



## **Sponsorship Policy**

Policy Number: PN-35

Drafted by: Greg Ingham

Responsible person: Chairperson

Version 2

Approved by Board on: 15/08/2022

Scheduled review date: 16/08/2027

### **1. Purpose**

- 1.1 The purpose of this policy is to ensure Community Radio Albury Wodonga Co-operative Society Ltd (2 REM) complies with the *Broadcasting Services Act 1992* (BSA) and the Community Broadcasting Association of Australia (CBAA) Community Radio Codes of Practice in relation to sponsorships. Furthermore it is to give clear direction on 2 REM's ethos with relation to sponsorship.
- 1.2 Under the BSA, community radio broadcasters are not permitted to broadcast "advertisements". Sponsorship announcements are permitted and these are similar to a limited form of advertising. The BSA contains three key requirements of a sponsorship announcement:
  - a) Sponsorship content is limited to five (5) minutes in any hour of broadcasting, (BSA Schedule 2, Part 5, clause 9 (3)(b));
  - b) Every sponsorship announcement is to be clearly tagged as a sponsorship, (BSA Schedule 2, Part 1, clause 2 (2)(b));
  - c) There must be a 'bona fide' financial relationship between the sponsor and 2 REM.

### **2. Policy**

- 2.1 All sponsorship announcements will comply with the three key sponsorship conditions outlined above in 1.2.
- 2.2 In line with the Community Radio Codes of Practice Code 6, 2 REM will ensure that;
  - a) Sponsorship will not be a factor in determining access to broadcast time;
  - b) The content and style of individual programs is not influenced by the sponsors of programs; and
  - c) Overall programming of community radio broadcasting stations is not influenced by sponsors.
- 2.3 All sponsorship arrangements shall be recorded on a standard contract and approved by the radio station co-ordinator or sales co-ordinator.
- 2.4 Sponsorships will not be accepted from companies that promote tobacco or gambling.
- 2.5 Sponsorship from companies promoting alcohol may be accepted, however the announcements must not:
  - a) Promote irresponsible use of alcohol; and
  - b) Be directed at minors.

- 2.6 Sponsorships will not be accepted from persons or groups whose policies or practices are inconsistent with the general directions of 2 REM.
- 2.7 Sponsorship announcements will be produced and presented in a style and form consistent with the program in which they are to be placed.
- 2.8 Individual presenters, volunteers or Co-op members are not entitled to seek sponsorships on behalf of 2 REM without written consent of the radio station coordinator or the Board of Directors.
- 2.9 Under no circumstances can presenters accept gifts, products or services of payment in return for promotion of a product, service or business.
- 2.10 2 REM reserves the right to refuse any paid announcement.

## **Related Documents**

CBAA Community Radio Codes of Practice

## **Authorised**

G J Ingham  
Board Secretary

15 July 2022  
Date of approval by the Board