

The SBS Foundation Terms & Conditions



TERMS AND CONDITIONS

General

1. Special Broadcasting Service Corporation, 14 Herbert St, Artarmon, NSW 2064 ABN 91 314 398 574, Telephone 1800 500 727 (“SBS”) has established a foundation which supports Australian charities and community organisations by providing advertising time to promote their activities (the “SBS Foundation”) by way of community service announcements (“CSAs”).
2. The SBS Foundation intends to provide advertising time on television to promote the activities of selected applicants (“Partner/s”). Applicants will be solely responsible for the production of a broadcast quality 30 second television commercial (“TVC”).
3. Information on how to apply to the SBS to become a Partner of the SBS Foundation (“Partnership”) forms part of these Terms and Conditions. By submitting an application to the SBS Foundation, organisations will be deemed to agree with these terms and conditions.

Eligibility

4. Only Australian charity or community organisations are invited to submit applications. For the avoidance of doubt, none of the following will be considered for Partnership: individuals; commercial entities; organisations whose aims and objectives are not aligned with the SBS Charter; political causes, candidates, organisations or campaigns; existing commercial clients of SBS; organisations that are not Australian entities; organisations whose primary purpose is to influence legislation; or endowments or capital campaigns (e.g. building programs).
5. Organisations whose board, executive or employees include SBS board members, members of SBS’s Community Advisory Committee, employees of SBS or their immediate families, are ineligible.

How to apply

6. To apply organisations must read the SBS Foundation Guidelines and:
 - a. complete and submit an application online via sbs.com/foundation, addressing the selection criteria below (posted applications will not be accepted);
 - b. supply a TVC with their application that satisfies the requirements of clause 19 TVC’s. If a TVC is yet to be created, detailed and costed plans to create a TVC must be supplied which demonstrates (to be determined at SBS’s discretion) your ability to produce a TVC.
 - c. comply with the SBS Foundation Guidelines and these Terms and Conditions.
 - d. Address each of the following points in your application:



1. Provide detailed background information regarding your organisation including ownership, structure, entity, mission, purpose and main activities undertaken.
 2. Demonstrate that your organisation meets the SBS Foundation eligibility criteria.
 3. What are your organisational objectives and how do these align with the objectives of SBS?
 4. How would a campaign on SBS Television support your organisations objectives?
 5. How would you utilise the promotional airtime on SBS TV? Please provide details of your campaign including objectives, plus provide a copy of your TVC (if existing) or your detailed communications plan (if TVC is not yet created) to foundation@sbs.com.au Please note that SBS is not able to provide creative, production creative or production resources to partners.
 6. Information about when, within the partnership period, you would be seeking SBS advertising support, that is, the campaign start date and end date.
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7. Organisations must submit entries online to SBS between 10am AEST Wednesday 11 January 2017 and 5:00pm (AEST) on Friday 9 June 2017 with their Organisation's name address and phone number. The application must be complete and abide by the Guidelines; otherwise the application will not be considered by the SBS Foundation.
 8. Only one application per organisation may be submitted. All applications become and remain the property of SBS.

Selection criteria

9. To be considered, you will need to demonstrate your organisation's: alignment with the SBS Charter; purpose, objective and activities; measurable campaign objectives and plans; need for television promotion; capacity to produce a TVC; and status as an Australian entity.
10. If the applicant does not have a TVC available, SBS will determine, at its discretion whether the TVC production plan sufficiently demonstrates ability to produce the TVC. SBS may request further information in order to make such determinations by but is under no obligation to do so. In the event an applicant has not demonstrated, to SBS's satisfaction, that they will be able to produce a TVC for the advertising campaign, that applicant will not be considered for Partnership.

Partnership and selection

11. All completed applications will be assessed by SBS according to the criteria stipulated in the Guidelines and these Terms and Conditions. Selected Partners will be required to enter into a formal written agreement with SBS on terms set by SBS before they are entitled to receive the advertising time. The selection of Partners is at the absolute discretion of SBS and SBS is not obliged to enter into a formal agreement with any applicant.
12. The successful applicants will be notified by email by 5pm (AEST) Friday 21 July 2017 and published on the SBS website.
13. The Partnership is offered during the period of one (1) year only from 1 August 2017 to 31 July 2018. The promotional activities of the Partnership must be performed between 1 August 2017 and 31 July 2018.



Final Conditions

14. Nothing in this application process and subsequent Partnership will constitute a legal partnership between or joint venture by selected applicants and SBS or its associated entities.
15. The Partnership is not transferable or exchangeable and cannot be taken as cash.
16. SBS accepts no responsibility for any expenses, loss, damages, or injury incurred in connection with taking up the Partnership with the SBS Foundation.
17. SBS assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorised access to, or alterations of applications, and reserves the right to take any action that may be available. If for any reason this application process is not capable of running as planned, SBS reserves the rights in its sole discretion to take any action that may be available, and to cancel, terminate, modify or suspend the process.
18. All details of the application will be used and preserved in accordance with the Australian Privacy Principles. A request to access, update or correct any personal information should be directed to the SBS Privacy Contact Officer. Unless otherwise notified, SBS may use the application for promotional and publicity purposes. Organisations consent to their full names and/or their entries being used in all media by SBS.
19. All CSAs must comply with the relevant laws and SBS editorial requirements, including the SBS Act, Codes of Practice and Editorial Guidelines. The Organiser must include a CAD number on the CSA and ensure the material is not defamatory, in contempt of court; and that all underlying copyright material is cleared.