

Hancock statement on recent media

Hancock and its Executive Chairman Mrs Rinehart, consider that it is unnecessary for sports organisations to be used as the vehicle for social or political causes.

Firstly, because sport is at its best when it is focussed on training and good and fair competition, with dedicated athletes striving for excellence to achieve their sporting dreams and to represent our country at their very best. For example, the thrilling performance of the Australian rowing team at the recent Tokyo Olympic Games amongst fierce international competition, to win gold in both the Men's and Women's Fours and bronze medals in the Men's and Women's Quadruple Sculls, in what was dubbed the '*Hour of Power*'.

Secondly, because there are more targeted and genuine ways to progress social or political causes without virtue signalling or for self-publicity. For example, the meaningful engagement with local indigenous communities undertaken by Hancock's Roy Hill Community Foundation in West Australia to support their actual needs.

Thirdly, because there are more impactful means to make a beneficial difference. For example, Hancock's holistic support for real programs including Hanrine Futures – that are providing a true pathway for indigenous students through education and into employment where they are guaranteed a job should they wish, at the end of their training.

The reality is that sponsorship is integral to sports organisations – for full-time professionals right through to young children at the grassroots level – who rely on corporations investing the funds that enable all sports to not only survive, but thrive. Sadly, recent media does not help encourage sporting sponsorships. What can be lacking is a sufficient connection between sponsorship funds and the athletes themselves, with money unnecessarily wasted on administration and related costs. Which is why Hancock has, and will continue to insist, that the funds it provides to any sports it sponsors are spent on and for the athletes.

Neither Hancock nor Mrs Rinehart have ever requested or insisted that athletes provide any thank you videos or messages – although thank you videos and messages have certainly been received. Hancock and Mrs Rinehart would only ever want athletes to wear the Hancock logo if the athletes were proud to do so. Recent media misreporting has been disappointing, particularly given at no stage did Hancock insist its logo be worn on the Australian Diamonds' playing dress for the recent games in New Zealand, nor did the Australian Diamonds refuse to wear the Hancock logo.
