

Community Waves Sponsorship Program



SUPPORTING OUR ISLAND COMMUNITIES

sealink.com.au

2025/26

Commitment to Community

At SeaLink SEQ, we have a deep connection to the North Stradbroke Island (Minjerribah) and Southern Moreton Bay Islands (SMBI) communities.

These islands are more than just places to visit. They are vibrant communities and homes for many, including our staff, who live and work here, raise families, and contribute to the local way of life.

For more than 60 years, we have proudly supported these communities, investing in local organisations, sporting clubs, events, environmental initiatives, and education programs. Through in-kind travel support and meaningful partnerships, we remain committed to fostering prosperity, sustainability, and community spirit on the islands.

As the region grows, so does our commitment to helping these communities thrive. To ensure we provide support in a fair and strategic way, we have introduced a structured sponsorship program with two application windows per year. This helps us review applications holistically, maximise the impact of our sponsorships, and manage our budget effectively – all while continuing to back the communities we care about.



Sponsorship Categories

Our sponsorships are guided by three key Community Investment Focus Areas, reflecting our commitment to sustainability and long-term community growth:

Community Impact

Supporting grassroots initiatives that bring people together and strengthen local connections. For example, sporting clubs, cultural festivals, and community groups.

Health & Wellbeing

Encouraging initiatives that promote healthy lifestyles and overall wellbeing. For example, youth programs, community meal services, and active lifestyle events.

Environment & Education

Supporting projects that protect the environment and enhance learning opportunities. For example, conservation projects, sustainable tourism initiatives, and educational programs. A dedicated budget is allocated to each category per financial year, ensuring support is spread fairly and effectively.



Who Can Apply?

To be eligible for sponsorship, applicants must:

Be based in the Redlands Coast, with a strong preference for NSI or SMBI organisations.

Align with one or more of the three Community Investment Focus Areas.

Provide clear benefits to the local community.

Offer tangible recognition for SeaLink SEQ (e.g., branding, PR, social media exposure, event presence).

Submit applications within the designated timeframes.

Exclusions

Unfortunately we are unable to provide sponsorship for:

Religious organisations for religious activities.

Ongoing operational costs (e.g., staff wages, admin expenses).

Events promoting irresponsible alcohol consumption or gambling.

Activities that harm the environment.

Requests from individuals.

Initiatives that conflict with SeaLink SEQ policies or create financial dependency.



Application Process

- Application Windows:** Open twice a year in July and January (subject to change).
- Submission Format:** Applicants must complete an online application form outlining their initiative, requested support, and how they will recognise SeaLink SEQ.
- Review Process:** Applications are carefully reviewed to ensure alignment with our community focus areas and business objectives.
- Decision Notification:** Applicants will be notified within four weeks after applications close.
- Exceptions:** Requests outside the set application periods may be considered in extraordinary circumstances, particularly for projects with significant community benefits.



Sponsorship Delivery and Management

Approved sponsorship can be supplied through:

- | | |
|----------------|---|
| Promo Codes: | Used for events to encourage participation |
| FOC Travel: | To help event planners or organisations keep costs down |
| Gift Vouchers: | For fundraising |



New Sponsorship Application Timeline

2025

1 July:	Applications open
31 July:	Applications close
1 August:	Applications are reviewed with notification occurring within 4 weeks

2026

12 January:	Applications open
8 February:	Applications close
9 February:	Applications are reviewed with notification occurring within 4 weeks



Testimonials

SeaLink offer a great support for any organisation or group that requires frequent transport to and from North Stradbroke Island, the team are very accommodating and always help where they can. On occasion the Lifeguard service requires emergency travel to move service vehicles and emergency equipment, SeaLink always are willing to help where possible to get our equipment where it is needed. **Australian Lifeguard Service.**

2025 will be the 17th year that SeaLink has sponsored the annual Stradbroke Chamber Music Festival by bringing national and international musicians, equipment and, most importantly, the audience, to Stradbroke Island to make and enjoy world-class classical music in our unique island setting. SeaLink support has also helped the festival committee, a local community group, to maintain affordable ticket prices and to provide musical education activities at the Dunwich State School. For performers and audience alike, the journey across the bay has become an essential part of the festival experience. Thank you SeaLink! **Stradbroke Chamber Music Festival.**

SeaLink's ongoing transport support/sponsorship is invaluable to Point Lookout Surf Life Saving Club. Their assistance in transporting our vehicles to and from the island each weekend free of charge ensures we have the essential equipment needed to patrol the beautiful beaches of Point Lookout and keep our community safe. Additionally, their support enables our Nippers and their families to travel each Saturday, helping us foster and train the next generation of lifesavers. This partnership plays a crucial role in allowing us to provide vital surf lifesaving services at Point Lookout. We are incredibly grateful for SeaLink's generosity and commitment to our club. **Pony Lookout Surf Life Saving Club.**

The Wynnum Manly Seagulls relocate one of our games each year to North Stradbroke Island, which comes with many logistical challenges. We wouldn't be able to host this event as successfully as we do without the support of Sealink, both in the leadup to the event and on the day. Sealink have provided us with support via vehicle and passenger ferry tickets & bookings and advertising on their ferries. They are also kind enough to add additional ferry trips on game day to support the Seagulls fans that want to make the trip over to the island. We're looking forward to partnering with SeaLink for many years to come. **The Wynnum Manly Seagulls.**

Thanks to support from SeaLink, in 2024 STAR Community Services' volunteers were able to deliver over 170 Christmas hampers to seniors who live on the Southern Moreton Bay Islands and who are on their own at Christmas. Over the past six years, SeaLink has sponsored barge transport to help STAR get its 'Secret Santa for Seniors' hampers to the Bay Islands. This program fights against social isolation, lets seniors know that they are not forgotten and that the community cares. We could not bring this joy without the support of SeaLink and the Redlands community. **STAR Community Services.**



North Stradbroke
Island Applications:



Southern Moreton Bay
Island Applications:



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