



Elwood Primary School No 3942

Scott Street Elwood 3184

Telephone 9531 2762

Fax 9531 5497

PROGRAM: SPONSORSHIP

PURPOSE:

1. To acknowledge that educational opportunities for students can be enhanced through actively seeking sponsorship arrangements with business/industry and community groups to augment school funding and resourcing.
2. To ensure that arrangements reflect a public image that is consistent with the values, goals and policies of the Department of Education & Training (DET) current legislation, the school and the local school community.
3. To acknowledge the mutual benefit of business/community groups exercising their social responsibility in developing supportive relationships with schools.

BROAD GUIDELINES:

1. The term 'business' encompasses industry and other commercial activity. The term 'community' includes community services organisations, other educational institutions, local government, 'not for profit' groups and other philanthropic bodies.
2. Sponsorship arrangements must directly contribute to enhancing educational opportunities for students or have some educational purpose in accordance with the school Strategic Plan.
3. Sponsorship should be accepted only from business/industry whose business does not in any way devalue the community ethos or values or goals of the school curriculum.
4. Sponsorship is to be coordinated across the whole school. It is not to be managed by interest groups or by single or group year level parent bodies.
5. Sponsorship arrangements should not compromise the values of the school or its leadership and management independence.

IMPLEMENTATION:

1. Guidelines/criteria are developed by the Communications & Marketing sub committee to determine the parameters of sponsorship, and are reviewed annually.
2. Sponsorship sources or offers, including proposed advertisements, are assessed and approved by the Communications and Marketing sub committee and Principal in consultation with School Council members. Office staff are notified of approval.
3. Competition Policy Guidelines must not be violated ie should not restrict the choice of parents and students in the purchasing of goods and services.
4. It must be made clear that acceptance of sponsorship does not confer the school's endorsement of the product.
5. Approved sponsors may place one advertisement per term in the school newsletter/ community link or as required by event.
6. 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.
7. Copies of all documents related to sponsorship must be made available (if requested) to DET or for audit purposes.

RESOURCES:

Schools Reference Guide
Advertising 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	Reviewed and amendments made sub committee	3 year cycle or as needed