

Sponsorship Policy

EFFECTIVE DATE	27/08/2025	VERSION No.	2.0
DOC #	CM 006	APPLIES TO	All

INTRODUCTION

It is important that a set of principles and guidelines govern decisions that are made concerning sponsorship broadcast on Geelong Christian Media Inc.

Geelong Christian Media Inc. holds a permanent community broadcasting licence issued by the Australian Communications and Media Authority [ACMA].

Our community of interest as defined by ACMA in the issue of this licence is the Christian community, defined in its broadest sense.

SPONSORSHIP

1. Sponsorship content will be limited to five minutes in any hour (Broadcasting Services Act 1992 Sch 2, Part 5 clause 9 (3))
2. Every sponsorship announcement will be "tagged" (Broadcasting Services Act Sch 2, Part 1, clause 2 (2)b)
3. There must be a legitimate financial relationship between the sponsor and the station or program.
4. Sponsorship will not be a factor in determining access to broadcasting time.
5. The content and style of individual programs is not influenced by the sponsors of programs, and overall programming of community broadcasting stations is not influenced by sponsors.
6. Geelong Christian Media Inc. is subject to all the sponsorship and program guidelines and regulations of ACMA which are applicable to community radio stations.

7. Geelong Christian Media Inc. is willing to accept sponsorship from any business or organisation which is a genuine business or organisation conducting a lawful activity, and is honest in its transactions and dealings, and is ethical in the way it operates and, in the products, or services it wishes to promote.
8. Accepting sponsorship does not necessarily mean that Geelong Christian Media Inc. approves or endorses the business, product, service or event.
9. Sponsorship of Christian and church events should conform to these guidelines and the principles outlined in the Introduction.

Authorised:

CEO of Geelong Christian Media Inc.