

SPONSORSHIP POLICY

RATIONALE

Although the Government has responsibility for funding our State school system, School Council recognises that many valuable educational initiatives are not able to be funded from Government monies. It is therefore necessary for School Council and the school community to raise the additional funds required to maintain and improve the school's educational programs.

Sponsorship activities are an effective fundraising method, but it is important that fundraising be in line with the school community's values and the Princes Hill Primary School Strategic Plan.

GUIDING PRINCIPLES

1. Princes Hill Primary School endorses the key principles for schools and school systems, as set out in the 'National Code on Commercial Sponsorship and Promotion in School Education (1992).'
2. The school will acknowledge organisations or individuals who make gifts to the school. This acknowledgement will normally take one or more of the following forms:
 - a. appropriate acknowledgement in "Talking Point"
 - b. some public identification on school equipment
 - c. temporary display at school fundraising events
3. Approval for the public identification of a corporate, community or individual sponsor on school equipment or property can only be given by School Council.
4. Princes Hill Primary School supports:
 - a. cooperative sponsorship and promotional arrangements with industry and commerce which result in benefit for both the school and the organisation
 - b. advertising in "Talking Point" under the following conditions:
 - i. the number of advertisements in each issue will be limited to a reasonable level and individual advertisements will not be bigger than a quarter of the page;
 - ii. preference will be given to advertisements from groups or individuals that offer services which complement the school's programs and provide additional learning opportunities, (eg extra curricular activities such as sport, dancing, languages, school holiday programs and children's clubs);
 - iii. we will not advertise private tuition for instrumental music lessons on instruments already on offer within our existing Instrumental Music program;

- iv. we will not advertise medical or alternative medicine services;
 - v. there will be no charge for School Community advertisements (eg. lost items, garage sales, fetes, house swaps, Carols by Candlelight etc);
 - vi. advertisements will not normally run over a consecutive number of weeks;
 - vii. the production of Talking Point can be acknowledged.
5. Princes Hill Primary does not support:
- a. the use of school buildings and grounds for advertising purposes (except for signs such as those used to advertise the Bazaar and school enrolments, that advertise both the school and a private company);
 - b. the advertising and acceptance of resources which may have the effect of compromising the school's policies, programs or strategies;
 - c. the linking of the school with commercial, political or religious enterprises in a way which would compromise the image of a public institution;
 - d. activities which would cause tensions in the community because of the school's identification with a particular commercial, political or religious interest;
 - e. the changing of the name of the school to incorporate the name of a sponsor;
 - f. the inclusion of the name of a commercial enterprise on school stationery or the sign indicating the name of the school;

REVIEW

This policy will be reviewed in 2014.