



SPONSORSHIP POLICY

Adopted by The Committee of Management: October 23 2025

1. Introduction

Community radio organisations are required to comply with the Broadcasting Services Act 1992 and conditions imposed under the ACMA Broadcast License. The ACMA in association with the CBAA has developed Codes of Practice to provide guidance to community radio station management. This policy is based on advice contained in CBAA Community Broadcasting Codes of Practice 2025.

2. Essential elements of legislation

We must broadcast no more than 5 minutes of sponsorship announcements in any one hour.

We must tag each sponsorship announcement to acknowledge the financial or in-kind support of the sponsor.

We broadcast no advertisements. Accidental or incidental broadcasting of material that has an advertising character is permitted if it is not paid for in cash or in-kind.

Community information material or community promotional material is not taken to be the broadcasting of an advertisement.

3. Purpose

The purpose of this policy is to minimise the possibility of breaches of the Act by Casey Radio and to give consistent guidance to volunteers.

4. Scope

This policy applies to:

Presenters	CoM Members	Volunteers	Guests	Contractors
✓	✓	✓	✓	

5. Policy

- 5.1. Casey Radio will not broadcast sponsorship more than five (5) minutes in any hour.
- 5.2. All sponsorship will be tagged with one of the following: station sponsor, Casey Radio Sponsor, or sponsored by.
- 5.3. All sponsorship arrangements will comply with the following key elements:
 - 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 influenced by programs or station sponsors, and
 - c. editorial decisions affecting the content and style of overall station programming are not influenced by program or station sponsors
- 5.4. No commercial business or activity may be promoted on air unless they are sponsors of Casey Radio under contract.
- 5.5. All sponsorship arrangements will be recorded on a standard sponsorship contract and signed by the Community Engagement Officer.
- 5.6. The Committee of Management will be advised monthly of any sponsorship changes.

6. Exclusions

- 6.1. Sponsorships must not be accepted from registered political parties or from companies that do not support the family-friendly ethics and programming of the station.
- 6.2. Sponsorship that promotes tobacco or gambling, or pharmaceutical products will not be accepted.
- 6.3. Sponsorship from companies promoting alcohol may be accepted, however the announcements must not;
 - a. promote the misuse of alcohol, or
 - b. be directed towards minors
- 6.4. In the event of a sponsorship proposal raising concerns, the proposal will be passed onto the Committee of Management for a final decision.

7. Production

- 7.1. Sponsorship announcements will be produced and presented in a style and form consistent with the program in which they are to be placed. It is noted that this provision may need to be relaxed in some circumstances.
- 7.2. All announcements must be approved by the Production Manager prior to going to air.

8. Sales

- 8.1. Individual presenters and members are not permitted to seek sponsorship on behalf of Casey Radio without the delegated authority of Casey Radio.
- 8.2. Under no circumstances should presenters accept gifts, products or services or payment in return for promotion of a product, service or business.
- 8.3. Sponsorship rates will be those set down within the sponsorship rate schedule adopted by the Committee of Management, or as otherwise determined by the Committee of Management in association with the Community Engagement Officer, and which may be updated from time to time.
- 8.4. Any contra payment arrangement must be placed before the Committee of Management for approval.
- 8.5. Sponsorships in excess of \$5,000 must be approved by the Committee of Management.
- 8.6. Casey Radio reserves the right to refuse any paid announcement.

9. Procedures to ensure consistent implementation of this policy

- 9.1. Presenters must not preclude any sponsorship announcement pre-loaded into Zetta from playing.
- 9.2. All communication relating to the sponsorship (including emails, proposals etc.) must be provided to the Secretary or saved in an agreed location.
- 9.3. Sponsorship will not commence until a signed sponsorship contract is completed and a copy provided to the Committee of Management (Secretary).
- 9.4. Wherever possible the sponsor will be provided with an opportunity to review the proposed sponsorship text or be provided with an electronic copy of the sponsorship announcement.
- 9.5. A monthly register of sponsorships will be maintained by the Community Engagement Officer. This register will contain key dates, billing rates, promo

commencement date and conclusion, sponsor contact details and any other information deemed necessary.

- 9.6. Sponsorship announcements will be produced at a length of no greater than 30 seconds unless special provision has been made.
- 9.7. The Committee Treasurer will be provided with a copy of the Sponsorship Register to process sponsorship billing.
- 9.8. The records referred to above will be held for five years from the time of being created.

10. Code 4

Code 4 of the Community Radio Broadcasting Codes of Practice 2025 – Material Not suitable for broadcast applies to this policy.

11. Contact information

Should you require further information or assistance please contact the Secretary:
secretary@caseyradio.com.au