

Sponsorship Essentials



“An essential part of the communities we serve.”

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OVERVIEW

Essential Energy is a NSW Government-owned corporation, with responsibility for building, operating and maintaining Australia's largest electricity network – delivering essential network services to more than 800,000 homes and businesses across 95 per cent of NSW.

Essential Energy also provides water and sewerage services to more than 10,000 homes and businesses in Far West NSW and offers energy efficiency advice and management solutions through its *energyanswers* team on 1800 ENERGY.

With around 4600 employees based in 147 customer and field service centres, eight regional offices and business centres in Sydney and Newcastle – Essential Energy is one of regional NSW's largest employers.

Essential Energy is committed to delivering safe and reliable essential energy and water services to families and businesses across regional NSW and will invest around \$6 billion in five years to 2014 to secure essential services for the future – almost tripling the previous five year network investment of \$2.1 billion.

OUR HISTORY

Country Energy came into being in 2001 through the merger of three regional energy companies – Advance Energy, Great Southern Energy and NorthPower – in response to industry deregulation and full retail competition which occurred in 2002.

In July 2005, we delivered a smooth merger with Australian Inland, which created Australia's largest network operating area across 95 per cent of NSW, and added a new dimension of a water supply business to our operations.

From 1 March 2011 Country Energy's electricity network business will commence operations under a new name – '**Essential Energy**'. The new name is part of the New South Wales Government's energy reform process, where from 1 March the Country Energy retail business will transfer to Origin Energy, and Country Energy's network operations will continue under the new name of Essential Energy.

The name change means **Essential Energy** will replace Country Energy as the State-Owned Corporation responsible for providing essential electricity services in regional NSW, and water services in Far West NSW.

As **Essential Energy** we will retain our presence as a major regional employer, and we will continue to deliver our five-year plan to invest \$6 billion maintaining and building new electricity infrastructure across regional New South Wales.

We will continue to support the more than 1,500 communities across NSW where we live and work.

Customers can continue to contact us on 13 20 80 to report electricity network faults and emergencies, and our local field service teams will be ready to respond 24 hours-a-day, seven-days-a-week.

From 1 March 2011 **Essential Energy** will have a new website – www.essentialenergy.com.au and a new phone number for general enquiries – 13 23 91.

OUR LOCATIONS



Essential Energy’s network spans across 95 per cent of New South Wales with regional offices, Essential Service Centres and Field Service Centres spread far and wide across the state.

Regional Offices – [Click Here for an Interactive Location Map](#)
 Or visit www.essentialenergy.com.au/content/regional-snapshot

Essential Energy’s 8 regional offices are located at;

- | | | | |
|----------------|-------------|----------|-------------|
| Bathurst | Broken Hill | Dubbo | Grafton |
| Port Macquarie | Queanbeyan | Tamworth | Wagga Wagga |



ESSENTIAL ENERGY AT A GLANCE

A LEADER IN SAFETY

- A leader in safety, with the lowest Lost Time Injury Frequency Rate (LTIFR) of any NSW electricity distributor.
- Works with local communities and 'at risk' groups to promote public electrical safety awareness.
- Undertakes specialist training to improve employee and business response to natural and other disasters such as bushfires and storms.
- Ensures employees remain 'Fit for Work' through our comprehensive corporate health programs developed by our team of qualified health professionals.

A SUCCESSFUL NETWORK SERVICES BUSINESS

- Operates under a decentralised regional management structure, with eight regional management teams responding quickly and effectively to local needs and priorities.
- Provides essential energy services to around 800,000 homes and businesses across rural and regional NSW, and water services to 10,000 customers in Far West NSW.
- Maintains over 200,000 kilometres of powerlines, 1.4 million power poles and 135,000 distribution sub stations that span a diverse geographical area - including the semi-arid plains of the Far West, the snowy peaks of the Australian Alps and many coastal and sub-tropical regions.
- Investing almost \$6 billion between 2009–2014 in building and maintaining our network - to meet growing population and energy demands, renew ageing assets and meet customer and community expectations for the delivery of safe and reliable essential services.

PROVIDING VALUE FOR MONEY SERVICES

- Transforming our 20th century network into a responsive Intelligent Network of the 21st century, to deliver cost effective alternatives to traditional investment, improve reliability, support the growth of renewable energy and make energy efficiency simpler for customers.
- Operates Australia's first comprehensive Intelligent Network Research and Demonstration Centre - showcasing smart network devices, cutting edge communication technologies, community education as well as energy efficiency and renewable energy options.
- Australia's only member of the Global Intelligent Utility Network Coalition, convened by IBM to accelerate the use of smart grid or intelligent technologies on networks that supply energy to over 150 million people globally.

