



Australian Government

Civil Aviation Safety Authority

CASA drone safety sponsorship guidelines

The Civil Aviation Safety Authority welcomes requests for a special sponsorship round from organisations or individuals active in promoting remotely piloted aircraft and model aircraft (drone) safety in Australia.

Sponsorship applications will be open 15 January to 12 February 2020.

Program objective

The special sponsorship round aims to improve and raise awareness of the importance of drone safety in Australia's civil aviation sector for the benefit of the wider aviation community.

The relevant part of CASA's legislation is the [Civil Aviation Act \(1988\)](#):

Section 9 (2) CASA also has the following safety -related functions:

(a) encouraging a greater acceptance by the aviation industry of its obligation to maintain high standards of aviation safety, through:

- (i) comprehensive safety education and training programs; and*
- (ii) accurate and timely aviation safety advice; and*
- (iii) fostering an awareness in industry management, and within the community generally, of the importance of aviation safety and compliance with relevant legislation;*

(b) promoting full and effective consultation and communication with all interested parties on aviation safety issues.

Who can apply

The special sponsorship round targets schools, educational institutions, and community and not-for-profit organisations or individuals.

Applications that support a commercial business are unlikely to be supported. However, applications from commercial businesses for initiatives being delivered to members of the public for free, at low cost or not-for-profit may be considered.

Political parties and organisations or those of a political nature are not eligible to apply.

Activities CASA may sponsor

Sponsorship can include financial or in-kind support. CASA will typically sponsor activities such as:

- recreational or industry events – with a specific focus on improving drone safety outcomes through the sharing of knowledge and experience
- workshops and seminars – face-to-face education and training for drone operators
- engagement activities – designed to shape attitudes and behaviour towards drone safety improvements
- educational programs – such as educational courses or campaigns to raise awareness and/or educate industry on specific drone safety matters.

In most cases, sponsorship takes the form of financial support. It could also comprise provision of goods or services, such as information materials and promotional collateral.

In most cases, the total value of CASA sponsorship provided to an individual or organisation is \$5,000 or less.

Activities and costs generally unlikely to receive funding include:

- costs associated with staff training
- activities designed to raise revenue
- activities such as labour expenses, or salaries relating to the normal operations of an organisation or an individual's commercial operation
- activities that require CASA staff participation (e.g. attendance at events or stalls).

Potential applicants can submit questions about their application prior to submission via email to safety.promotion@casa.gov.au

CASA's current drone safety promotion priorities

This special sponsorship round is designed to support and complement CASA's drone safety promotion activities and priorities.

In 2019-20, CASA is particularly interested in receiving sponsorship proposals that support initiatives which promote building awareness and understanding of:

- the drone safety rules and safe flying behaviours
- adoption and uptake of CASA-verified drone safety apps
- the role of CASA in drone safety education and regulation
- distribution of CASA drone safety information products and promotional collateral, including promotion of the campaign website www.knowyourdrone.gov.au and @KnowYourDrone Facebook page.

CASA may also consider sponsorship applications for activities outside these priorities, where the activities have a strong safety focus, address known risk factors and/or lead to improved aviation safety.

Sponsorship criteria

CASA will base its decisions on whether to provide sponsorship on the following criteria:

- the total amount of funding available, and whether there is sufficient funding on balance with other applications, to support the activity
- alignment with CASA's current drone safety promotion
- the expected safety benefits
- the potential reach (or size of the audience) relative to the cost
- appropriate acknowledgement of CASA's support and commitment to a collaborative relationship
- no actual, potential, or perceived conflict of interest for either CASA, or the organisation being sponsored
- provision of a final report to CASA on the effectiveness of the funding (see obligations below).

Recipient obligations

In return for sponsorship, CASA requests acknowledgement of support. This must also include, as appropriate:

- acknowledging CASA's contribution, for example, by displaying logos, making mention in social media posts or communications
- providing exhibition space/stand or displaying CASA information materials to participants
- allowing CASA to promote the activity, for example, by providing images or photos (with signed photo release forms)
- providing CASA with the opportunity to collaborate on editorial and social media content regarding the activity.

Sponsorship recipients must keep proper accounting records for all activity costs. As a recipient of public monies, recipients are obliged to provide a final report on the financial and outcomes of the activity undertaken.

Applying for CASA sponsorship

All applications must be submitted via a [sponsorship application form](#) available on the CASA website, within the specified time frame.

Applications will be assessed on the information provided in the form only.

Information provided should include:

- a description of the organisation/individual applying for the sponsorship (including whether the applicant is a not-for-profit entity)
- a description of the activity
- whether any airspace applications will need to be made to CASA to allow the event to proceed
- the drone safety messages to be conveyed
- the expected number of participants, people affected or reached
- the amount of money and/or in-kind contribution sought
- any proposals for CASA acknowledgement of support
- proposed promotional activity of the initiative or opportunities to reach participants
- the contact person name, email address, phone number.

CASA will acknowledge receipt of applications within 10 working days and advise applicants on the outcome of their application within 60 days of the closing date.