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ADVERTISING POLICY

Purpose

SHYAC regularly receives requests to advertise or promote particular events, causes and programs to our membership. SHYAC recognises our role in supporting youth arts and providing opportunities to our members. However, as a public, incorporated not-for-profit body SHYAC cannot be seen to support private companies or tutors without some mutual benefit to our members and the organisation itself. This policy outlines the circumstances under which SHYAC is able to advertise or promote outside causes, events and programs to members.

Policy

SHYAC is a not-for-profit body whose activities must benefit members and youth arts in the Southern Highlands. It is this general principles that guide the advertising policy set out below. This policy must be read in conjunction with the SHYAC corporate membership policy and the SHYAC privacy policy.

1. SHYAC will not freely promote via our website or to our membership the activities of commercial organisations or private businesses unless;
 - i. such organisations are corporate members of SHYAC as outlined in our corporate membership policy; or
 - ii. the program or activity is of highly significant benefit to our membership and is approved by the management committee of SHYAC, or delegate, as such; or
 - iii. such organisations are significant supporters or sponsors of SHYAC.
2. All organisations that meet criteria above are limited to **one** advertisement per year included in direct postal or email mailing lists unless such organisations specifically make a payment to SHYAC for other advertisements. The required amount of any payment made under this clause is to be determined by the SHYAC management committee or delegate.
3. Organisations may provide sponsorship or purchase advertising space in programmes relating to SHYAC shows or performances or have such space allocated on the basis of

significant support of SHYAC. The rate and type of such advertisements must be approved by the management committee or delegate.

4. SHYAC may, at its discretion, advertise or promote events or activities by not-for-profit or community-based organisations.
5. The SHYAC management committee or delegate retains the right to refuse any advertisement or promotion by any means to SHYAC members and to seek reparations for advertisements or promotions placed or conducted despite such refusal.
6. All advertisements or promotions conducted through SHYAC channels must be related to SHYAC's core function and activities, or be otherwise approved by the management committee.
7. Failure to abide by this policy by any SHYAC member, staff, committee member or agent may result in any of the following, as deemed by the SHYAC management committee:
 - i. termination of membership;
 - ii. termination of employment;
 - iii. appropriate reparation to SHYAC;
 - iv. legal action where permitted by law;
 - v. other action deemed necessary by the SHYAC committee.