

BEAUMARIS PRIMARY SCHOOL

SPONSORSHIP POLICY

PURPOSE

Our school recognises the mutual benefits that can be gained from developing positive and purposeful partnerships with organisations, businesses and societies that exist within the wider school community.

SCOPE

To improve student learning, to increase staff development opportunities, and to enhance school resources through a deliberate strategy of developing positive and purposeful partnerships with organisations, businesses and societies that exist within the wider school community.

POLICY

- The finance, marketing and communications sub-committees of the school council will investigate and negotiate all potential sponsorship arrangements related to fundraising.
- The sub-committees will provide school council with a full detailed report of any proposal 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 sub-committee's report.
- All sponsorship, partnership and advertising arrangements will be considered by school council on merit, and decisions will be made on a case-by-case basis.
- When pursuing potential sponsorship or advertising arrangements, the sub-committee is required to adhere to the following code of ethics:-
 - Sponsorships/advertising will only be sought with organisations, companies and societies where a clear and demonstrable benefit for the students and the school's programs can be guaranteed.
 - Sponsorship/advertising arrangements must take into account the values and views of the school community, as well as the school strategic plan and policies.
 - Sponsorship/advertising arrangements will only be entered into with organisations, companies and societies that have a positive public image, and are associated with products and services appropriate for a school to align themselves.
 - Arrangements must not be entered into with companies directly involved with political parties, tobacco companies, gaming venues, companies involved in the sale/promotion of alcohol, and organisations involved in offensive or inappropriate activity, or that seek information from the school that would contravene the *Information Privacy Act 2000*.
 - Sponsorship/advertising 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.
- Each individual sponsorship/advertising arrangement will be reviewed on an annual basis by school council or earlier if necessary.

REVIEW CYCLE

This policy was last updated in 2019 and is scheduled for review in 2023