

# Grange Primary School

## Policy on donation, sponsorship and promotion of products and services

At Grange PS we seek to maximise the important educational benefits that can be obtained through sponsorship and promotion as a vehicle to improve the learning outcomes of students.

This policy is consistent with the *National Code of Practice for Sponsorship and Promotion in School Education* (MCEETYA 1992).

### PURPOSE

The purpose of the policy is to set clear guidelines when considering offers of sponsorship or when entering into arrangements that involve promotion of products or services.

### DEFINITIONS as they relate to this policy

*Donation* is the provision of funds, goods or services to students, teachers and the school without expectation of a reciprocal benefit.

*Sponsorship* is a negotiated provision of funds, goods or services to students, teachers, or the school in exchange for advertising, publicity or other benefits.

*Promotion* is a scheme or arrangement conducted by organisations which is intended for commercial or other benefit, and which involves and rewards students, teachers, or the school for participating in the scheme or arrangements.

### GENERAL PRINCIPLES

Donations, sponsorships or promotions will:

- be used to enhance educational programs
- be negotiated with the principal or delegate in line with this policy
- be compatible with good educational practice
- not generate undue pressure on students, parents or the school to purchase the product or service
- not involve endorsement of products by the school
- not give the company or organisation any advantage in a tender process

Acceptance or purchase of a sponsor's product or service will not be a condition of students participation in sponsored activities

### GUIDELINES

Sponsorship or promotion of a product or service may be accepted by Grange PS under the following conditions:

- There is a direct financial or resource benefit to the school.
- The product or service is consistent with the ethos and values of the Grange Community
- The sponsorship or promotion does not interrupt or adversely affect the school's educational program There is no pressure placed on the students or families of Grange, or the school itself, to purchase the product or service.
- There is no expectation that the school will endorse the product or service.
- There is no expectation that students or families will be used to circulate advertising materials.

### ACKNOWLEDGEMENT

- Donations, sponsorships or promotions may be acknowledged in the Grange Newsletter or other means of communication when appropriate and as negotiated with the principal or delegate
- Other acknowledgement (logos on clothing, banners etc.) will be negotiated with the principal or delegate
- No permanent advertising / signs will be permitted.
- Materials provided as part of a sponsorship or promotion may be clearly identified as those of the sponsor

### PARENT NOTIFICATION

Any material sent home related to advertising material will be approved by the Principal/Deputy principal in line with this policy.

A letter will be sent home to parents in relation to activities with approved sponsorship and the option for parents to withdraw their child/children from the activity.

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