

IX. Sponsorship Policy (Code 6.1)

A. Purpose

- 1) The purpose of this policy is to ensure compliance with the *Broadcasting Services Act 1992* (BSA) and the Community Broadcasting Codes of Practice of October 2008 (CBCP) and to give clear direction on 1WAY FM's approach toward sponsorship.

B. Policy

- 1) All sponsorship announcements will comply with the three key sponsorship conditions under the BSA:
 - a) Sponsorship content will be limited to five minutes in any hour (BSA Sch 2, Part 5 clause 9 (3))
 - b) Every sponsorship announcement will be clearly “tagged” (BSA Sch 2, Part 1, clause 2 (2)(b)).
 - c) Sponsors must pay either in cash or in-kind for the sponsorship announcement; sponsorship cannot be given for free.
- 2) All sponsorship announcements will also comply with the three conditions under Code 6 of the CBCP.
 - a) Sponsorship will not be a factor in determining access to broadcasting time.
 - b) Editorial decisions affecting the content and style of individual programs are not to be influenced by program or station sponsors, and
 - c) Editorial decisions affecting the content and style of overall station programming will not be influenced by program or station sponsors.
- 3) All sponsorship arrangements shall be recorded on a standard contract which has been approved by the 1WAY FM General Manager or person responsible and the company / group seeking sponsorship.
- 4) Sponsorship will not proceed to air without receipt of the said signed contract and contract payment (or first instalment as applicable).
 - a) Payments to be made payable to the 1WAY FM Bank Account as specified in the said contract (contract number to be used as reference).
- 5) Sponsorship will not be accepted from companies that promote alcohol, tobacco, gambling or the sex industry.
- 6) Sponsorship from companies / businesses selling alcohol (such as restaurants and supermarkets) may be accepted under certain circumstances, however the announcements must not:
 - a) promote the misuse of alcohol, or
 - b) be directed towards minors.
- 7) Sponsorship will not be accepted from individuals or groups whose values or practices are inconsistent with the Statement of Purpose and core values of 1WAY FM.
- 8) Sponsorship announcements will be produced and presented in a professional quality and form consistent with the programming on the station.
- 9) Individual presenters and members are not entitled to seek sponsorship on behalf of 1WAY FM without the written consent of the General Manager.

- 10) Under no circumstances can staff or presenters accept gifts, products, services or payments in return for promotion of a product, service or business.
- 11) 1WAY FM reserves the right to review sponsorship content and wording in line with the station Statement of Purpose and core values.
- 12) 1WAY FM reserves the right to refuse any paid announcement.

Approved by the Board of Canberra Christian Radio Ltd at its meeting on 19 August 2019