

Flemington Primary School Advertising and Sponsorship Policy



1. PURPOSE AND RATIONALE:

Flemington Primary School supports appropriate relationships with organisations, individuals, business and other government agencies in relation to advertising and sponsorship arrangements. These arrangements must be consistent with the school's policies, values, priorities or objectives and support the School's goals and objectives and increase the effectiveness of the school's strategic programs.

The purpose of this policy is to provide guidelines for the promotion of products or services to students, parents, and the community at Flemington Primary School and at school-related activities.

2. POLICY STATEMENT:

To establish clear guidelines whereby the School only communicates to the School community advertising and sponsorship material that:

- is from reputable organisations with a positive public image
- is of direct interest or benefit to students, their families or the wider School community
- enhances student learning
- is consistent with the school's policies, values, priorities or objectives
- supports the school's goals and objectives
- increases the effectiveness of the school's strategic programs
- does not generate undue pressure on children, families or schools to purchase particular products or services, or to adopt particular beliefs, attitudes or courses of action
- does not involve endorsement of products or services by the school

3. DEFINITIONS:

- **Advertising or sponsorship** - is the activity of attracting public attention to a product, service, or business, through print, broadcast, signage, banners, logos or electronic media at the School or at school functions and events.

This policy does not cover / include:

- a grant, including money, goods or other benefits provided to the recipient for a specified purpose, but with no expectation of attaining rights or benefits
- a bequest that has no obligations on the school and offers little or no rights or benefits to the provider

4. ACTION GUIDELINES:

- The School has strong partnerships with sponsors and local businesses which we seek to strengthen and grow
- The Principal and/or Assistant Principal are responsible for assessing all advertising and sponsorship proposals for merit and appropriateness and they will reject a proposal if they determine it inconsistent with the objectives of the School as outlined in this policy
- All advertisers and sponsors will be properly and publicly recognised. The Principal and/or Assistant Principal will be responsible for approving the location and wording of any signs, messages or other recognitions for sponsors and advertisers
- The Principal and Assistant Principal shall refer to the indicative sponsorship matrix in determining the type and amount of public recognition associated with sponsorship
- The Principal must refer any large (over \$2,000) advertising or sponsorship opportunities to School Council for endorsement. Similarly, the Principal must seek endorsement from School Council with regards to advertising or sponsorship opportunities that may have the potential to be perceived as controversial
- Any fees or charges related to advertising or distribution must be paid prior to distribution
- Goods and services are acceptable forms of payment for advertising and / or sponsorship. In calculating the amount and type of recognition, the monetary equivalent of the goods or services will be used as a proxy
- Any educational materials provided as part of advertising or sponsorship should be clearly identified as being those of the advertiser / sponsor

4.1 Newsletter

- All advertising requests must be received by the Monday prior to the publication of the School Newsletter and will be included if space is available
- Supply of all distribution materials will be the responsibility of the advertiser and be provided in bundle sizes advised by office staff

4.2 Inappropriate Advertising or Sponsorship

Flemington Primary School considers the following classes of activity or organisations as inappropriate for the purposes of advertising or sponsorship:

- political parties, tobacco companies, gaming venues, companies involved in the sale/promotion of alcohol, companies involved in the sale/promotion of firearms
- religious organisations or religious activities
- unregistered charities and not-for-profit organisations

4.3 Open and Effective Competition

In seeking sponsorship opportunities, the process needs to be fair, giving everyone the opportunity to express interest. The Principal can decide which sponsorship opportunities should be open to expressions of interest.

4.4 School Principal and/ or School Council Discretion

The School Principal and/ or School Council will retain absolute discretion regarding the advertising and sponsorship decisions and will exercise this where it considers in all circumstances it is appropriate and consistent with the School's values and goals.

The Principal or School Council President may cancel at short notice any arrangement made which appears subsequently to no longer be in the interests of the school image or ethos. In the event of a cancellation the school will provide a pro rata refund.

5. MONITORING, REPORTING AND REVIEW:

- Rates for any paid advertising will be approved by School Council and reviewed on a regular basis
- The Finance Committee will provide an annual review of advertising and sponsorships received and report this to the school council
- The Indicative Sponsorship Matrix will be reviewed annually by the Principal and Assistant Principal
- Copies of all documents relating to advertising and sponsorship arrangements will be made available (if requested) to DET or for audit purposes

6. RELATED POLICIES AND DOCUMENTS:

- Cash handling policy
- Electronic Funds Management Policy
- Privacy Policy

7. REFERENCES:

- Department of Education and Training - Sponsorship page
<https://www.education.vic.gov.au/school/principals/spag/community/Pages/sponsorship.aspx>
- Department of Education and Training School policy – Advertising
<https://www.education.vic.gov.au/school/principals/spag/management/Pages/advertising.aspx>
- Victorian Government Sponsorship Policy
<https://www.vic.gov.au/sponsorship>

8. REVISION HISTORY:

This policy was ratified by School Council in on Monday the 25th of November, 2019.

It will be reviewed as determined by School Council or every 3 years.