



## SPONSORSHIP POLICY

### 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 two key requirements of a sponsorship announcement:

- Sponsorship content will be limited to five minutes in any hour ([BSA Sch 2](#), Part 5 clause 9 (3))
- Every sponsorship announcement will be clearly "tagged" ([BSA Sch 2](#), Part 1, clause 2 (2)(b)).

In line with Code 6 Hobart 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.

Further information on sponsorship requirements is available ACMA's [Community Broadcasting Sponsorship Guidelines 2008](#) - 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 and also to give clear direction on Hobart FM's ethos toward sponsorship.

### 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 Committee of Management or delegated person responsible.
3. Sponsorship will not be accepted from companies that promote tobacco, alcohol or gambling.
4. Sponsorship will not be accepted from individuals or groups whose policies or practices are inconsistent with the general directions of Hobart FM.
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. Individual presenters and members are encouraged to forward potential sponsors contact details to the Sponsorship and Marketing sub-committee whose members will acknowledge and follow leads.
7. Free tickets for concerts or other events offered to the program presenter must be passed to the Sponsorship and Marketing Sub-committee who will decide how such tickets will be used; eg. As a free give away to existing members, to non-member listeners, or in any other way that fits with the stations Sponsorship and Marketing Strategy.
8. Under no circumstances can presenters accept free gifts, products or services in return for promotion of a product, event, service or business.
9. Hobart FM reserves the right to refuse any paid announcement.

### **RELATED DOCUMENTS/POLICIES:**

- Code of Conduct Policy
- Complaints Policy
- Grievance Policy
- Disciplinary Action Policy
- Transparency and Accountability Policy
- Access and Equity Policy

### **AUTHORISATION**

Date approved by the Committee: 17<sup>th</sup> January 2018  
Review Date: January 2020

Committee President: \_\_\_\_\_  
[Name]

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[Signature]

Committee Secretary: \_\_\_\_\_  
[Name]

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