



LIVERPOOL-FAIRFIELD COMMUNITY RADIO CO-OPERATIVE LIMITED

ABN 58 832 839 936

Sponsorship Policy

Introduction

Under the Broadcasting Services Act 1992 community broadcasters are not permitted to broadcast 'advertising'. Sponsorship, however, is permitted and this is akin to a limited form of advertising.

This outlines two key requirements of a sponsorship announcement:

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

In line with the community broadcasting Code of Practice (Code 6) 2GLF will ensure 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
- Editorial decisions affecting the content and style of overall station programming are not influenced by program or station sponsors.

Purpose

The purpose of this policy is to ensure compliance with the BSA and the Codes and also to give clear direction on the 2GLF ethos toward sponsorship.

Policy

In addition to the above, all sponsorship shall be subject to the following conditions:

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 provided by the management
3. All sponsorships will be played by presenters in accordance with such contractual agreements and station sponsorship procedures
4. Sponsorship will not be accepted from registered political parties or from companies that promote tobacco or gambling



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5. Sponsorship will not be accepted from persons or groups whose policies or practices are inconsistent with the policies of 2GLF and its license
6. Sponsorship announcements should be produced in a style and form consistent with the policies of 2GLF or as directed by the Board from time to time
7. All payment for sponsorship are to be received in advance and prior to the commencement of broadcasting any sponsorship announcements
8. 2GLF reserves the right to refuse any paid announcement.

Version	Prepared by	Effective date
Version 2.0 Revised	Chris Sparrow	March 2022