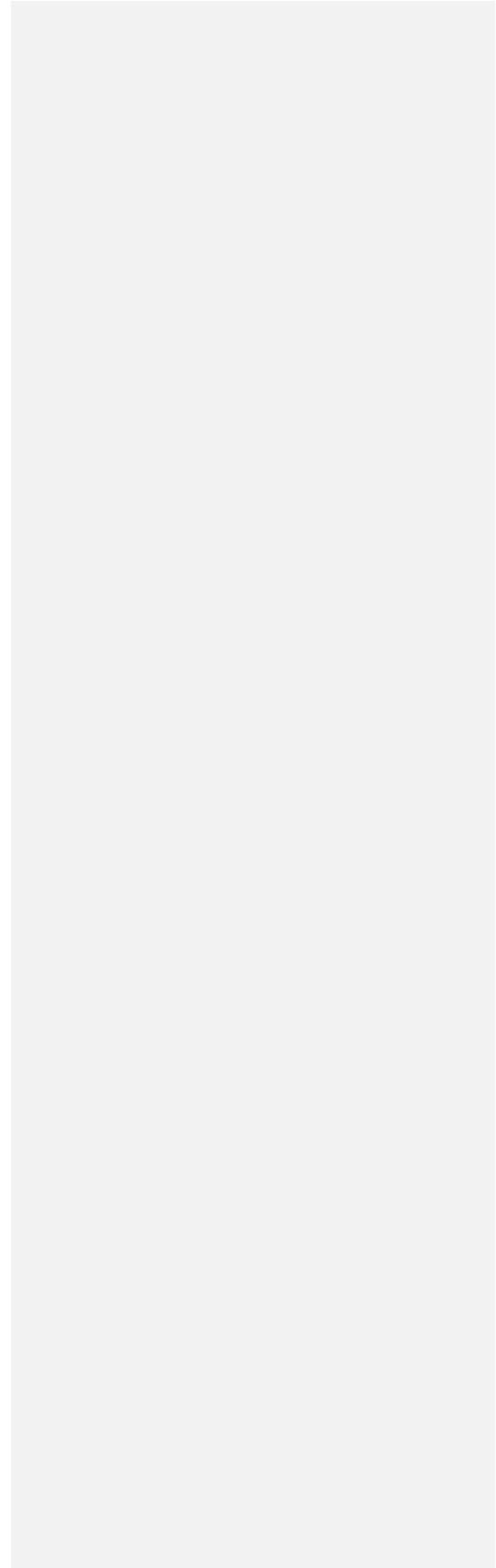




Advertising, Sponsorship and Fundraising Policies



ADVERTISING, SPONSORSHIP and FUNDRAISING POLICIES

As part of the on-going financial management of the school, Subiaco Primary School and the key stakeholders and associated subcommittees, will obtain funding from sources external to voluntary contributions and government funding. These sources include Sponsorship, Fundraising and Advertising. In order to clarify the differences between these types of funding, definitions are given below, and separate policies for each are attached. Any activity undertaken is to be consistent with the school's vision and priorities whilst supporting the community's values.

DEFINITIONS:

ADVERTISING

Advertising is the activity of attracting public attention to a product or business.

SPONSORSHIP

Incoming sponsorship to a school is donations of money, time, expertise or resources received for the purposes of furthering the interest of the students and educational programs of the school and enhancing the standing of the school and its relationship with the community. Written acknowledgements of sponsors are permitted in school newsletters and temporarily on the school's website. This policy does not relate to the sponsorship of P&C events or activities, except as this relates to school grounds, assets and channels.

FUNDRAISING

Fundraising is the process of collecting money for a particular purpose for the school or directed toward a particular charity. This is usually done in the form of a fundraising campaign/drive/event. The purpose and outcomes of fundraising events will be communicated to all stakeholders via the school's communication tools. This policy does not relate to fundraising activities undertaken by the P&C which are governed by the P&Cs own Constitution, which ensures compliance with relevant legislation and regulations.

DONATIONS

A donation is where one party gives something to another party with no expectations. For example, a local business donates a student prize and does not expect the school to acknowledge the donation. This policy does not relate to P&C donations which are governed by the P&Cs own Constitution, which ensures compliance with relevant legislation and regulations.

WE STRIVE FOR:

At Subiaco Primary we strive for:

- Educational Excellence – Teaching that is reflective, responsive and enables all students to reach their full potential.
- Leadership – A culture of shared, affirmative school leadership that empowers others.
- Collaboration – Collaboration that optimises harmonious, respectful relationships.

WE VALUE:

At Subiaco Primary we value:

- Success for every student
- Respect for others
- Ongoing academic, physical, emotional, moral, and social growth
- Diversity

ADVERTISING POLICY

DEFINITION AND POLICY SCOPE - ADVERTISING

This policy applies to third parties (businesses, non-school associations or parents) seeking to use school communication channels for the purpose of attracting public attention for the sale, distribution or marketing of a product, event or business.

POLICY

Any Advertising that is undertaken should be consistent with the school's vision and align with school's Business Plan priorities whilst supporting the community's values.

School Communication Channels

School communication channels are described in the school's communications policy.

Advertising in the School Newsletter:

The school newsletter is one of several communication links between the school, home, kindergarten and the wider community. Newsletter advertising will be restricted to the following:

- Community interest announcements, related to children and/or education, may be included if space permits.
- Advertising (at no cost) will be accepted from local not for profit organisations if space permits.
- A list of third parties who may advertise in the school newsletter will be devised and approved over time by the principal provided that (1) the principal makes an assessment that the advertisement is consistent with the policy outlined above and (2) it is a condition of accepting the advertisement that the school can withdraw the advertisement at any time without notice and without penalty.

