



BEAUMARIS PRIMARY SCHOOL

SPONSORSHIP

Rationale:

- 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.

Aims:

- 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.
- Provide information to our school families via our school newsletter, about local, non-profit community activities only.
- Generate revenue from banner advertising of local businesses, within the school website.

Implementation:

- A sub-committee of the school council will investigate and negotiate all potential sponsorship arrangements and approve all advertising content to feature on the school website.
- The sub-committee will provide school council with a full detailed written 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 tobacco or alcohol products, or that are associated with offensive subjects or themes, or that seek information from the school that would contravene the *Information Privacy Act 2000*.
 - Sponsorship/advertising arrangements that contain restrictions regarding the schools ability to purchase goods and services freely, or restrict the schools 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.

Evaluation:

- This policy will be reviewed as part of the school's three-year review cycle.

Ratified by School Council:

2012

To be reviewed: 2015