

SOUTH YARRA PRIMARY SCHOOL SPONSORSHIP POLICY



Rationale:

South Yarra Primary School (SYPS) recognises the mutual benefits that can be gained from developing positive and purposeful partnerships with organisations, businesses and societies within the wider school community.

Definition of Sponsorship:

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.

Aims:

To ensure SYPS maximises sponsorship opportunities for the school and their sponsor partners, with the objective of:

- enhancing student learning
- increasing school resources
- engaging with our local community.

Implementation:

SYPS must only engage in sponsorship activity with partners that will:

- support the achievement of Government and school goals and objectives
- have a positive public image, and are associated with products and services appropriate for a school to align themselves
- take into account the values and views of the school community, as well as the school strategic plan and policies.
- School Council will manage and evaluate each sponsorship proposal

When pursuing potential sponsorship arrangements, the 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 views of the school community, as well as the school values, goals and objectives.
- Sponsorship arrangements will only be entered into with organisations, companies and societies that have a positive public image, are associated with products and services appropriate for a school to align themselves, and that improves educational outcomes for students.

- Sponsorships arrangements that contain restrictions regarding the school's ability to purchase goods and services freely, or restrict the schools ability to make choices in any way, or expect our school to endorse or promote their product or services will be avoided.
- Each individual sponsorship arrangement will be reviewed on an annual basis by school council.

SYPS must not engage in a sponsorship that:

- is aimed at delivering or replacing core Department (DET) 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
- involves food that does not comply with DET's Healthy Food List
- 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
- contains restrictions regarding the schools ability to purchase goods and services freely, or restrict the schools ability to make choices in any way.
- are associated with offensive subjects or themes or activities, or that seek information from the school that would contravene the *Information Privacy Act 2001*.
- A sub-committee of the school council will investigate and negotiate all potential sponsorship arrangements.
- The 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 school councillors must be declared to school council at the time of the sub-committee's report.
- All sponsorship and partnership arrangements will be considered by school council on merit, and decisions will be made on a case-by-case basis.

Evaluation:

- This policy will be reviewed as part of the school's three-year review cycle.

THIS POLICY WAS RATIFIED BY SCHOOL COUNCIL ON JUNE 21ST, 2016.