



Highland FM 107.1 Co-operative Limited  
PO Box 214  
Bowral NSW 2576  
ABN: 29 487 301 723  
Licensee: Highland FM 107.1  
[www.highlandfm.org.au](http://www.highlandfm.org.au)

## **HIGHLAND FM 107.1 CO-OPERATIVE LIMITED SPONSORSHIP POLICY**

### **BACKGROUND**

Under the Broadcasting Services Act 1992 (BSA) Highland FM 107.1 Co-operative Limited is 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 'Station Sponsor' (Broadcasting Services Act Sch 2, Part 1, clause 2 (2)b)
- There must be a bona fide financial relationship between the sponsor and Highland FM 107.1 Co-operative Limited.

In line with the community broadcasting code of practice (Code 6), Highland FM 107.1 Co-operative Limited will ensure that:

- sponsorship will not be a factor in determining access to broadcasting time
- the content and style of Highland FM 107.1's programs are not influenced by the sponsors of programs, and
- overall programs on Highland FM 107.1 are 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).

### **PURPOSE**

The purpose of this policy is to ensure compliance with the BSA and the Codes Of Practice. It is furthermore to give clear direction on Highland FM 107.1 Co-operative Limited's ethos with relation to sponsorship.

### **POLICY**

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 and approved by the station manager.
3. Sponsorship will not be accepted from companies or organisations that promote tobacco or gambling.
4. Sponsorship from companies or organisations promoting alcohol may be accepted, however the announcements must not:
  1. promote irresponsible use of alcohol, or
  2. be directed towards minors.

5. Sponsorship will not be accepted from person or groups whose policies or practices are inconsistent with the general directions of Highland FM 107.1 Co-operative Limited.
  6. Sponsorship announcements will be produced and presented in a style and form consistent with the program in which they are to be placed.
  7. Individual broadcasters and members are not entitled to seek sponsorship on behalf of Highland FM 107.1 Co-operative Limited without written consent of the station manager.
  8. Under no circumstances can broadcasters accept gifts, products or services of payments in return for promotion of a product, service or business.
  9. Highland FM 107.1 Co-operative Limited reserves the right to refuse any paid announcement.
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