

SPONSORSHIP

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. Refer to the Broadcasting Services Act 1992 Sch 2, Part 5 clause 9 (3).
2. Every sponsorship announcement will be clearly "tagged". Refer to the Broadcasting Services Act Sch 2, Part 1, clause 2 (2)b.
3. There must be a bona fide financial relationship between the sponsor and the station or program.

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

1. Sponsorship will not be a factor in determining access to broadcasting time.
2. The content and style of individual programs is not influenced by the sponsors of programs.
3. 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', which can be found at www.acma.gov.au.

Purpose

The purpose of this policy is to ensure Alpine FM is compliant with the BSA and the Codes Of Practice in relation to sponsorship announcements.

1. We will have in place a written sponsorship policy that reflects the licence condition in the Act. This includes:
 - a. broadcasting no more than five minutes of sponsorship announcements in one hour, and
 - b. tagging each announcement to acknowledge the financial and/or in-kind support of the sponsor.

2. Sponsorship will not be a factor in deciding who can access broadcasting time.
3. We will make sure editorial decisions affecting the content and style of individual programs are not influenced by program or station sponsors.
4. We will ensure that editorial decisions affecting the content and style of overall station programming are not influenced by program or station sponsors.
5. The general programming guidelines in Code 3 also apply to sponsorship announcements.

POLICY

1. All sponsorship announcements will comply with the three key sponsorship conditions outlined above.
2. All sponsorship arrangements shall be recorded on a standard contract and approved by the station manager or person responsible.
3. Sponsorship will not be accepted from companies that promote tobacco or gambling.
4. Sponsorship from companies promoting alcohol may be accepted with a disclaimer to be played on rotation at a frequency to be determined by the Station Manager, however the announcements must not:
 - a. promote irresponsible use of alcohol, or
 - b. be directed towards minors.
5. Sponsorship will not be accepted from person or groups whose policies or practices are inconsistent with the general ethos and strategic direction of Alpine FM.
6. Sponsorship announcements will be produced and presented in a style and form consistent with the program in which they are to be placed.
7. Individual presenters and members are not entitled to seek sponsorship on behalf of Alpine FM without written consent of the Station Manager (or Committee of Management).
8. Under no circumstances can presenters accept gifts, products or services of payments in return for promotion of a product, service or business.
9. Alpine FM reserves the right to refuse any paid announcement.


Related documents and links

Broadcasting Services Act 1992

[Community Broadcasting Sponsorship Guidelines 2008, ACMA](#)

[CBAA Codes of Practice, Code 6, Sponsorship](#)

Policy updates

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