

Sponsorship Policy

Narwee Baptist Community Broadcasters Ltd

Compliance with Community Broadcasting Code of Practice – Code 6.6

1. Purpose

This policy aims to ensure that all sponsorship arrangements at Narwee Baptist Community Broadcasters Ltd are transparent, ethical, and compliant with the Community Broadcasting Code of Practice and relevant legislation.

2. Scope

This policy applies to all existing and future sponsorship agreements, announcements, and related activities undertaken by Narwee Baptist Community Broadcasters Ltd.

3. Principles

- Sponsorship is a vital source of funding but must not compromise the station's independence or community focus.
- All sponsorship must comply with the Community Broadcasting Code of Practice, the Broadcasting Services Act 1992, and ACMA guidelines.
- Sponsorship will be managed in a way that is fair, transparent, and accountable.

4. Definition of Sponsorship

- Sponsorship is financial or in-kind support provided to the station in return for the broadcast of sponsorship announcements.
- Sponsorship is distinct from donations, grants, or government funding, which do not require on-air acknowledgment.

5. Sponsorship Announcements

- Sponsorship announcements will be clearly identified as such and distinguishable from editorial content.
- Announcements will not exceed five minutes in any hour of broadcasting, or as otherwise required by the Codes.
- Sponsorship announcements will not promote tobacco, gambling, or other products/services prohibited by law or the Codes.
- Sponsorship will not influence the station's editorial content or programming decisions.

6. Approval and Record Keeping

- All sponsorship agreements must be approved by the Station Manager or Board of Directors.
- A record of all sponsorship agreements and announcements will be maintained for at least two years.
- The station will keep audio recordings of all sponsorship announcements for at least six weeks and make them available to ACMA upon request.

7. Transparency and Disclosure

- Details of sponsorship arrangements will be available to members and to the public upon request.
- The station will not accept sponsorship from individuals or organisations whose activities conflict with the station's values or the Codes.

8. Training and Compliance

- All staff and volunteers involved in sponsorship will receive training on this policy and the relevant Codes.
- Breaches of this policy will be addressed promptly by the Directors.

9. Policy Review

- This policy will be reviewed annually or as required by changes in the Codes of Practice.