

# FRASER COAST COMMUNITY RADIO INCORPORATED

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<b>POLICY : POL08</b>	<b>SPONSORSHIP POLICY</b>
<b>Reference</b>	<b>CBAA Codes of Practice : Code 6 – Sponsorship ACMA Sponsorship Guidelines</b>

## Background

Under the Broadcasting Services Act 1992 (BSA) community broadcasters are not permitted to broadcast 'advertising'. Sponsorship, however, is permitted and this is akin to a limited form of advertising. The BSA outlines three key requirements of a sponsorship announcement:

1. Sponsorship content will be limited to five minutes in any hour (Broadcasting Services Act 1992 Sch 2, Part 5 clause 9 (3)).
2. Every sponsorship announcement will be clearly "tagged" (Broadcasting Services Act Sch 2, Part 1, clause 2 (2)b), (CBAA Codes of Practice Code 6).
3. There must be a bona fide financial relationship between the sponsor and the station in the form of a contract (CBAA Codes of Practice Code 6).

In line with the community broadcasting code of practice (Code 6), this station will ensure that:

- Sponsorship will not be a factor in determining access to broadcasting time;
- The content and style of individual programs is not influenced by the sponsors of programs, and
- Overall programming of community broadcasting stations is not influenced by sponsors.

Further information on sponsorship requirements is available from the ACMA's document, 'Sponsorship Guidelines for Community Broadcasting Services' - see [www.acma.gov.au](http://www.acma.gov.au).

## Purpose

The purpose of this policy is to ensure compliance with the BSA and the Codes of Practice. It is furthermore to give clear direction on Fraser Coast Community Radio Inc. 107.5FM ethos with relation to sponsorship.

## Policy

1. All sponsorship announcements will comply with the three key sponsorship conditions outlined above.
2. The sponsorship belongs to the Station, not the individual presenter. A sponsor message may be withdrawn or shifted to another time slot at the discretion of the Management Committee.
3. All sponsorship arrangements, whether paid, contra, in-kind, pre-recorded or live read:
  - a. must be recorded on a standard contract (CBAA Codes of Practice Code 6);
  - b. must have one or more set scripts to a maximum of 30 seconds, and
  - c. each of the above must be approved by the Sponsorship Manager or person responsible prior to going to air.

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4. No embellishment of sponsorship messages is permitted. To do otherwise has the potential to cause an overrun of the 5 mins/hr allowed by the ACMA for sponsorship announcements.
5. Sponsorship announcements will be produced and presented in a style and form consistent with the program in which they are to be placed.
6. The offering of prizes/give-aways during programs must be tagged. Further, any time devoted to describing or otherwise mentioning the prizes (including winners) must be incorporated into the regulatory sponsorship content limit of 5 minutes each hour. To do otherwise has the potential to put Fraser Coast FM in breach of licensing conditions.
7. Sponsorship announcements will preferably be pre-recorded and tagged and may occasionally be a live read out during a program. Sponsorship announcements must be:
  - a. approved by the Management Committee prior to going to air;
  - b. be no longer than 30 seconds;
  - c. be costed at the current negotiated rate as stated on the contract per 30 seconds;
8. Associate Members of Fraser Coast FM are deemed sponsors under ACMA regulations and messages must be included within the five minute limit each hour.
9. Individual presenters and members are not entitled to seek sponsorship on behalf Fraser Coast Community Radio Inc. 107.5 FM without written consent of the Sponsorship Manager or Management Committee, however they are welcome to provide contact details for follow up.
10. Under no circumstances can presenters accept gifts, products or services or payments in return for promotion of a product, service or business.
11. Sponsorship will not be accepted from person or groups whose policies or practices are inconsistent with the general directions of Fraser Coast Community Radio Inc. 107.5FM. or the Codes of Practice.
12. Sponsorship will not be accepted from companies that promote tobacco or gambling.
13. Sponsorship from companies promoting alcohol may be accepted, however the announcements must not:
  - a. promote irresponsible use of alcohol, or
  - b. be directed towards minors.
14. Fraser Coast Community Radio Inc. 107.5FM reserves the right to refuse any paid announcement.

POLICY END

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