SUSTAINABILITY – OUR PEOPLE, THE COMMUNITY AND ENVIRONMENT

- Created around 1020 new apprenticeships since 2001 with plans to employ a further 300 apprentices from 2011-2014.
- A leading employer in regional NSW - providing meaningful and sustainable career opportunities for around 4600 employees in 1500 communities across NSW.
- One of the largest direct employers of Indigenous apprentices in NSW, with more than 120 Indigenous apprenticeships and traineeships created since 2001.
- Supporting community based renewable energy generation solutions through our commitment to build a community based solar farm on the South Coast of NSW – the first of its kind in the state.
- Provides free, tailored energy efficiency advice to homes and small businesses across rural and regional NSW through our specialist *energysanswers* program – 1800 ENERGY.

TIPS FOR A SUCCESSFUL SPONSORSHIP PROPOSAL

Essential Energy has extensive sponsorship and community support programs in place which reflect our commitment to our customers and their communities in country and coastal NSW.

In order to ensure that our sponsorship funds are distributed fairly and equitably, Essential Energy has developed a policy which favours the provision of sponsorships to those groups which satisfy the greatest number of our internal criteria.

Groups seeking sponsorship should realise that in providing sponsorship resources, Essential Energy expects to receive a reciprocal benefit in return beyond simply a modest acknowledgement.

What we will sponsor?

- Programs that provide benefits for the wider community, not just a small group of people
- Programs from groups which share our values – safety, energy efficiency, the environment, regional development and providing careers which allow continuous learning and development
- Programs which allow Essential Energy the opportunity to promote our brand through, for example, print media, radio & TV advertising or the internet.

What won't we sponsor?

- Programs that involve any type of unlawful activity, which involve gambling, betting or gaming, which support political or religious organisations or that create environmental or safety hazards.
- Programs which create, or could be seen to create, a conflict of interest, or where Essential Energy could be seen as endorsing the recipient's products or services.
- Programs with excessive risk – both to Essential Energy, and yourself – ensure that levels of risk that are associated with your program are kept to a minimum.

HOW TO APPLY FOR SPONSORSHIP AT ESSENTIAL ENERGY?

Download a copy of Essential Energy's sponsorship application form on our website ([Click here for sponsorship application form](#)) alternatively a copy can be found on at the end of this document.

1. Completed sponsorship applications along with any supporting documents should then be emailed to the [relevant regional contact](#) or for corporate sponsorships email applications to sponsorships@essentialenergy.com.au – see contact listing.
2. Then Essential Energy will evaluate your proposal against our policy and guidelines ensuring it is consistent with our core values.
3. Essential Energy will then contact you within 10 days of receipt of proposal to either gain additional information or to advise of our response. In peak periods we may contact you to advise longer evaluation period may be required.

REGIONAL SPONSORSHIP & MEDIA ENQUIRIES

For regional specific media or sponsorship enquiries, please contact your regional contact:



Far West region:
Fran Parker
Manager Community Relations,
Far West
Ph: 08 8082 5421
Mob: 0448 820 334
Fax: 08 8082 5444

Email: fran.parker@essentialenergy.com.au



North Western region:
Helen Rhodes
Manager Community
Relations, North Western
Ph: 02 6370 7010
Mob: 0427 220 776
Fax: 02 6372 2499

Email: helen.rhodes@essentialenergy.com.au



Southern region:
Emma Ginnivan
Manager Community Relations,
Southern
Ph: 02 6042 3360
Mob: 0409 719 794
Fax: 02 6042 3366

Email: emma.ginnivan@essentialenergy.com.au



Northern region:
David Crough
Manager Community
Relations, Northern
Ph: 02 6701 7474
Mob: 0427 620 930
Fax: 02 6701 7538

Email: david.crough@essentialenergy.com.au



South Eastern region:
Penny Cox
Manager Community Relations,
South Eastern
Ph: 02 6214 9818
Mob: 0410 444 701
Fax: 02 6214 9853

Email: penny.cox@essentialenergy.com.au



Central Western region:
Joanne Elms
Manager Community
Relations, Central Western
Ph: 02 6338 3473
Mob: 0409 603 976
Fax: 02 6338 3423

Email: joanne.elms@essentialenergy.com.au



Far North Coast region:
Mike Hely
Manager Community Relations,
Far North Coast
Ph: 02 6643 7783
Mob: 0427 108 089
Fax: 02 6643 7782

Email: mike.hely@essentialenergy.com.au



Mid North Coast region:
Rachel Hussell
Manager Community
Relations, Mid North Coast
Ph: 02 6589 8918
Mob: 0408 278 275
Fax: 02 6589 8768

