



Camperdown College

Sponsorship and Advertising Policy

Rationale:

Camperdown College recognises the mutual benefits that can be gained from developing positive and purposeful partnerships with organisations and businesses that exist within the wider school community.

It is understood by the wider school community that participation in advertising and sponsorship will not generate pressure on children, families or schools to purchase particular goods or services, subscribe to particular beliefs or attitudes or pursue particular courses of action.

Aims:

To enhance the educational environment and programs of the College by entering into mutually beneficial and purposeful partnerships with organisations and businesses that exist within the wider school community.

Implementation:

School Council will investigate and negotiate all potential sponsorship and advertising arrangements, giving approval to any partnership arrangements. Any pecuniary interests by school councillors must be declared to School Council at the time of the submission of the proposal.

All sponsorship and partnership arrangements will be considered on merit, and decisions will be made on an individual basis.

When considering potential advertising and sponsorship arrangements, School Council is required to adhere to the following guidelines:

Sponsorship and advertising will be with organisations and companies where a clear and demonstrable benefit for the students and the school's programs can be guaranteed.

Sponsorship and advertising arrangements must take into account the values and views of the school community as well as the school policies.

Sponsorship and advertising arrangements will only be entered into with organisations and companies that have a positive public image, and are associated with products and services appropriate for a school to align itself with. Consideration will be given to:

- the type of products or services the organisation markets
- the marketing methods the organisation employs
- the impact its products and processing have on issues such as the environment
- its public image as an employer, acceptability to the community and general reputation as a business.

Arrangements must not be entered into with companies directly involved with products considered to be harmful to children and parents, for example tobacco, alcohol or gambling.

Arrangements must not be entered into with companies that seek information from the school that would contravene the *Information Privacy Act 2000*.

Sponsorship arrangements that contain restrictions regarding the school's ability to purchase goods and services freely, or restrict the school's ability to make choices in any way, will be avoided.

In considering a sponsorship or advertising arrangement School Council will consider the Checklist for Sponsorship as outlined in the Victorian Government School Reference Guide.

Each individual sponsorship relationship will be monitored and maintained by the principal or his/her representative.

Information relating to the sponsorship will be stored in an easy and accessible format for audit purposes.

Each individual sponsorship arrangement will be reviewed on an annual basis.

The proposed sponsor list for annual awards and major fundraising events will be endorsed by School Council.

In line with the Stadium Development and Licence Agreement (December 2007) the Corangamite Shire Council must not allow the use of advertising at the Stadium without the prior written approval of the School Council.

Evaluation:

This policy will be reviewed by the Policy and Development sub-committee of School Council as part of the school's three year review cycle.

Appendix:

This policy was last ratified by School Council in....	Nov. 2016
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