



## Sponsorship Policy

### 1. PURPOSE

The purpose of this policy is:

- 1.1 to ensure compliance with the Broadcasting Services Act 1992 and the Codes Of Practice.
- 1.2 to give clear direction on Barossa Broadcasting Board Inc (BBBfm) ethos with relation to sponsorship.

### 2. DEFINITIONS

#### **Sponsor:**

A Sponsor is an organisation, company or individual who pays to have their service or products promoted on air.

#### **(Sponsorship) Announcement:**

An announcement, also referred to as a promotion, is a limited form of advertising which contains general information about a sponsor and their products or services, played on air in return for payment. It is not acceptable to mention prices, or sales or discount amounts, in a sponsorship announcement.

#### **Sponsorship Agreement:**

A contract between BBBfm and the Sponsor, containing full details of the conditions of the arrangement agreed by the Sponsor and the BBBfm representative, and in a form approved by the Board and documented within the BBBfm Sponsorship Process to be followed in conjunction with this Policy.

#### **Tag:**

The words used to recognise the sponsor at the end of their sponsorship promotion. All sponsorship announcements will be pre-recorded and tagged eg "Proud sponsor of BBBfm 89.1 Community Radio" or "Happy to be a sponsor of BBBfm 89.1 Community Radio". The tag may contain the sponsorship level, eg "Proud platinum sponsor of BBBfm 89.1 Community Radio".

#### **Advertising:**

Advertising is when detailed information is given on air about an organisation, company or individual, or a product or service they provide, in return for payment. Advertising is not permitted on Community radio or television.  
Also refer to "Inadvertent advertising".

#### **Inadvertent advertising:**

Inadvertent advertising most commonly occurs during interviews and prize giveaways. It is when too much information is given on air about a product or service provided by an individual or business. For example, when interviewing a band it is acceptable to tell the audience that their CD is available in music stores. However, it is not acceptable to mention the price of the CD and in which record stores it can be purchased.

## **Gifts and Prizes:**

Gifts and prizes might consist of goods and services offered by an organisation, company or individual as a gift to a program presenter or other volunteer or employee, with the expectation of unpaid promotion of their business or cause, either on air or through other media. For example, a local winery might offer a gift of wine to a program presenter in return for free promotion of their wine sale on air and on Facebook.

Presenters, volunteers or employees are not permitted to accept personal gifts under any circumstances.

Gifts may be accepted on behalf of BBBfm, but the recipient must follow the prescribed procedure per Item 4.9 in the Policy section of this document.

## **3. 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:

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

## **4. POLICY**

- 4.1 All sponsorship announcements will comply with the three key sponsorship conditions outlined above.
- 4.2 All sponsorship arrangements shall be recorded on the Sponsorship Agreement, in the format approved by the BBBfm Board, and as documented within the BBBfm Sponsorship Process to be followed in conjunction with this Policy.
- 4.3 Sponsorship will not be accepted from companies that promote tobacco or gambling.
- 4.4 Sponsorship from companies promoting alcohol may be accepted, however the announcements must not:
  - i promote irresponsible use of alcohol, or
  - ii be directed towards minors.

- 4.5 Sponsorship will not be accepted from any organisation, company or individual whose policies or practices are inconsistent with the general directions of BBBfm.
- 4.6 Sponsorship announcements will be produced and presented in a style and form consistent with the general directions of BBBfm.
- 4.7 Sponsorship announcements will be scheduled for airplay to ensure obligations to the sponsor are met as per their Sponsorship Agreement.
- 4.8 Individual presenters and members must refer enquiries from potential sponsors to the person responsible for sponsorships, as determined by the Board and documented within the BBBfm Sponsorship Process, which is to be followed in conjunction with this Policy.
- 4.9 Under no circumstances are presenters, volunteers or employees permitted to accept personally any gifts or payments in return for promotion of a product, service or business. If such an offer is made, it must be pointed out to the intending donor that gifts can be accepted on behalf of BBBfm only, and only if:
- i the gift is offered to all listeners, eg to the first listener to call the station, or
  - ii the gift is offered to a BBBfm Subscriber whose number is drawn purely as a matter of luck from the total number of subscribers, and
  - iii recognition of the donor is a brief one-off mention of their name and the gift, eg “I have a family meat pie kindly given to us by Jack from Perfect Pies, so be the first listener to call the station when the music starts again and you’ll win the pie”.
- 4.10 BBBfm reserves the right to refuse any paid announcement.

<b>Amendments to this Policy</b>		
<b>Date Approved</b>	<b>Item Number</b>	<b>Details of Amendment</b>
3 November 2021	Full Policy	Adoption of this Policy in its entirety