



SPONSORSHIP POLICY

DATE: DEC 2016

REVIEW: 2019

RATIONALE

1. Elwood College recognises the mutual benefits that can be gained from developing positive and purposeful partnerships with organisations and businesses that exist within the local school community.
2. This policy ensures that advertising and sponsorship arrangements with the school do not generate pressure on children, families or the school to purchase particular goods or services, subscribe to particular beliefs or attitudes or pursue particular courses of action.

AIMS

1. To acknowledge that Elwood College may benefit from sponsorship arrangements with business/industry and community groups to augment school funding and resourcing.
2. To ensure that arrangements for sponsorship reflect a public image that is consistent with the values, goals and policies of DET, current legislation, the school and the local school community.
3. To acknowledge the concept of “mutual benefit” which recognises that many business/community groups place a high priority on exercising their social responsibility in developing supportive relationships with schools.

BROAD GUIDELINES

1. The term “business” encompasses industry and other commercial activity. The term “community” includes community service organisations, other educational institutions, local government, not for profit groups and other philanthropic bodies.
2. Sponsorship arrangements must directly contribute to enhancing educational opportunities for students, improving communication to the school community, contribute to school fundraising or have some educational or wellbeing purpose in accordance with school Strategic Goals.
3. Sponsorship should be accepted only from business or community groups where the business or group does not in any way devalue the community ethos, values or goals of the school.
4. Sponsorship is to be coordinated across the whole school. It is not to be managed by interest groups or by individuals, groups or year level parent bodies.
5. Sponsorship arrangements should not compromise the values of the school or its leadership and management independence.

IMPLEMENTATION

1. Guidelines to determine the parameters of sponsorship are developed and reviewed in conjunction with this policy.
2. Sponsorship sources or offers are assessed by the Principal in consultation with School Council. Any pecuniary interests by school councillors must be declared to School Council at the time of the submission of the proposal.
3. All sponsorship and partnership arrangements will be considered on merit, and decisions will be made on an individual basis.
4. Sponsorship cannot be accepted if it entails any restrictions over the choice of staff, parents or students in the purchasing of goods and services.

5. It must be made clear that acceptance of sponsorship does not confer the school's endorsement of the product.
6. Sponsorship arrangements and applicable contracts must include a provision for Elwood College to terminate the sponsorship arrangement immediately if, at any time during the life of the sponsorship the college finds the nature of the sponsorship to be in conflict with school policies, values and educational goals.
7. Copies of all documents related to sponsorship must be retained and made available for audit purposes.
8. Each individual sponsorship relationship will be monitored and maintained by the Principal or his/her representative.
9. The level of acknowledgement provided to a sponsor will be considered on a case by case basis, and will be consistent with the level of sponsorship. The acknowledgement provided must be in a form which reflects positively on the school.
10. The public image and reputation of the school must be considered at all times. Use of the Elwood College logo and/or other imagery will only be permitted with written approval from the Principal.

REFERENCES

School Policy and Advisory Guide (May 2016)

<http://www.education.vic.gov.au/school/principals/spag/community/Pages/sponsorship.aspx>