



Williamstown Primary School

Sponsorship Policy

1. BACKGROUND

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.

Schools must only engage in sponsorship activity that:

- improves educational outcomes
- supports the achievement of Government and school goals and objectives.

A school must not engage in a sponsorship that:

- engages in activity aimed at delivering or replacing core Department or school services
- involves political parties, tobacco companies, gaming venues, companies involved in the sale/promotion of alcohol, and organisations involved in offensive or inappropriate activity
- requires the Department to directly endorse or promote its products and/or services
- requires disclosure of the names or addresses held by the school to an external organisation as a benefit of sponsorship unless the individual's consent is sought.

Providing external organisations with naming rights for a Government asset, event or initiative in return for their sponsorship must be first authorised by the Minister and the risk posed by this action must be seriously considered.

Depending on the size of the agreement (e.g. \$100,000) and number of participating schools involved in the sponsorship proposal, school leadership teams should discuss proposals or uncertainties with the Regional Office or Regional Director.

2. PURPOSE

- To ensure Williamstown Primary School maximises sponsorship opportunities, which will enhance school resources through a strategy of developing positive and purposeful partnerships with organisations, businesses, and societies that exist within the wider School community.
- To ensure the school complies with DET policies and guidelines.

3. DEFINITIONS

"Sponsorship" is the purchase of rights or benefits, including naming rights, delivered through association with the sponsored organisation's name, products, services or activities. The rights or benefits typically relate to the sponsor's reputation, management or communication objectives.

A *"sponsorship"* is not:

- a grant, including money, goods or other benefits provided to the recipient for a specified purpose, but with no expectation of attaining rights or benefits as outlined above
- a bequest that has no obligations on the school and offers little or no rights or benefits to the provider
- the sale of advertising space, editorial comment or advertorials.

"School" means Williamstown Primary School.

4. PROCEDURES FOR IMPLEMENTATION

4.1 Our Approach

- The Finance sub-committee of the School Council will investigate and negotiate all potential sponsorship arrangements.
- The school will:
 - Request a sponsorship proposal,
 - Ensure the proposal has clear objectives, key performance criteria and an evaluation plan using the template checklist undertake a full analysis of the risks, costs and benefits of the sponsorship
 - Develop a sponsorship agreement in collaboration with sponsor (using the template below) that:

- sets out terms of the sponsorship
- specifies that the Victorian Government does not endorse the organisation or its products and that the arrangement must not be promoted or publicised as such
- provides termination or conflict resolution procedures
- includes reporting requirements
- Record incoming sponsorship funds in Cases21 as 74580 – Other Locally Raised Funds
- Record all sponsorships on the Government Sponsorship Register
- Apply information privacy principles of the Information Privacy Act 2000 to all sponsorships.
- The Finance 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 councillors must be declared to School Council at the time of the sub-committee's report.
- Sponsorship 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.
- All sponsorship and partnership arrangements will be considered by school council on merit, and decisions will be made on a case-by-case basis.
- The level of acknowledgement provided to sponsors will be consistent with the level of sponsorship. This acknowledgment will be in a form which can be positively associated with enhancing education outcomes and the public image of the school must be considered at all times.
- While forms of acknowledgement may vary some examples that could be considered include:
 - placement of a plaque or notice in a format that has the prior approval of the sponsor, for the duration of a sponsored activity or for an agreed period of time
 - public display at functions of temporary signage acknowledging the sponsorship
 - acknowledgement of the sponsorship in newsletters (e.g. advertisement) or speeches
 - a letter of appreciation to the sponsor
 - inclusion of a byline, forward or advertisement from the sponsor in a school's prospectus, magazine or other publication
 - attendance by the sponsor at school functions and an opportunity for the sponsor to make an address or present an award.
- Acknowledgement does not sanction endorsement of the sponsor, their services or products.
- For further information on checklists, further guidelines management advice, please refer to the website.
- Please also refer to the school's Information Privacy Policy.
- Reference:

www.education.vic.gov.au/school/principals/spag/community/pages/sponsorship.aspx

4.2 Our Code of Ethics

When pursuing potential sponsorship arrangements, the Finance sub-committee is required to adhere to the following code of ethics:

- Sponsorships 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 arrangements must take into account the values and views of the School community, as well as the School strategic plan and current policies.
- Sponsorship 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 itself with.

5. REVIEW AND POLICY HISTORY

This policy is due for formal review in May 2018 although it may be changed at any time as required after discussion with School Council and the Principal or if guidelines change (latest DET update May 2015).

Policy History

Version Approval Date	Summary of Changes
2004	New Policy
June 2014	Updated
April 2017	Update (New DET Policy November 2015)