



Elwood Primary School No 3942

Scott Elwood 3184 Telephone 9531 2762 Fax 9531 5497

ADVERTISING

(Newsletter, Community Link, Apps, Website & Notice Boards)

PURPOSE

1. To disseminate useful information to the school community.
2. Provide guidelines for the most appropriate content medium for agreed/regulated advertising eg newsletter, community link, website.

GUIDELINES

1. The school holds editorial responsibility for items to be included in the school Newsletter, Community Link, App, Website and on notice boards.
2. Only items which lead to direct benefit to students, as determined by the Principal, are included in the Newsletter or made available to classes.
3. The Principal is responsible for school communication including editing of the Newsletter and Community Link, as well as the Website and App.

IMPLEMENTATION

1. The following items can be included at no cost.
 - a. *Local Government Schools information*
 - b. *Ads from Sponsors approved by Communications & Marketing sub committee*
 - c. *Hirers of facilities: Cost included in Hire*
 - d. *Parent: Lost/Found: Display on noticeboard*
 - e. *Parent: For Sale: Display on noticeboard*
 - f. *Display of Community Posters: Display on noticeboard*
 - g. *City of Port Phillip*
 - h. *Preschools*
 - i. *Sporting/ not-for-profit groups*
 - j. *Activity groups for children run by parents on non-commercial basis*
 - k. *Self-help activity groups for parents – sport or the arts - run by EPS parents on non-commercial basis*
 - l. *Distribution of prepared flyers: hard copy flyers may be brought to the office already pre-packaged in the numbers as determined by office staff plus an electronic flyer or advertisement in PDF format.*
2. Any other items may be included at Principal's discretion.
3. The Principal reserves the right to edit content of submission for formatting and size requirements.

RESOURCES:

Sponsorship Policy

Policy History

| Version Approval Date: | Summary of changes: | Next Review: |
|------------------------|-----------------------------------|---------------------------|
| September 2010 | Amendments made, council approved | 3 year cycle or as needed |
| September 2015 | Amendments made by Sub Committee | 3 year cycle or as needed |