BANNER ADVERTISING

Community groups may seek permission from the Principal to erect a banner on the school fence for a period of up to 2 weeks. Such advertising will be at the discretion of the Principal.

EVALUATION

This policy will be reviewed as part of the school's cycle of review.
Reviewed – May 2023

SOURCE

<http://det.wa.edu.au/policies/detcms/policy-planning-and-accountability/policies-framework/policies/advertising.en?cat-id=3457970>

SPONSORSHIP POLICY

RATIONALE

As part of the ongoing financial management of the school, Subiaco Primary School may seek to obtain funding from sources external to voluntary contributions and government funding. Often this will take the form of sponsorship, as defined in the *Western Australian Department of Education Incoming Sponsorship to Schools Policy (Effective 5 July 2016, Version 4.1 Final)*. (Separate policies apply to *Advertising* and *Fundraising*).

Any sponsorship agreement must be consistent with the school's vision and priorities whilst supporting the community's values.

This policy does not relate to the sponsorship of P&C events or activities, except as this relates to school grounds, assets and channels.

GUIDELINES

Sponsorship should:

- Have a designated purpose and the proceeds be used accordingly.
- Be accountable and transparent.
- Comply with the SPS Privacy Policy.
- Comply with the following limitations on physical appearance and location of logos, identifiers and signage:
 - The school cannot be compelled to erect billboards, banners or other prominent acknowledgement or advertising signs;
 - The sponsor's name, trademark or logo may be displayed on apparel or other locations as long as it conforms to acceptable standards of ethics and good taste;
 - The school's name or logo must not be used in, or on, any business platforms or promotional material;
 - Students must not be required to wear clothing carrying a sponsor's name, trademark or logo, nor constrained from participating in the sponsored activity;
 - Discreet plaques or signs acknowledging the sponsor may be displayed on or near equipment supplied by the sponsor; and
 - Written acknowledgements of sponsors are permitted in school newsletters and temporarily on the school website.

Commented [FP1]: However we are proposing to trial sponsorship of P&C events which would permit the erection of billboards, subject to agreement by the School

PROCEDURES

Any sponsorship agreement must abide by the *Western Australian Department of Education Incoming Sponsorship to Schools Policy (Effective 5 July 2016, Version 4.1 Final)*.

New sponsorship agreements must use the *Document for Incoming Sponsorship to a Public School²*, which is a contract between the Sponsor and the School that requires the endorsement of, firstly, the School Principal, secondly, the Chair of the School Board and finally, the Minister for Education.

EVALUATION

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

SOURCE

¹<http://det.wa.edu.au/policies/detcms/policy-planning-and-accountability/policies-framework/policies/incoming-sponsorship-to-schools-policy-.en?cat-id=3457970>

²<http://det.wa.edu.au/intranet/ccm/detcms/navigation/schools/sponsorship/>

FUNDRAISING POLICY

DEFINITION

Fundraising is the process of collecting money for a particular purpose within the school or directed toward a charity. This is usually done in the form of a **fundraising campaign/drive/event**. This policy does not relate to fundraising activities undertaken by the P&C which are governed by the P&Cs own Constitution and WACSSO guidelines, which ensures compliance with relevant legislation and regulations.

RATIONALE

The purposes and method for which funds are collected should be consistent with the school's vision and priorities whilst supporting the community's values.

GUIDELINES

Fundraising should:

- Have a designated purpose and the proceeds should be used accordingly.
- Be accountable and transparent.
- Comply with the Department's Financial Guidelines.
- ~~Comply with the guidelines provided by WACSSO — see attachment.~~
- Comply with the WPS privacy policy.
- Comply with OSH regulations.

PROCEDURES

~~To be in line with WACSSO fundraising guidelines, summary as follows:~~

Decision making processes

- Fostering student voice through our Social Justice Group and Student Representative Council and relative stakeholders aligns with our Business Plan focus areas.
- All participants and supporters of the event should be made clearly aware of the intended use of funds raised so that they can make an informed choice about being involved.

Approvals, regulations

For regulations involving the use of lotteries/raffles, bingo or other events at which liquor is served refer to www.rgl.wa.gov.au

For any fundraising event supporting any purpose outside of the school (e.g. fundraising for a charitable cause) the 'Voluntary code of practice for public fundraising' www.commerce.wa.gov.au will need to be referred to in order to determine licensing requirements.

Money Handling Procedures (minimum required)

- *Two people to count and sign off on money raised*
- *Keep receipts for expenses;*
- *All money raised (after expenses) and the records of funds raised and expenses incurred are to be provided to the organiser of the event~~Treasurer of the P&C~~ for banking in the relevantANZ bank account;*
- *Fundraising organisers should keep detailed amount of floats given to stallholders; and*
- *Badge of identification for handlers and collectors of money for large events or door to door events.*

How to organise an event

Go to www.fetesandfestivals.com.au and click on how to organise an event.

INSURANCE

When organising an event off the school site and out of school hours, contact CentreWest Insurance on 9540 0747 for information about personal Volunteer accident Insurance and public liability insurance.

EVALUATION

This policy will be reviewed as part of the school's cycle of review

Reviewed – May 2023

SOURCE

<http://dictionary.cambridge.org/dictionary/british/fundraising>