

THIRD PARTY ADVERTISING, SPONSORSHIP AND GRANTS POLICY

Purpose of Policy

The purpose of this policy and it's supporting procedures is to:

- a) State the School's position on third party advertising, sponsorship and grants that aligns with Ardross Primary School's core values and behaviours.
- b) Provide a framework to comply with relevant legislative and regulatory obligations.
- c) To enhance opportunities for students through third party advertising and sponsorship, while safeguarding the reputation of the school.
- d) Use third party advertising and sponsorship to support outcomes identified through school strategic and business planning.

Legislative and regulatory obligations

This policy supports the following legislation:

- a) School Education Act 1999
- b) School Education Regulations 2000
- c) Fair Trading Act 1987 (WA)
- d) Consumer Affairs Act 1971 (WA)
- e) Other legislation as relevant

Definitions

Arrangement: means an agreement or arrangement for advertising or sponsorship in connection with an educational programme or school activity under which the school or any member of staff of, or student at, the school receives money, goods, services or facilities.

Sponsorship: is mutually beneficial agreement in which a cash and/or in-kind payment is exchanged for access to commercial potential.

In-kind sponsorship: a type of sponsorship where payment is made through goods and/or services.

Provisions

This policy applies to: activities organised by Ardross Primary School.

POLICY STATEMENT

1.0 Third Party Advertising

1.1 Through accepting third-party advertising requests, the school aims to:

- a) Promote community-based services for children and families.
- b) Enhance links between the school and the broader community.
- c) Promote the role of the school as a community hub.
- d) Provide an additional revenue stream for the school.
- e) Improve the quality and range of educational opportunities for students.
- f) Support outcomes identified through school strategic and business planning.

1.2 Third party advertising must:

- a) Comply with the School Education Act 1999, School Regulations 2000 and other relevant legislation.
- b) Align with the intended outcomes of the School Business Plan.
- c) Be of benefit to students and/or the broader community.
- d) Be subject to robust risk assessment and management procedures (as set out in the associated procedures below).

1.3 Approval of third-party advertising requests (with the exception of those relating to the use school facilities) will be at the discretion of the School Board.

1.4 It is a condition of accepting the advertisement that the school can withdraw the advertisement at any time without notice and without penalty.

1.5 Newsletter advertising will include the following statement below the advertisements –

The advertised activities may be of interest. Please note these advertisements by third parties are run independently of the school and are not supervised, endorsed, or vetted in any way by Ardross Primary School. Parents should conduct their own enquiries regarding the advertised products, services or notices.

1.6 The school will not accept third-party advertising if, in the opinion of the School Board, the proposed advertisement:

- a) Is offensive or discriminatory.
- b) Will negatively impact outcomes for students.
- c) Will damage the public image and reputation of the school, or those of the public education system.

2.0 Sponsorship:

2.1 Through engaging in sponsorship agreements, the school aims to:

- a) Improve the quality and range of educational opportunities and infrastructure for students.
- b) Enhance the range and provision of services and or/infrastructure for students and families.
- c) Enhance links between the school, the broader community and other local public schools.
- d) Support opportunities for community collaboration.
- e) Support outcomes as identified through strategic and business planning.

2.2 Approval of sponsorship agreements will be at the discretion of the School Board.

2.3 Sponsorship agreements must:

- a) Comply with School Education Act 1999, School Regulations 2000 and other relevant legislation.
- b) Align with the intended outcomes of the School Business Plan.
- c) Be of benefit to students and/or the broader community.
- d) Be subject to robust risk assessment and management procedures (as set out below).

2.4 Sponsorship agreements must not:

- a) Be offensive or discriminatory.
- b) Negatively impact outcomes for students.
- c) Damage the public image and reputation of the school, or those of the public education system.

3.0 Grants:

3.1 Through the application for grants, the school aims to:

- a) Enhance student outcomes and foster academic achievement by resourcing additional learning opportunities.
- b) Improve the quality and range of educational opportunities and infrastructure for students.
- c) Enhance the range and provision of services and or/infrastructure for students and families.
- d) Support opportunities for community collaboration.
- e) Support outcomes as identified through strategic and business planning.

3.2 Approval of expressions of interest for the application of grants will be at the discretion of the Principal.

3.3 The intended outcomes of grants must:

- a) Align with the intended outcomes of the School Business Plan.
- b) Be of benefit to students and/or the broader community.
- c) Be subject to robust risk assessment and management procedures (as set out below).

THIRD PARTY ADVERTISING, SPONSORSHIP AND GRANTS PROCEDURES

1.0 Third party advertising

Third parties (businesses, non-school associations, or parent/community members) may seek to use the school communication platforms or school ground facility for the purpose of attracting public attention for the sale, distribution or marketing of a product, service, event or business.

