



SPONSORSHIP POLICY

St Leonards 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.

PURPOSE

This policy is designed to ensure that advertising and sponsorship arrangements in which St Leonards Primary School engages with the local business community will not generate misunderstandings regarding the nature of the sponsorship arrangements.

SCOPE

- To ensure it is understood by the wider St Leonards Primary School community that participation in advertising and sponsorship will not generate pressure on children, families or St Leonards Primary School to purchase particular goods or services, subscribe to particular beliefs or attitudes or pursue particular courses of action.
- To seek sponsorship opportunities that will benefit St Leonards Primary School through monies raised to deliver additional learning opportunities, programs for students and improve school amenities.

POLICY

St Leonards Primary School Council will investigate and negotiate all potential sponsorship and advertising arrangements.

The Executive of St Leonards Primary School Council (Principal, School Council President and School Council Treasurer) will provide School Council with details of any sponsorship or advertising proposals, and seek School Council approval before finalising any partnership or advertising arrangements. Any pecuniary interests by school councillors must be declared to School Council at the time of the submission of the proposal.

When considering potential advertising and sponsorship arrangements, the Executive Committee is required to adhere to the following guidelines:

- All sponsorship and partnering arrangements will be considered on merit.

Sponsorship and advertising will be with organisations and companies where there is a clear and demonstrable benefit for the students and the schools' programs.

Sponsorship and advertising arrangements must take into account the values and views of St Leonards Primary School community as well as St Leonards Primary School policies.

Sponsorship and advertising arrangements will only be entered into with organisations and companies that have a positive public image, and whose products and services align with St Leonards Primary School values. 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 environment
- its public image as an employer, acceptability

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 or in contravention of school policy.

Arrangements must not be entered into with companies that seek information from St Leonards Primary School that would contravene the information Privacy Act 2000.

Sponsorship arrangements that contain restrictions regarding St Leonards Primary 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 St Leonards Primary School Executive of School Council will follow the guidelines as outlined in Appendix 1.

Each individual sponsorship relationship will be monitored and maintained by the Principal or her representative.

Information relating to the sponsorship will be stored in an easy and accessible format for audit purposes.

Where necessary, individual sponsorship arrangements will be reviewed on an annual basis.

St Leonards Primary School Council will determine the manner of acknowledgement and the media to be used in any sponsorship arrangements.

REVIEW CYCLE AND EVALUATION

This policy was last ratified by School Council in November 2020 and is scheduled for review in November 2021.

APPENDIX 1

Principles of sponsorship management

- Ensuring probity
- Achieving efficiency and effectiveness
- Maintaining transparency and accountability
- Implementing effective risk management

DET Priorities

- contributes to advancement of Victorian whole-of-government priorities, this may include:
 - promotes educational outcomes
 - creates employment opportunities for local or regional business
 - promotes opportunities to industry
 - develops export markets and attracts investment
- supports DET's goals and objectives
- increases effectiveness of DET's strategic programs
- communicates key messages to target audiences
- engages or builds relationships with key stakeholders

Inappropriate Activities

- activities aimed at delivering or replacing core DET or agency services
- values, products, purposes or objectives which are inconsistent with DET's
- political parties, tobacco companies, gaming venues, companies involved in the sale/promotion of alcohol, companies involved in the sale/promotion of firearms
- companies that encourage unhealthy food choices by young people
- religious organisations or religious activities
- charities and not-for-profit organisations not registered with the Australian Charities and Not-for-profits Commission
- organisations or companies that are financially unsound or unstable
- agencies with inspectorial or regulatory powers over DET
- sponsors requiring DET to directly endorse or promote its products/ services
- any activity in breach of the Code of Conduct for Victorian Public Sector employees or (for school councils) the Code of Conduct for Directors of Victorian public entities

Forms of sponsorship

Incoming

- Placement of a plaque or notice
- Temporary signage acknowledging the sponsorship
- Acknowledgement in newsletters
- Letter of appreciation
- Inclusion of a by-line, forward or advertisement

Outgoing

- Public acknowledgements
- Logo placement and signage
- Speaking engagement
- Social media posts
- Opportunities to network

Requirements

- St Leonards Primary School must undertake sponsorships in an ethical and fair manner and disclose all conflicts of interests
- Sponsorship agreements must have end dates
- St Leonards Primary School must maintain and record sponsorship register for all sponsorships
- All sponsorships above \$25,000 need to be approved by Regional Director, Executive Director of Communications and submitted to the Communications team
sponsorship@edumail.vic.gov.au
- If the Sponsor requires the naming rights of a government asset, event or initiative the Communications team must be informed and a ministerial approval sought
- Should St Leonards Primary School be approached with requests to advertise state-wide or country wide corporate sponsorships (e.g. banks, supermarkets, etc.) are to refer these requests to DET Communications Division
- For any other questions or support contact schools.procurement@edumail.vic.gov.au