



1. BACKGROUND

Williamstown Primary School recognises the significance of its role when regularly communicating and engaging with the School community using a variety of media such as the weekly Williamstown Primary News newsletter, the School's website, one-off flyers or circulars and the School's noticeboard. As such, it is particularly mindful of the appropriateness of content included in these communications. As a result of its broad reach, the School is regularly approached to disseminate advertising and marketing materials. It is important that the School has clear guidelines regarding the communication of advertising and marketing material to the School community that reflect its values and goals.

2. PURPOSE

The aim of this policy is to establish clear guidelines whereby the School only communicates to the School community advertising and marketing material that:

- is from reputable organisations with a positive public image;
- is of direct interest or benefit to students, their families or the wider School community; and
- enhances student learning.

This policy is not intended to regulate sponsorship of the School or any of its activities by an organisation.

3. DEFINITIONS

"Advertising & marketing material" includes but is not limited to any booklets, brochures, flyers, catalogues, audio tapes, video tapes, CDs, etc., designed to provide information, and stimulate interest, about a product or business.

"Commercial enterprise" refers to an organisation that is connected with commerce and has as its objective commercial gain.

"Not-For-Profit" refers to an organisation that does not operate for the profit or gain of its individual members, whether direct or indirect. Community based sporting clubs are common examples of not for profit organisations.

"School" means Williamstown Primary School.

"Sponsorship" is a cash and/or in-kind (i.e. good or services instead of cash) fee paid to a property (typically in sports, arts, entertainment or causes) in return for access to the exploitable commercial potential associated with that property.

4. PROCEDURES FOR IMPLEMENTATION

The School is keen to avoid over commercialisation of its communication with the School community. In attempting to strike a balance, the School makes a distinction between advertising and marketing material from Not-For-Profit organisations and those from commercial enterprises.

4.1 Not-For-Profit Organisations

Organisations that fall with the definition of Not-for-Profit will be permitted to advertise activities free of charge through the following avenues, subject to satisfying the School's guidelines set out under **Clause 2 - Purpose** of this Policy and availability of space.

Communications Medium	NFP	Requirements/ Comments
Williamstown Primary News Newsletter	YES	The organisation seeking to advertise must provide content of no more than 50-100 words and in the format and by the time directed by the School's Administration Office.
Community Noticeboard	YES	Maximum size of sign is an A4 page.
Advertising or marketing material in the School's Administration Office	YES	Limited to one page and distribution of a maximum of 150 items/pages.

4.2 Commercial Enterprises

Organisations that are commercial enterprises will be permitted to advertise activities free of charge through the following avenues, subject to satisfying the School's guidelines set out under Clause 2 - Purpose of this Policy and availability of space.

Communications Medium	Commercial Enterprise	Requirements/ Comments
Williamstown Primary News Newsletter	NO	
Community Noticeboard	NO	
Advertising or marketing material in the School's Administration Office	YES	Limited to one page and distribution of a maximum of 150 items /pages.

4.3 School Principal and/ or School Council Discretion

The School Principal and/ or School Council will retain absolute discretion regarding the communication of advertising and marketing material to the School community and will exercise this where it considers in all circumstances it is appropriate and consistent with the School's values and goals.

5. REVIEW AND POLICY HISTORY

This policy is due for formal review in August 2017 although it may be changed at any time as required after discussion with School Council and the Principal.

Policy History:

Version Approval Date	Summary of Changes
November 2011	Comprehensive review
August 2014	Update