1.1 Categories of Advertising

Requests for third parties to advertise using a school communication platform or school ground facility will be classified into the following categories:

- a) Non-Profit Organisations/Charities
- b) For-Profit Organisation currently under an active third-party usage agreement providing a direct, on-site service to the school, students and/or school community.
- c) For-Profit Organisation providing an offsite service to students and/or community.
- d) Corporate Business

Table 1

Advertising Opportunities & Processes

Advertising Opportunity	Categories Accepted	Fee Required
School Newsletter <i>Size to be subject to available space.</i>	a, b, c, d	Category a & b – No Fee Category c & d – Yes
School Website – Community Hub Page <i>Logo & Contact Details</i>	a, b	No Fee
Front Office <i>Up to A3 in size – subject to available space.</i>	a, b	No Fee
External Notice Boards/Windows <i>Up to A3 in size – subject to available space.</i>	a, b	No Fee
Banner Advertising / Temporary Signage <i>Banner up to 240cm x 110cm Signage up to 100cm x 60cm</i>	a, b, c	Category a & b Yes Category c Yes
School Information Pack <i>Up to A5 single sheet, or A4 folded pamphlet</i>	b	No Fee

1.2 Risk Management and third party advertising approval

Ardross Primary School will only accept third-party advertising requests or engage in sponsorship agreements that comply with the Sections 49-53 of the *School Education Regulations 2000*, and which align with the intended outcomes of the School Business Plan.

Third-party advertising requests will be assessed by the Principal and School Board to ensure any legal liability, ethical and/or moral issues, potential conflicts or adverse consequences have been identified and considered. A risk assessment and risk management report will be completed by the Principal and will be submitted to the School Board including:

- a. Identification of risks associated with the sponsorship.
- b. Determination of the likelihood of each identified risk occurring.
- c. Determination of the severity of potential consequences.
- d. Establish the overall level of each identified risk.
- e. Highlight actions to be undertaken to mitigate each identified risk.
- f. Establish the overall level of risk.

Proposal and risk assessment
prepared by Principal and
S&TPA committee



School Board provides
decision

If the School Board considers the level of risk unacceptable, the sponsorship agreement will not be approved.

1.3 Invoicing Procedures

The invoicing of accepted third-party advertisers will be managed by the Manager Corporate Services in line with existing processes and procedures.

2.0 Sponsorship

A commercial organisation may purchase the right to associate their name, products or services with our school in return for negotiated benefits. Sponsorship is an arrangement for providing for a distinct two-way return of benefits.

2.1 Categories of Sponsorship

Sponsorship agreements with commercial organisations will be classified into the following categories:

- a. Purchase Rebate Programs
- b. Financial Event/Program Sponsorship
- c. In-Kind Sponsorship

2.2 Approved Benefits for the Sponsor

Sponsorship is a two-way process with negotiated mutual benefits.

Table 2:
Approved benefits for sponsorship agreements

Approved	Not Approved
Naming Rights for a prize, scholarship or award	Naming rights of the school, educational program, school facility or event
Ceremonial Involvement	Access to the school database of families, staff or additional community members
Temporary Signage	Endorsement or promotion of any goods or services by the school, or by a staff member
Public Acknowledgement through Communication Platforms	Permission for sponsor to use images of students, staff or the school community without individual consent
Sharing of sponsor's website/social media site links (including display of sponsor's logo) through school website and/or social media	
Permission for sponsor to publicise agreement, including use of images of the school grounds/facilities and/or school logo	

Note: this is not an exhaustive list of potential benefits.

2.3 Sponsorship Applications & Approvals

The Principal, staff or the School Board may identify possible opportunities for sponsorship. Staff may actively solicit sponsors with the approval of the Principal.

Proposals for sponsorship will be prepared by the Sponsorship and Third Party Advertising Committee in conjunction with relevant staff, and presented to the Principal for approval-in-principle, before consideration by the School Board. The final decision will be made by the School Board. Details provided for consideration should include:

- a. Sponsor profile
- b. Proposed sponsorship value and benefits to the school
- c. Benefits to be provided by the school to the sponsor
- d. Terms of the arrangement
- e. Risk assessment/risk management plan



2.4 Risk Assessment

Sponsorship opportunities will be assessed by the School Board, in partnership with the Principal. A risk assessment and risk management report will be prepared by the Sponsorship and Third Party Advertising Sub-Committee in conjunction with relevant staff for consideration by the Principal and School Board. The risk assessment will include:

- a. Identification of risks associated with the sponsorship.
- b. Determination of the likelihood of each identified risk occurring.
- c. Determination of the severity of potential consequences.
- d. Establish the overall level of each identified risk.
- e. Highlight actions to be undertaken to mitigate each identified risk.
- f. Establish the overall level of risk.

If the School Board considers the level of risk unacceptable, the sponsorship agreement will not be approved.

3.0 Grants

Grants may enhance student outcomes and foster academic achievement by resourcing additional learning opportunities. The Principal, staff or the School Board may identify possible opportunities for grants. The Sponsorship, Third Party Advertising and Grants committee will assist in the preparation of the grant application.

Expressions of Interest in a grant opportunity should be presented to the Principal for approval-in-principle. Details provided for consideration should include:

- a. Value of the grant
- b. Proposed benefits to the school
- c. Staff ability to deliver the project/acquit the grant
- d. Cost of acquitting the grant
- e. Risk assessment