Email: rachel.hussell@essentialenergy.com.au

CORPORATE SPONSORSHIP ENQUIRIES



Kathleen Smith
Manager Stakeholder Marketing
Ph: 02 6338 3627
Mob: 0438 352 976
Fax: 02 6332 6812

Email:

kathleen.smith@essentialenergy.com.au
sponsorships@essentialenergy.com.au



Fiona McGrath
Sponsorship
Activation Coordinator
Ph: 02 6214 9770
Mob: 0408 661 817
Fax: 02 6214 9671

Email:

fiona.mcgrath@essentialenergy.com.au
sponsorships@essentialenergy.com.au

CORPORATE MEDIA ENQUIRIES

If you are interested in making a corporate media enquiry, please contact:



Lynne O'Dwyer
General Manager –
Corporate Affairs
Ph: 02 6589 8857
Fax: 02 6589 8680
Mob: 0408 967 141



Jane Coates
Group Manager – Media and
Corporate Communications
Ph: 02 6338 3628
Fax: 02 6332 6812
Mob: 0427 731 235

Email: lynne.odwyer@essentialenergy.com.au

Email: jane.coates@essentialenergy.com.au

If you're unsure of who to contact, please refer to our [interactive contacts map – click here](#)
or visit www.essentialenergy.com.au/content/media-contacts-map

Essential Energy– General Enquiries:

Ph: 13 23 91

PO Box 718

Queanbeyan NSW 2620

www.essentialenergy.com.au

WHO HAVE WE SPONSORED RECENTLY?



HANDS
ACROSS NSW



Assisting Australia's Drought Affected Communities



ESSENTIAL ENERGY SPONSORSHIP APPLICATION FORM

Event/Project Details

Application Date: / /

Event/project name	
Area/location	
Brief description of event/project	
Date/Duration of event/project	
Primary focus of event	<input type="checkbox"/> Arts <input type="checkbox"/> Careers <input type="checkbox"/> Cause Related <input type="checkbox"/> Community <input type="checkbox"/> Education <input type="checkbox"/> Energy efficiency <input type="checkbox"/> Environmental <input type="checkbox"/> Indigenous / cultural <input type="checkbox"/> Innovation <input type="checkbox"/> Safety <input type="checkbox"/> Service <input type="checkbox"/> Sporting <input type="checkbox"/> Sustainability <input type="checkbox"/> Value <input type="checkbox"/> If other please detail.....
Event Audience	<input type="checkbox"/> Families <input type="checkbox"/> Children <input type="checkbox"/> Adults
Estimated number of attendees	
How will this event/project benefit this audience?	
What other companies are involved? Other sponsors?	
Are there any event/project risks that Essential Energy should be made aware of?	

Sponsorship Amount

What type of support are you requesting?	<input type="checkbox"/> Sponsorship <input type="checkbox"/> In-kind <input type="checkbox"/> Merchandise <input type="checkbox"/> Donation
How much are you requesting from Essential Energy?	\$ _____ (inclusive of GST)



In-kind or other support requested <i>Please provide details</i>	
What will Essential Energy receive for this amount? <i>Please detail sponsorship level and sponsorship benefits</i>	
What promotional opportunities are available to promote this sponsorship?	<input type="checkbox"/> Advertisements - Press <input type="checkbox"/> Advertisements - Radio <input type="checkbox"/> Advertisements - TV <input type="checkbox"/> Advertisement - online <input type="checkbox"/> Advertorials <input type="checkbox"/> Brochure / flyer / collateral <input type="checkbox"/> Employee involvement <input type="checkbox"/> Media release / PR <input type="checkbox"/> Merchandise / clothing <input type="checkbox"/> Signage <input type="checkbox"/> Social media (Facebook, Twitter etc) <input type="checkbox"/> Website <input type="checkbox"/> Other Pls detail__
General Comments	

Organisation Details

Organisation name	
Do you have an Australian Business Number? (ABN)	<input type="checkbox"/> Yes If yes please provide the ABN: <input type="checkbox"/> No If no please provide proof of a bank account:
Is this organisation not-for-profit?	<input type="checkbox"/> Yes <input type="checkbox"/> No
What does your organisation do? <i>Briefly describe the role of your organisation</i>	

Organisation Contact Details

First and Surname	Mr/Mrs/Ms
Company / Position Title	
Postal Address	
Phone and Fax Numbers	Phone: Mobile: Fax:
Email:	

Please email this completed form along with any supporting documents or sponsorship proposal to your local Essential Energy Manager Community Relations.

Contact details are on pages 6 and 7 of this document or available on the sponsorship page of Essential Energy's website www.essentialenergy.com.au/sponsorship

Essential Energy- General Enquiries:

Ph: 13 23 91

PO Box 718

Queanbeyan NSW 2620

www.essentialenergy.com.au