

Adopted: 1999

Review Date: June 2019

Reviewed and Amended: May 2016

Sponsorship and Advertising

RATIONALE

Sponsorship, donations and advertising from individuals, groups or organisations outside the Department of Education and Training can provide valuable student support and resources for the school. These contributions should improve learning for students. The collection of sponsorships and any funds raised from them should be overseen by the Finance Committee and/or the appropriate sub-committee of the School Council.

AIMS AND IMPLEMENTATION

A wide range of school activities are potentially available for sponsorship.

- Preference should be given to local organisations within our feeder areas where a number of potential sponsorships of a similar kind are being considered.
- Sponsorship arrangements will not influence School Policies or Ethos. Sponsor products should be consistent with School Policies in relation to enhancing students, health, welfare and/or educational opportunities.
- The level of exposure is to be negotiated between the sponsor and the school's Finance Sub-Committee.
- The Finance Sub-Committee, on behalf of the School Council, must approve all sponsorship and advertising arrangements involving the school. This would occur following discussions with appropriate school community members.
- There will be no charge to non-profit community organisations or individuals to advertise through the school newsletter.
- Advertising and notices will be placed in the newsletter subject to approval, time lines, layout and availability of space.
- Income from sponsorship or advertising will not provide a revenue source for core budgets. Rather it will add to ancillary or non-essential areas and therefore protect the viability of ongoing programs.

EVALUATION

This Policy will be reviewed as part of the school's three year review cycle .