



# **SPONSORSHIP POLICY**

**2026/2027**



## **INTRODUCTION**

The purpose of this Sponsorship Policy is to outline the guidelines and procedures under which Ballarat Community FM Radio Co-Operative Limited (hereafter referred to as "the Co-operative") accepts, manages, and acknowledges sponsorships for its programs and activities. This policy ensures that all sponsorship arrangements are in line with the Australian Communications and Media Authority (ACMA) Community Broadcasting Codes of Practice.

As a community radio station, the Co-operative is committed to maintaining editorial independence and serving the interests of its local audience. Sponsorships should not compromise this independence or lead to conflicts of interest, and all sponsors must be aligned with the Co-operative's community-focused objectives.

## **POLICY STATEMENT**

The Co-operative operates as a non-profit, community-based radio station that aims to provide diverse, local, and accessible programming. Sponsorships provide a means to support the station financially while ensuring that the Co-operative maintains a balanced and independent voice. All sponsorship agreements will:

- Adhere to the ACMA Community Broadcasting Codes of Practice, which regulate sponsorship, advertising, and commercial activities in community broadcasting.
- Avoid any conflicts of interest, ensuring that sponsorships do not interfere with the integrity of the content the Co-operative broadcasts.
- Be transparent, with clear distinctions between sponsorship announcements and program content to avoid misleading the audience.

## **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 Broadcasting Services Act 1992 outlines two key requirements of a sponsorship announcement:

- Sponsorship content will be limited to five minutes in any hour (Broadcasting Services Act 1992, Schedule 2, Part 5, Clause 9 (3))
- Every sponsorship announcement will be clearly "tagged" (Broadcasting Services Act 1992, Schedule 2, Part 1, Clause 2 (2) (b))

In line with Code 6 of the Community Radio Broadcasting Codes of Practice, Voice FM will make sure that:

- Sponsorship will not be a factor in determining access to broadcasting time
- editorial decisions affecting the content and style of individual programs are not influenced by program or station sponsors, and



- editorial decisions affecting the content and style of overall station programming are not influenced by program or station sponsors

## **PURPOSE**

The purpose of this policy is to, not only, ensure compliance with the Broadcasting Services Act 1992, The Community Radio Broadcasting Codes of Practice but also to give clear direction on Voice-FM's ethos towards sponsorship

## **POLICY**

- All sponsorship announcements will comply with the three key conditions outlined above.
- All sponsorship arrangements shall be recorded on a standard contract and approved by the person responsible. Standard contracts will also include quotes provided for special event packages
- Sponsorship will not be accepted from companies that promote tobacco & smoking products, illegal drugs & harmful substances, harmful or excessive gambling, and misleading/harmful content such as racist or sexist stereotypes, incite violence, or are generally harmful to children.
- Sponsorship from companies promoting alcohol may be accepted, however the announcements must not:
  - Promote the misuse of alcohol, or
  - Be directed towards minors
- Sponsorship will not be accepted from individuals or groups whose policies or practices are inconsistent with the general directions Voice FM.
- Sponsorship announcements will be produced and presented in a style consistent with the program in which they are to be placed.
- Individual presenters and members are not entitled to seek sponsorship on behalf of Voice FM without the written consent of the Committee of Management or its representative.
- Under no circumstances can presenters accept gifts, products or services, or payments in return for promotion of a product or service.
- Voice FM reserves the right to refuse any paid announcement.



## **SPONSORSHIP TAGS**

- All sponsorships individually must be tagged indicating a financial link between the client and the station.
- Tagging an Illegal sponsorship is still deemed to be a commercial if there is no contract between the client and Voice FM but, is still counted as part of the 5 minutes, which may cause a breach of the Broadcasting Services Act 1992.

The meaning of the word “Tagging” in relation to Sponsorship announcements and the like, is the recognition of financial support received from an external organization.

Examples of “tagging” are as follows:

- Proud Sponsors of Voice FM
- Proud Sponsors of this station
- Proud Members of the Voice FM Sponsorship Family

## **SPONSORSHIP LIMITS**

- Community broadcasters are restricted to 5 minutes of sponsorships each hour.
- Exceeding 5 minutes is a breach of the Broadcasting Services Act 1992.
- 5 minute restrictions apply for every hour, what is not used in one hour can't be moved to the next hour.

The accumulation of the 5 minutes includes

- Normal sponsorships
- Any illegal promotion of goods or services i.e. commercials.
- Scripts for sponsored program openers and closers for each hour.
- Recorded opener and closers for programs indicating the sponsor' name.
- Freebies.

## **ILLEGAL SPONSORSHIP**

- An illegal sponsorship is where the name or product of a commercial venture is promoted and there is no financial arrangement between that venture and Voice FM. It is therefore deemed to be a commercial and is not permitted on Community Radio and is a breach of the Broadcasting Services Act 1992.



- An illegal sponsorship is also where the name or product of a commercial venture is promoted and the announcements does not have the appropriate tag

#### **APPROVAL AND REVIEW**

This policy will be reviewed annually by the Co-operative management to ensure it remains compliant with ACMA regulations and reflects the values of the station. Any changes to this policy will be approved by the Co-operative Board.