



# Elwood Primary School No 3942

Scott Street Elwood 3184 Telephone 9531 2762 Fax 9531 5497

## Advertising and Sponsorship of the School

### PURPOSE:

1. To acknowledge the mutual benefit of business/community groups exercising their social responsibility in developing supportive relationships with DET schools
2. To ensure that arrangements reflect a public image that is consistent with the values, goals and policies of the Department of Education and Training (DET) current guidelines, the school and the local school community
3. To disseminate useful information to the school community
4. Provide guidelines for the most appropriate content medium for agreed/regulated advertising such as newsletter, community link, school website

### DEFINITIONS ACCORDING TO DET:

1. **Sponsorship preamble:** Sponsorship provides an opportunity to promote the work of the DET and can help the school to communicate with specific target audiences within the community. Sponsorship is defined as an investment in either cash or kind, which results in benefits for the sponsoring and sponsored party.  
**Definition as stated in the Victorian Government Sponsorship Policy:**
  - The purchase of rights or benefits, including naming rights, delivered through association with the sponsored organisation's name, products, services or activities. The rights or benefits typically relate to the sponsor's reputation management or communication objectives.
  - Sponsorship includes partnership arrangements, except where the arrangement is governed by the Partnerships Victoria Policy or otherwise involves the development or management of infrastructure.
  - Sponsorship does not include grants, which are money, goods or other benefits provided to the recipient for a specified purpose, but with no expectations of attaining rights and benefits of the kind outlined above.
  - Sponsorship does not include bequests which impose no obligations on the recipient and offer little or no rights or benefits to the provider.
  - Sponsorship does not include the sale of advertising space, editorial comment, or advertorials.
2. **Advertising preamble:** School councils may enter into licence arrangements with third parties to install advertising billboards or signage on school land provided that the advertisement is for the purposes of educational, recreational, sporting or cultural activities for students, the local community or young persons as set out in the *Education and Training Reform Act 2006*.  
**Policy Statement as stated in the Victorian School Building Authority:**
  - Licence arrangements may include advertisements for a not-for-profit community centre, local sports club, or local kindergarten.
  - Schools should assess the purpose of advertising signage on a case by case basis to ensure it is permitted under the Act.
  - Content of advertisements on school land must be appropriate for children (aged 0-18 years) and cannot depict nudity, sex, violence, horror, or crude language.
  - Schools should also take into account:
    - ✓ the values and views of the school community
    - ✓ the type of organisation and services provided through the advertisement
    - ✓ the consequences of advertising products such as junk food and cosmetics to children and young people.
  - Schools must not facilitate advertisements that involve political parties, tobacco companies, gaming venues or companies involved in the sale or promotion of alcohol.
  - Schools must comply with structural requirements as per *Advertising on School Sites Policy Nov 2014*

## IMPLEMENTATION:

- Our school has strong partnerships with numerous donors, sponsors and local businesses which we seek to strengthen, grow and share amongst the broader school community.
- Advertising and sponsorships will only be accepted from individuals, businesses or organisations that are consistent with DET guidelines, and our own high standards.
- Advertising and sponsorships will generally not be accepted from an individual, business or organisation that is a direct or indirect competitor of an existing school sponsor etc.
- The principal is initially responsible for accepting or declining advertising or sponsorship opportunities.
- The principal must refer any large (over \$1000) advertising or sponsorship opportunities to school council for endorsement. Similarly, the principal must seek endorsement from school council with regards and advertising or sponsorship opportunities that may have the potential to be perceived as controversial.
- The principal and school council may use the Sponsorship Checklist (Appendix 1) as a guide to help identify and possible risks associated with the sponsorship.
- School council expects all donors, advertisers and sponsors to be properly and publicly recognised. The principal will be responsible for approving the location and wording of any signs, messages or other recognitions for donors, sponsors and advertisers.
- Neither the school principal nor the school council endorse or promote any product or service associated with a donation, sponsorship or advertising.
- Individuals associated with the school are not to solicit for donations or sponsorships etc without the prior approval of the principal.

## RESOURCES:

- DET Sponsorship and Policy Guidelines Aug 2010
- Victorian Government Sponsorship Policy  
(<http://www.education.vic.gov.au/Documents/school/principals/spag/community/sponsorpolicyg.pdf>)
- Section 4 of the Victorian Government Sponsorship Policy
- Code of Conduct for the Victorian Public Sector
- Privacy Information Act 2000
- DET Sponsorship Policy template  
(<http://www.education.vic.gov.au/school/principals/spag/community/Pages/sponsorship.aspx>)
- Advertising on School Sites Policy – Victorian School Building Authority

## POLICY HISTORY

Version Approval Date:	Summary of changes:	Next Review:
September 2010	Amendments made, council approved Advertising Policy	3 year or as needed
September 2015	Amendments made by Sub committee on Advertising Policy	3 year or as needed
September 2010	Amendments made, council approved Sponsorship Policy	3 year or as needed
September 2010	Amendments made, by Sub Committee Sponsorship Policy	3 year or as needed
July 2017	Advertising and Sponsorship Policies amalgamated, reviewed and amended by Sub Committee	

**APPENDIX 1:**  
Sponsorship Checklist

The sponsorship proposal aligns with the school's Advertising and Sponsorship policy.	Yes/No
The sponsor represents a reputable organisation and is consistent with the ethos and values of the school.	Yes/No
The type of products or services the sponsor markets and the marketing methods used are consistent with the ethos and values of the school.	Yes/No
The sponsorship positively enhances the school's image and there is no possibility of damage to the school's reputation and image.	Yes/No
There is a sponsorship agreement with: <ul style="list-style-type: none"> <li>• clear rationale of purpose of sponsorship</li> <li>• defined roles and responsibilities</li> <li>• clearly articulated terms and conditions</li> <li>• benefits for all parties</li> <li>• the duration of sponsorship</li> <li>• termination conditions and</li> <li>• evaluation</li> </ul>	Yes/No
The sponsorship agreement does not imply that a product or service is recommended by the school.	Yes/No
The Principal and School council has approved the sponsorship agreement.	Yes/No
Privacy of students, their families and school staff is not compromised by the proposal.	Yes/No
The relationship between the school and sponsors is conducted in a transparent manner and would be able to stand up to public scrutiny and maintain public trust.	Yes/No
The extent of acknowledgement provided to sponsors is consistent with the level of sponsorship.	Yes/No
Acceptance of the sponsor's products or services will not give the sponsor exclusive rights in relation to the school or student activities.	Yes/No
Other corporate connections to the sponsor will not damage the school's reputation and image.	Yes/No
An evaluation process at the conclusion of the sponsorship has been developed.	Yes/No
The sponsor has adequate insurance cover.	Yes/No
A financial viability check has been conducted and there are no potential financial risks identified.	Yes/No
There is no conflict of interest and no personal benefits can be received by school staff and school council members.	Yes/No