3 points	25%

4.3 Final selection

Sponsorship recommendations made by the selection panel are subject to approval by the Jacana Energy CEO.

Application outcomes are communicated to the email address provided on the application form. Outcomes can not be appealed, but applicants may apply again for future sponsorships.

5. Partnership and benefits

Sponsorships are an extension, and a reflection of our business. Through sponsorships Jacana Energy may wish to have benefits or promotional opportunities. These potential benefits include, but are not limited to:

- Opportunity to increase exposure, awareness of, and positive sentiment for our brand, products and services.
- Promotional opportunities in the media or the sponsorship recipient's owned channels.
- Opportunities for Jacana Energy staff to volunteer or make meaningful contributions to the community.
- Ability to negotiate leveraging opportunities so that Jacana Energy can enhance the experience of those involved.

- Recognition of Jacana Energy as a sponsor in promotional material, through the presence of the Jacana Energy logo.
- Product or service endorsement.
- Ceremonial involvement and/or speaking role to a relevant audience.
- Editorial/advertising in event program or other literature.
- Invitations to attend events or functions to network with relevant audience.
- Naming rights.
- Access to promote products and services through the sponsorship recipient's regular newsletters or email marketing.

6. Reporting

6.1 Report timing

Sponsorship recipients will be required to submit a report to measure the impact of their initiative. This report will need to be submitted within 60 days of the initiative's completion, unless another arrangement has been agreed upon with Jacana Energy.

6.2 Report content

Jacana Energy will provide a template for reporting back on the initiative and its benefits, unless another arrangement has been agreed upon with Jacana Energy. An example report template is provided as [Appendix B](#). The report template will be updated by Jacana Energy, tailored for each sponsorship recipient and sent directly to the recipient to complete.

Topics to be covered in the report include, but are not limited to:

- How the sponsorship funds were used or distributed.
- Number of people assisted through the program/initiative or people attended event.
- Location of equipment or other capital investment used by the sponsorship.
- Usage of equipment or other capital investment used by the sponsorship.
- Number of opportunities for Jacana Energy staff provided.
- Brand awareness for Jacana Energy.
- Any other measures to demonstrate the success of the sponsorship.

The structure of the report is at Jacana Energy's discretion and may be changed by Jacana Energy as appropriate.

7. Further Requirements

7.1 Program changes

Jacana Energy reserves the right to:

- vary these guidelines, the selection criteria or any other documented rule or procedure related to the Jacana Energy Sponsorship Program at any time.
- accept or reject an application for sponsorship in its absolute discretion.

- cease the Jacana Energy Sponsorship Program at any time.

7.2 Goods and Services Tax (GST)

Funding under the Jacana Energy Sponsorship Program may be subject to GST. If the sponsored organisation is registered (or required to be registered) for GST, it may have to pay GST on the sponsorship payment.

It is the organisation's responsibility to understand its obligations with respect to GST and to ensure that any GST component of the sponsorship payment is remitted to the Australian Tax Office.

7.3 Approvals, permits and insurance

It is the applicant's responsibility to hold and maintain any relevant business, occupation and related permits, licenses and insurance coverage required to undertake the work outlined in its Jacana Energy sponsorship application.

7.4 Due diligence, audit and compliance with the law

Recipients acknowledge:

- Jacana Energy will, in addition to anything specifically referred to in these guidelines, conduct such due diligence enquiries as it sees fit in order to ensure the integrity of the Jacana Energy Sponsorship Program.
- That the allocated funding is to be used strictly in accordance with the information submitted in its application.
- It is a condition of participation in the Jacana Energy Sponsorship Program that participants comply with all relevant laws.
- Without limitation, that participants ensure they are aware of their obligations under the *Independent Commissioner Against Corruption Act 2017* (the Act) and that none of their officers, employees, and/or members engage in improper conduct as that term is defined in the Act.

7.5 Privacy

Information collected as part of the Jacana Energy Sponsorship Program is collected for the purposes of assessing eligibility, audit, monitoring, evaluation and reporting.

Any images provided to Jacana Energy by the sponsorship recipient are able to be used on social media, website and other communications related to the Jacana Energy Sponsorship Program.

Jacana Energy may request personal information including images from sponsorship recipients. These may be displayed in communications related to the Jacana Energy Sponsorship Program including but not limited to print communications, website and social media. Jacana Energy may require a Talent Release Form to be signed by individuals depicted in images.

7.6 Release and indemnity

By applying for the Jacana Energy Sponsorship Program and as a continuing obligation throughout any period of participation, the recipient declares and warrants to Jacana Energy that they fully release and indemnify Jacana Energy against any loss or damage it may suffer of any nature whatsoever (including without limitation personal injury or death) caused or contributed to by participation in the Jacana Energy Sponsorship Program, or otherwise.

Appendix A – Selection criteria

Applications are assessed on alignment to Jacana Energy values worth a maximum of 9 points (75% of total score), and measurement of outcomes and benefits worth a maximum of 3 points (25% of total score).

Values	3	2	1	0
Diversity	Strongly supports and promotes diversity and inclusion within NT communities.	Will moderately support and promote diversity and inclusion within NT communities.	Will provide some support and promote diversity and inclusion within NT communities.	Application does not meet or is not assessed on this value.
Innovation	Strongly finds new and innovative ways to deliver positive outcomes for Territorians and provide innovative programs that are easy for Territorians to access.	Moderately finds new and innovative ways to deliver positive outcomes for Territorians and provide innovative programs that are easy for Territorians to access.	Has some new and innovative opportunities to deliver positive outcomes for Territorians and provide innovative programs that are easy for Territorians to access.	Application does not meet or is not assessed on this value.
Honesty	Makes a strong difference for Territorians and is accountable to the people/community it is assisting.	Will make a moderate difference for Territorians and is accountable to the people/community it is assisting.	Will make a small difference for Territorians and is accountable to the people/community it is assisting.	Application does not meet or is not assessed on this value.
Teamwork	Strongly brings Territorians to work together, looking for the most efficient and smart way of delivery.	Will moderately bring Territorians to work together, looking for the most efficient and smart way of delivery.	Will bring some Territorians to work together, looking for the most efficient and smart way of delivery.	Application does not meet or is not assessed on this value.
Wellbeing	Strongly supports the wellbeing of Territorians, and it will enhance their lives and empower communities to improve and deliver positive outcomes for each other.	Moderately supports the wellbeing of Territorians, and it will enhance their lives and empower communities to improve and deliver positive outcomes for each other.	Provides some support to the wellbeing of Territorians, and it will enhance their lives and empower communities to improve and deliver positive outcomes for each other.	Application does not meet or is not assessed on this value.
Measurement				
Measurement and reporting	Strong ability to measure outcomes and benefits.	Moderate ability to measure outcomes and benefits.	Some ability to measure outcomes and benefits.	No ability to measure outcomes and benefits.

Appendix B – Report template

Jacana Energy sponsorship report

Organisation and initiative details

Organisation	
Initiative	
Sponsorship amount	
Organisation contact	
Organisation email/phone	

Allocation of funds spent

Amount	Purpose

Community outcomes

Detail how the sponsorship achieved outcomes for the community.

Ongoing benefits

Detail any ongoing benefits from the sponsorship.

Challenges

Detail any challenges faced delivering your initiative.

Process improvements

Detail any improvements Jacana Energy could make to the sponsorship process.