

ARMADALE PRIMARY SCHOOL POLICY

SCHOOL No. 2634

Sponsorship Policy 2015

Authorisation: By the Armadale Primary School Council on 30th November 2015

Review Date: It is recommended that this policy is reviewed by the Finance Sub- Committee before November 2018

Recommended: By the Finance Sub-Committee

1. PURPOSE

1.1 Armadale Primary School recognises the mutual benefits that can be gained from developing positive and purposeful partnerships with organisations and businesses that approach Armadale Primary School

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. OBJECTIVES

2.1 To gain mutual benefit from developing positive and purposeful partnerships with organisations and businesses that exist within the wider school community.

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 with. Consideration will be given to:

- the type of products or services the organisation markets and the methods it 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 will 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 will 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 use the Armadale Primary School Sponsorship Guidelines checklist. (Attachment 1) and require organisations to complete the Armadale Primary School Sponsorship Agreement. Armadale Primary School will also refer to the DEECD School Policy and Advisory Guide and the [Victorian Government Sponsorship Policy](#).

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.

4. EVALUATION

The policy will be reviewed as part of the school review cycle.

ARMADALE PRIMARY SCHOOL POLICY
SCHOOL No. 2634
SPONSORSHIP GUIDELINES (Attachment 1)

Name and Address of Sponsor: *(If a corporate sponsor, include ACN number and address of registered office)*

Details of Sponsorship: *(Insert details of goods/services/money provided by sponsor together with educational rationale)*

Criteria	Tick
1. Complementary educational focus and attractive to school community	
2. Company has strong ethical practices and is a local company	
3. Promotes positive partnership	
4. Financially attractive to school with minimal administrative load	
5. Promotes healthy lifestyles	
6. Has an environmental /sustainability focus	
7. Affiliation /ease of termination	
8. Privacy/Conflict of Interest	

Conditions:

- Majority of approved criteria in order to qualify for consideration.
- Approval process- E.g.
 1. Application sent to office
 2. Office refers to Principal who does initial assessment
 3. If meets above requirements: Principal tables at Finance Committee meeting
 4. Finance Committee disapprove – no further action
 5. Finance Committee approve – pass recommendation to School Council
 6. School Council – final approval
 7. Principal notifies administration (workload discussed if necessary)
 8. Company completes agreement
 9. School community notified via newsletter/website/flyer

ARMADALE PRIMARY SCHOOL POLICY
SCHOOL No. 2634
SPONSORSHIP AGREEMENT (Attachment 2)

Name and Address of Sponsor: *(If a corporate sponsor, include ACN number and address of registered office)*

Details of Sponsorship: *(Insert details of goods/services/money provided by sponsor together with educational rationale)*

Period of Sponsorship:

from to

Schools Obligations: *(Insert details of any obligations, acknowledgments, undertakings, and activities which the school must provide for sponsor)*

CONDITIONS OF SPONSORSHIP:

1. The School may at any time cancel this **sponsorship** agreement with immediate effect if:

- (a) it becomes aware of any change in government **policy** which may affect dealings with the Sponsor,
- (b) it decides that the Sponsor is not an appropriate Sponsor of a government educational institution,
- (c) the School is otherwise unable to continue with this **sponsorship** agreement, or
- (d) the Sponsor becomes insolvent or if a receiver, manager or liquidator is appointed in respect of the Sponsor.

2. The Sponsor shall not hold itself out to the public as having authority to act on behalf the School by virtue of this **Sponsorship** Agreement.

3. The Sponsor acknowledges that by accepting this **sponsorship** the School is not endorsing the Sponsor's products, services or business activities.

SPECIAL CONDITIONS: *(Insert details of special conditions if any)*

DECLARATION:

On behalf of the above named Sponsor I agree to provide the **Sponsorship** described above and agree to comply with the Conditions of **Sponsorship** and Special Conditions listed above.

Signature:

Name: (please print)

Position in Sponsor's Organisation:

Signature (Armada Primary School):.....

Name: (please print)

Position in Sponsor's Organisation:

Date: