

1. PURPOSE

The purpose of this policy is to ensure that Sonshine complies with the Broadcasting Services Act, the Community Broadcasting Sponsorship Guidelines 2008 and the Community Radio Broadcasting Codes of Practice and to give clear direction to all content producers, on-air presenters and the Sponsorship team as to Sonshine's ethos toward sponsorship.

2. COMMUNITY RADIO BROADCASTING CODES OF PRACTICE

The Community Radio Broadcasting Codes of Practice ("Codes of Practice") are made by the Community Broadcasting Association of Australia in consultation with the ACMA. Sonshine is legally obliged to comply with the Codes of Practice and as an overarching document they will necessarily inform all of Sonshine's Policies.

3. LEGAL CONSTRAINTS

3.1 Under the Broadcasting Services Act 1992 Sonshine is not permitted to broadcast "advertising". However, the broadcast of sponsorship announcements is permitted provided that:

- sponsorship content does not exceed five minutes in any one hour of airtime; and
- each sponsorship announcement is clearly tagged to acknowledge the financial and/or in-kind support of the named sponsor.

3.2 Nothing in the legal framework prevents Sonshine from broadcasting station promotions, community information or community promotions.

3.3 In line with Code 9 of the Community Radio Broadcasting Codes of Practice, Sonshine will ensure that:

- editorial decisions about the content and style of news and journalistic content, individual programs and overall programming are not influenced by sponsors and that we avoid or adequately disclose any conflict of interest; and
- sponsorship will not be a factor in deciding who can access broadcasting time.

4. POLICY

4.1 All sponsorship announcements will comply with the legal constraints outlined above together with the requirements of Code 4 of the Codes of Practice which outlines the type of material not suitable for broadcast on community radio.

4.2 All sponsorship arrangements will be recorded in writing in Sonshine's approved Sponsorship Agreement which is to be approved and signed by the Commercial Director or Operations Director.

4.3 Sponsorship will not be accepted from companies, organisations or individuals that promote political parties or candidates, tobacco, gambling, alcohol or adult services/entertainment.



- 4.4 Sponsorship from companies that provide alcohol as part of their product or service offering (such as restaurants, gift hamper providers, etc) may be accepted, however the announcements must not promote the consumption of alcohol.
- 4.5 Sponsorship will not be accepted from individuals or groups whose policies or practices are inconsistent with the ministry and values of Sonshine and our community of interest.
- 4.6 Sponsorship announcements will be produced and presented in a style and form consistent with the program in which they are to be placed.
- 4.7 On-air presenters must not add anything to sponsorship announcements, such as “give them a call” or repeat telephone numbers/website addresses.
- 4.8 Individual on-air presenters and members of the Association cannot seek sponsorship on behalf of Sonshine without the written consent of the CEO and management.
- 4.9 Sonshine employees and volunteers cannot accept gifts, products or services or payments in return for promotion of a product, service or business.
- 4.10 Sonshine reserves the right to refuse any paid announcement or to refuse to publish or broadcast sponsorship material in its sole discretion.

Document Details

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Document Version Control

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0	25/11/2025	Original approved Policy

Related Documents

Document Type	Document Name
External References	Broadcasting Services Act 1992, Code 4 and Code 9 of the Community Radio Broadcasting Codes of Practice 2025 Community Broadcasting Sponsorship Guidelines 2008.
Policy	1.1 On Air Presenters and Guests Policy 1.2 Programming Policy 1.4 Complaints Handling Policy