



MOONEE PONDS WEST PRIMARY SCHOOL SPONSORSHIP POLICY

FINAL AUGUST 2014

1. Purpose

1.1 Moonee Ponds West PS 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.

1.2 It is understood by the wider school community that 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.

2. Aims

Sponsorship provides an opportunity to promote the work of the Department of Education and Early Childhood Development (DEECD) and can help you to communicate with specific target audiences within the community. Sponsorship is generally defined as an investment in either cash or kind, which results in benefits for the sponsoring and sponsored party. Many now view sponsorship as a highly credible method of communication and particularly effective when the message is strongly related to the sponsorship activity.

3. Guidelines for Action

3.1 The Executive of School Council, comprising of the School Principal, School Council President and School Council Treasurer, or delegated representative will investigate and negotiate all potential sponsorship and advertising arrangements.

3.2 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 or related party relationships by school councillors or community members must be declared to School Council at the time of the submission of the proposal. The agreement must specify the roles and responsibilities of each party to the agreement, and the nature and level of acknowledgment be given to the sponsor.

3.3 All sponsorship and partnership arrangements will be considered on merit, and decisions will be made case by case basis.

3.4 When considering potential advertising and sponsorship arrangements, the Executive Committee and any delegates of School Councils required to adhere to the following guidelines:

3.4.1 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.

3.4.2 Acceptance of a sponsor's product or service shall not be a condition of an individual student's participation in sponsored activities.

3.4.3 Sponsorship and advertising arrangements must take into account the values and views of the school community as well as the school policies. Where School Council deems that a particular offer of sponsorship or

promotion is likely to cause controversy within the School community the School Council will defer a decision until such time as the views of the members of the School community have been properly canvassed.

3.4.4 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 a school to align themselves with. Consideration will be given to:

- the type of products or services the organisation markets
- the marketing methods the organisation employs
- the impact its products and processing have on issues such as the environment and social welfare.
- it's public image as an employer, acceptability to the community and general reputation as a business.

3.4.5 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.

3.4.6 Arrangements must not be entered into with companies that seek information from the school that would contravene the Information Privacy Act 2000.

3.4.7 Arrangements must not be entered into with companies who invest in and/or own pokie machines and gambling venues.

3.5 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.

3.6 In considering a sponsorship or advertising arrangement the Executive of School Council will consider the Checklist for Sponsorship as outlined in the Victorian Government School Reference Guide.

3.7 Each individual sponsorship relationship will be monitored and maintained by the principal or his/her representative and reviewed annually by Resources Subcommittee with a report to School Council for ratification.

3.8 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.

Evaluation

Endorsed by School Council (date) 2014.

This policy will be reviewed annually. (Term 1 each year)

Definitions

Sponsorship is 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.

Further information

Department of Education and Early Childhood Development (DEECD) Sponsorship Policy and Guidelines

<http://www.education.vic.gov.au/Documents/school/principals/spag/community/sponsorpolicyg.pdf>

Sponsorship and Victorian Government Schools- Sponsorship Checklist (DEECD website)

Victorian Government Sponsorship Policy

<http://www.dpc.vic.gov.au/index.php/resources/communication-old/advertising-and-communications-guidelines/victorian-government-communication-guidelines/policies-and-guidelines/sponsorship-policy-introduction-application-and-definitions>

Other related policies

Information Privacy

<http://www.education.vic.gov.au/school/principals/spag/governance/Pages/privacy.aspx>

Partnerships

<http://www.education.vic.gov.au/school/principals/spag/community/Pages/partnerships.aspx>

Endorsed by School Council 15th December 2014