

**Vision Australia Radio Sponsorship Policy Document**

This policy outlines the rules and responsibilities regarding sponsorship for Vision Australia Radio. As a community broadcaster, we must comply with the strict sponsorship regulations set by governing bodies, to avoid penalties such as fines or the potential loss of our broadcast licence.

Vision Australia Radio adheres to the **Community Radio Broadcasting Codes of Practice**, with specific reference to **Code 6**, which governs sponsorship within community radio.

**Legislative Context**

Under the **Broadcasting Services Act 1992 (the Act)**, all community broadcasting licensees, including Vision Australia Radio, are required to comply with certain obligations. These obligations pertain to licence conditions, codes of practice, and conditions around broadcasting sponsorship announcements.

**Key Sponsorship Regulations**

1. **Advertising Limitations**  
   Sponsorship announcements are permitted but must adhere to the following limits:
   * Community radio stations cannot broadcast more than **five minutes** of sponsorship announcements per hour.
   * This limit **does not** include community service announcements or station promotional content.
2. **Sponsorship Tagging**  
   Every sponsorship announcement must be clearly tagged to ensure transparency:
   * A **sponsorship tag** is a verbal or written statement identifying the sponsor who has provided support in cash or in kind.
   * The tag must include the name of the individual or organization providing the sponsorship.
3. **Editorial Independence**  
   Vision Australia Radio will ensure that sponsorship does not influence the editorial decisions of its programs:
   * **Program content and style** will not be affected by sponsors.
   * Editorial decisions will be guided by the **information needs** of our target audience, primarily people with a print disability, including those who are blind or have low vision.
4. **Participation in Interviews**  
   Sponsorship will not dictate who can or cannot access broadcast time. Interview participation is based solely on the **relevance and significance** of the content to our audience:
   * Sponsors may participate in interviews, but their **sponsorship status** must be acknowledged during the interview. The content must be relevant to the information needs of our audience.
   * Non-sponsors can also participate in interviews based on the value they bring to the discussion.
5. **Compliance with General Programming Guidelines**  
   Sponsorship announcements must comply with the general programming guidelines outlined in **Code 3** of the [**Community Radio Broadcasting Codes of Practice**](https://www.cbaa.org.au/resource/community-radio-broadcasting-codes-practice).

**Resources and Further Assistance**

For further details about sponsorship regulations, refer to the [**Community Radio Broadcasting Codes of Practice** (Code 6)](https://www.cbaa.org.au/resource/codes-practice-code-6-sponsorship) available on the Community Broadcasting Association of Australia's website ([www.cbaa.org.au](http://www.cbaa.org.au)). If you have any questions or require additional guidance, contact the **Community Broadcasting Association of Australia (CBAA)**:

* Website: [www.cbaa.org.au](http://www.cbaa.org.au)
* Phone: (02) 9310 2999 (Monday to Friday, 9am to 5pm AEST)

**Consequences of Non-Compliance**

Breaches of sponsorship regulations can result in serious consequences, including fines, temporary suspension of broadcast licences, or permanent loss of broadcast licences. Vision Australia Radio is committed to adhering to all relevant laws and guidelines to maintain compliance and uphold the integrity of our service.

This document is intended to ensure that all staff, volunteers, and sponsors understand and adhere to the sponsorship guidelines, ensuring the station operates within the legal framework and maintains its community-focused mission.

