

## Rationale

- Westgarth Primary School recognises the mutual benefits that can be gained from developing positive and purposeful partnerships with organisations and businesses that exist within the wider school community.
- Participation in advertising and sponsorship will not generate pressure on children, families or schools to purchase particular goods or services, subscribe to particular beliefs or attitudes or pursue particular courses of action.

## Aims

- To develop positive and purposeful partnerships with organisations and businesses that exist within the wider school community.

## Actions

### *Implementation*

- The Executive of School Council, comprising of the School Principal, School Council President and School Council Treasurer, will investigate and negotiate all potential sponsorship and advertising arrangements.
- The Executive of School Council will provide School Council with details of any sponsorship or advertising proposals, and seek School Council approval before finalising any partnership arrangements. Any pecuniary interests by school councillors must be declared to School Council at the time of the submission of the proposal.
- All sponsorship and partnership arrangements will be considered on merit, and decisions will be made on an individual basis.
- When considering potential advertising and sponsorship arrangements, the Executive Committee is required to adhere to the following guidelines:
  - Sponsorship and advertising will be with organisations and companies where a clear and demonstrable benefit for the students and the school's programs can be guaranteed.
  - Sponsorship and advertising arrangements must take into account the values and views of the school community as well as the school policies
  - Sponsorship and advertising arrangements will only be entered into with organisations and companies that have a positive public image, and are associated with products and services appropriate for Westgarth Primary to align itself with. Consideration will be given to:
    - the type of products or services the organisation markets

Approval date:	Approved by:	Next Review:	Page:
May 2017	School Council	May 2021	1 of 3

- the marketing methods the organisation employs
- the impact its products and processing have on issues such as the environment
- it's public image as an employer, acceptability to the community and general reputation as a business.
- Westgarth will not enter into arrangements that involve political parties, tobacco companies, gaming venues, companies involved in the sale/promotion of alcohol, and organisations involved in offensive or inappropriate activity
- Arrangements must not be entered into with companies that seek information from the school that would contravene the Information Privacy Act 2000
- Sponsorship arrangements that contain restrictions regarding the school's ability to purchase goods and services freely, or restrict the school's ability to make choices in any way, will be avoided.
- In considering a sponsorship or advertising arrangement the Executive of School Council will consider the Checklist for Sponsorship as outlined in Victorian Government's Schools Policy and Advisory Guide.
- Each individual sponsorship relationship will be monitored and maintained by the principal or his/her representative.
- Information relating to the sponsorship will be stored in an easy and accessible format for audit purposes.
- Each individual sponsorship arrangement will be reviewed on an annual basis.

### ***Advertising in the school newsletter***

- Advertising in the school newsletter does not require approval of school council.
- There will be no charge for community service announcements
- Advertisements from for-profit businesses will be in return for a fee, proportionate to the size of the advertisement

### ***Acknowledgement***

- The level of acknowledgement provided to sponsors should be consistent with the level of sponsorship. This acknowledgment must be in a form which can be positively associated with enhancing education outcomes and the public image of the school must be considered at all times.
- Providing external organisations with naming rights for a Government asset, event or initiative in return for their sponsorship must be first authorised by the Minister and the risk posed by this action must be seriously considered.

Approval date:	Approved by:	Next Review:	Page:
May 2017	School Council	May 2021	2 of 3

- While forms of acknowledgement may vary, some examples that could be considered include:
  - placement of a plaque or notice in a format that has the prior approval of the sponsor, for the duration of a sponsored activity or for an agreed period of time
  - public display at functions of temporary signage acknowledging the sponsorship
  - acknowledgement of the sponsorship in newsletters (e.g. advertisement) or speeches
  - a letter of appreciation to the sponsor
  - attendance by the sponsor at school functions and an opportunity for the sponsor to make an address or present an award.
- Acknowledgement does not sanction endorsement of the sponsor, their services or products.

### ***Evaluation***

- This policy will be reviewed as part of the school review cycle.

### **Other related policies**

This policy represents a policy within a package of policies covering fundraising. The over-arching related policy comprises:

- Fundraising

Refer to our WPS website [school policies](#) section.

Approval date:	Approved by:	Next Review:	Page:
May 2017	School Council	May 2021	3 of 3