



Advertising & Sponsorship Policy

Rationale:

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

Definitions:

“Advertising” or “promotion” in the KPS context 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.

Aims:

Kew Primary School recognises the mutual benefits from developing positive and purposeful partnerships with organisations and businesses that exist within the wider school community.

Kew Primary School aims to attract sponsorship for events and activities to raise funds for the school while not associating itself with unsuitable sponsors and their products.

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.

Implementation:

The Principal and/or Assistant Principal are responsible for assessing all advertising and sponsorship proposals for merit, appropriateness and compliance with the Checklist for Sponsorship in the Victorian Government School Reference Guide. They will reject a proposal if they determine it inconsistent with the objectives of the School as outlined in “Aims” above.

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.

The Principal and/or Assistant Principal have the authority to approve up to \$1,000 paid advertising in or on programs; signage, banners and newsletters provided all the conditions are met within the guidelines of this policy.

The School Council must endorse the Principal and/or Assistant Principal’s approval of advertisement for products or services exceeding \$1,000. Any pecuniary interests by school councillors must be declared to School Council at the time of the submission of a proposal.

Prior approval must be sought from the Principal and/or Assistant Principal before soliciting advertising/sponsorship.

Arrangements must not be entered into with companies directly involved with tobacco or alcohol products and/or any other products considered to be harmful to children and parents.

The Principal and/or Assistant Principal are responsible for advertising which is located or distributed in or on school grounds.

The School may acknowledge an approved donation it has received from an organisation by displaying a “donated by,” “sponsored in part by,” or a similar by-line with the organization's name and/or symbol on the item.

Advertisements in School publications or on school property do not constitute approval and/or endorsement of any product, organisation, or activity.

Advertising revenues must be accounted for through Cases 21 and reported to the School Council Treasurer. The Treasurer must report these to the School Council and make a periodic report to the School Council regarding the scope and amount of such revenues as part of the Finance report.

References:

- Checklist for Sponsorship in the Victorian Government School Reference Guide
- Victorian Education and Training Reform Act 2006
- Victorian Government Sponsorship Policy.

Further information can be obtained from the DEECC School Policy and Advisory Guide.

Evaluation:

This policy will be reviewed as part of the school's three year review cycle.

This policy was last ratified by School Council on August, 2017.