

SPONSORSHIP POLICY

1 Rationale

- 1.1 Malvern Central School (The 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.
- 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

- 2.1 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.

3 Implementation

- 3.1 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.
- 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 by school councillors must be declared to School Council at the time of the submission of the proposal.
- 3.3 All sponsorship and partnership arrangements will be considered on merit, and decisions will be made on an individual basis.
- 3.4 When considering potential advertising and sponsorship arrangements, the Executive Committee is 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 Sponsorship and advertising arrangements must take into account the values and views of the school community as well as the school policies
 - 3.4.3 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
 - it's public image as an employer, acceptability to the community and general reputation as a business.

- 3.4.4 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.
- 3.4.5 Arrangements must not be entered into with companies that seek information from the school that would contravene the *Information Privacy Act 2000*.
- 3.4.6 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.
- 3.5 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.
- 3.6 Each individual sponsorship relationship will be monitored and maintained by the principal or his/her representative.
- 3.7 Information relating to the sponsorship will be stored in an easy and accessible format for audit purposes.
- 3.8 Each individual sponsorship arrangement will be reviewed on an annual basis.

Definition - sponsorships

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.

A sponsorship is not:

- a grant, including money, goods or other benefits provided to the recipient for a specified purpose, but with no expectation of attaining rights or benefits as outlined above
- a bequest that has no obligations on the school and offers little or no rights or benefits to the provider
- the sale of advertising space, editorial comment or advertorials.

Resources:

- DET School Policy & Advisory Guide - Retrieved 29 September, 2015, from

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

DET Sponsorship Tools and Resources -

<http://www.education.vic.gov.au/school/principals/spag/community/Pages/sponsorship.aspx#1>

Evaluation

This Policy will be reviewed as part of the School's three-year review cycle.

- Review Date: 2019

This Policy was last ratified by School Council in: November 2016