



WILLIAMSTOWN PRIMARY SCHOOL

Advertising & Marketing Policy

1. PURPOSE

- To establish clear guidelines whereby Williamstown Primary 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.

2. SCOPE

This policy applies to all Williamstown Primary School communications involving advertising and marketing of external organisations.

3. DEFINITIONS

Advertising & marketing material includes but is not limited to any booklets, brochures, flyers, catalogues, emails, social media posts, etc., designed to provide information, and stimulate interest, about a product or business.

Commercial enterprise means an organisation that is connected with commerce and has an objective of commercial gain.

Not-For-Profit means 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.

4. PROCEDURES FOR IMPLEMENTATION

Advertising & Marketing

Williamstown Primary School recognises the significance of its role when communicating and engaging with the School community. The School uses a variety of media such as the Compass Newsfeed, the School's website, the School's iNewsletter and social media accounts, and the School must be mindful of the appropriateness of content included in these communications.

As a result of its broad reach, the School is regularly approached by the wider community to disseminate advertising and marketing materials. Williamstown Primary School is keen to avoid 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.

• **Not-For-Profit Organisations**

Organisations that fall within 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 Advertising	Requirements / Comments
Williamstown Primary School iNewsletter	YES	The organisation seeking to advertise must provide content of no more than 50-100 words OR one A4 .jpeg image, by the time directed by the School's administration office.
Community Noticeboard	YES	Maximum size of sign is an A3 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.

• **Commercial Enterprises**

Organisations that are commercial enterprises may be permitted to advertise activities that are of direct interest or benefit to students, their families or the wider School community, through the following avenues. *Permission to advertise is at the discretion of the Principal.

Communications Medium	Commercial Enterprise Advertising	Requirements / Comments
Williamstown Primary School iNewsletter	YES*	The organisation seeking to advertise must provide content of no more than 50-100 words OR one A4 .jpeg image, by the time directed by the School's administration office.
Community Noticeboard	NO	
Advertising or marketing material in the School's Administration Office	NO	

School Principal Discretion

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

Verbatim or Paraphrased Wording

Williamstown Primary School acknowledges that there may be occasions where we choose to use the verbatim or paraphrased wording of organisations we are affiliated with or of the products that we utilise as a school, in our communications with our school community. We will be mindful of the purpose of its use and recognize that this may be interpreted as advertising in some instances or by some individuals.

The use of verbatim or paraphrased wording from external organisations is at the discretion of the Williamstown Primary School leadership team.

5. REVIEW AND POLICY HISTORY

This policy is due for formal review in May 2023 although it may be changed at any time as required after discussion with School Council and the Principal or if guidelines change.

Policy History

Version Approval Date	Summary of changes	VRQA Requirement	DET Mandated Policy	School Council Input
November 2011	Comprehensive review	No	No	Not required
August 2014	Update	No	No	Not required
September 2018	Comprehensive review	No	No	Not required
May 2020	Comprehensive review	No	No	Not required