

# Hydro Tasmania Sponsorship Framework

For Hydro Tasmania, Entura and Momentum

TITLE	Hydro Tasmania Sponsorship Framework
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Hydro Tasmania pays respect to the rich, long and ongoing history of the Traditional Owners and Custodians and their connections to land, sea and community.

The mountains, natural lakes and rivers that capture and channel water for hydropower are rich in Aboriginal history, culture and tradition. We acknowledge ongoing connection to culture and custodianship of the lands and waters of places we share. We pay our respect to Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

# 1. Objective

Hydro Tasmania, which includes Entura and Momentum Energy, support businesses, organisations and community groups to undertake activities that enrich our communities and support mutually beneficial outcomes.

A sponsorship is defined as an arrangement in which money or in-kind support is provided for activities, events, programs or organisations in return for specified benefits. This differs from a grant or donation, where money is provided for a specific reason without a specific requirement for benefits in return.

All sponsorships undertaken must align with Hydro Tasmania strategy to accelerate the renewable energy transition by:

- growing and adapting our business and assets
- being a leading custodian of assets, environment, water and heritage in a changing climate
- enabling the energy transition through innovation, partnering, working with community, and client and customer solutions
- developing our workforce for the future.

## 1.1 Framework specifications

This framework outlines the way Hydro Tasmania makes decisions, manages and reports on sponsorships.

This framework applies to sponsorships provided by Hydro Tasmania, Entura and Momentum Energy. It does not apply to sponsorships received by those entities, advertising, or broader marketing activities which are contracted services.

Where variations exist between the needs and expectations for sponsorships with Hydro Tasmania, Entura and Momentum Energy these will be specified below. Unless stated, Hydro Tasmania refers to all three entities.

## 1.2 Audiences

### 1.2.1 Hydro Tasmania

Hydro Tasmania sponsors Tasmanian not-for-profit organisations, businesses and industry bodies with similar vision, values and objectives to our own. Sponsorships may cover a range of different activities related to these objectives.

### 1.2.2 Entura

Entura sponsors industry bodies, associations and affiliates for exposure at conferences and events where the audience aligns with target markets, projects and clients.

### 1.2.3 Momentum

Momentum Energy sponsors organisations and activities that support its strategic business pillars and align closely with its brand and target audience.

## 1.3 What we sponsor and value proposition

Sponsorship activities must have clear outcomes for both the recipients and our business. Sponsorships may also have specific commercial benefits and will only be supported where the relevant entity has the financial capacity and approved budget to do so.

### 1.3.1 Hydro Tasmania

Hydro Tasmania considers sponsorship requests for activities that have a positive impact in our regions or offer broad, measurable benefits for Tasmania.

- **Skills, education and training** programs in science, technology, engineering and maths (STEM) that can contribute to renewable energy industries or add value to STEM educational opportunities
- **Diversity, equity and inclusion** initiatives addressing societal and financial barriers that break cycles of disadvantage and inequality
- **Environment and natural resources** projects that restore Tasmania's natural areas, including water quality, biodiversity, erosion protection or decarbonisation
- **Community events and activities** that encourage community connection, assist people experiencing disadvantage and provide an economic and social boost to an area
- **Sporting teams** that have broad, measurable benefits for the Tasmanian community and align Hydro Tasmania with well-regarded brands at a state and national level.

### 1.3.2 Entura

Entura considers sponsorship requests for events and activities that increase the exposure of our brand, people, skills, products or projects to drive future sales. These activities are considered in the business-to-business context of marketing, where weight is given to audience quality rather than audience size, i.e., direct target marketing.

### 1.3.3 Momentum Energy

Momentum Energy considers sponsorship requests that support strategic priorities, align with our business values and marketing goals.

- Support strategic business pillars and broader business priorities
- Deliver against key marketing goals, including sustainable growth and engagement
- Strengthen brand reputation through alignment with organisations and activities that reinforce our positioning
- Educate and engage customers on energy use, sustainability, and the energy transition
- Connect with target audiences in relevant environments aligned to their needs and values
- Demonstrate clear business value, with measurable outcomes and impact

## 2. Sponsorship proposals

Sponsorships may be proactively sought by Hydro Tasmania or may be requested by an external organisation or group. Formal sponsorship requests should include:

- Specific alignment with Hydro Tasmania, Momentum and Entura strategy
- Details of sponsorship need
- Benefits to be provided to both parties including, if relevant, commercial, client or community benefits, any value amplification or indirect positive impacts
- Funding or in-kind value requested
- Details reflecting the ability to deliver

Prior to requesting a sponsorship, please consider which entity (i.e. Hydro Tasmania, Entura or Momentum Energy) is the best fit for your proposal. Formal sponsorship proposals may be sent to:

- [engagement@hydro.com.au](mailto:engagement@hydro.com.au)
- [enquiry@entura.com.au](mailto:enquiry@entura.com.au)
- [sponsorship@momentum.com.au](mailto:sponsorship@momentum.com.au)

## 3. Decision-making and funding

We support a range of businesses, organisations and community groups through our sponsorships. Decisions on whether to enter into a sponsorship arrangement are determined on a case-by-case basis and may be based on:

- Alignment with Hydro Tasmania, Momentum and Entura strategy
- Value proposition for the business entity
- Value for money
- Sustainability of the initiative, value amplification and/or indirect positive impacts
- The need to ensure impartiality and avoid conflicts of interest

Hydro Tasmania requires all sponsorship recipients to enter into a formal agreement stating the value, reason for sponsorship, requirements of and benefits to each organisation, as well as reporting requirements and legal terms.

### 3.1 When sponsorships will not be provided

We do not sponsor:

- Individuals
- Political or religious groups
- Challenges, such as sporting challenges

- Interstate/international travel or tours (excluding Entura when this may provide opportunities to network and capitalise on business opportunities with target markets and clients)
- Activities that provide direct financial benefit to Hydro Tasmania employees
- Environmental restoration projects that provide individual economic benefits.

### 3.2 Ministerial oversight

As a Tasmanian Government Business Enterprise, Hydro Tasmania (and Momentum and Entura via Hydro Tasmania) may be required to consult with Shareholding Ministers before entering into certain sponsorship arrangements. Shareholding ministers must be consulted prior to undertaking:

- major sponsorships (value greater than AU\$200 000) or
- a sponsorship with any proposed confidentiality provisions or restrictions that may prevent or limit the Government business from fully reporting on the sponsorship arrangement or
- any interstate or international sponsorships, if the GBE or subsidiary is not operating outside of Tasmania. NB. Both Momentum Energy and Entura operate outside of Tasmania.

## 4. Measurement and reporting

All sponsorship recipients are required to provide a report or confirmation of activities following completion to be specified in the sponsorship agreement. There may also be additional, more frequent communication and reporting requirements determined on by both parties and detailed in the agreement.

Examples of measurement and reporting requirements may include:

- Audience reach
- Type of audience/groups
- Quality of outputs
- Media uptake, engagement
- Clients & industry
- Commercial/sales